



# **OPEN CALL FOR CULTURAL EDUCATION PROJECTS 2026:**

# **REIMAGINING CULTURAL EDUCATION FOR A CHANGING WORLD**

## **PROPOSAL GUIDELINES**

**GOETHE  
INSTITUT**

Sprache. Kultur. Deutschland.



This document provides guidelines for your proposal. Please answer all questions below in English (preferred) or Vietnamese and be as specific as possible.

Please note that we are also open to follow-up projects that we already supported last year if you have some new perspectives to continue your project. Please prepare everything carefully and remember to include this information in the proposal before sending it.

If you have any questions, don't hesitate to contact us via: [mararuth.wesemueller@goethe.de](mailto:mararuth.wesemueller@goethe.de). Your proposal should be submitted by 15 May 2026 at 23:59 GMT +7 to: [mararuth.wesemueller@goethe.de](mailto:mararuth.wesemueller@goethe.de)

***Please note that your proposal, including the information and responses to the questions below, should be included in one PDF file.***

### **A. GENERAL CONTACTS (APPLICANT INFORMATION) | THÔNG TIN CƠ BẢN**

Please provide the contact details of the people responsible for the application from your organization. If the proposal aims for a collaboration between 2 stakeholders, please also provide the representatives' information from each organization.

	<b>APPLICANT #1</b>	<b>APPLICANT #2 (if any)</b>
<b>First Name</b>		
<b>Last name</b>		
<b>Organization</b>		
<b>Email address</b>		



## **B. FURTHER INFORMATION**

### **1. Project Pitch:**

Briefly describe the project's core idea. Be clear, concise, and engaging.  
(Maximum 1,500 characters)

### **2. Objectives:**

- What are the project's primary objectives?
- How do these objectives address young people and their cultural participation?
- How does the project promote self-development of young people through cultural education?

### **3. Target Groups:**

- Who is your intended audience or target group?
- Describe the specific groups that the project aims to reach.
- Explain how you plan to engage and involve them.

### **4. Proposed Activities and Timeline:**

- Outline the main activities planned for project implementation.
- How do these activities contribute to achieving the project's objectives?
- Provide an indicative timeline for these activities.

### **5. Relevance to Local Context:**

- Describe the local context related to cultural education and cultural participation for young people.

### **6. Innovation:**

- To what extent will you introduce a new learning method to facilitate a new learning experience for your target group?
- What unique aspects or methods will the project employ that you haven't realized before?



### **C. ACCESSIBILITY:**

In our general commitment to inclusivity, we recognize that not all applicants may find written text the most accessible way to convey their project ideas. By accepting visual storyboards, audio presentations, interactive web pages, infographics, and video pitches, we accommodate diverse communication preferences.

Therefore, aside from answering to above questions in text documents, applicants may choose the following format:

#### **1. Visual Storyboard:**

- **Format:** Create a sequence of visual panels (like a comic strip) that illustrate key project stages.
- **Guidelines:**
  - Each panel should correspond to a project objective or activity.
  - Use captions or brief descriptions to explain what's happening in each panel.

#### **2. Audio Presentation:**

- **Format:** Record an audio presentation (similar to a podcast) explaining the project.
- **Guidelines:**
  - Introduce yourself and the project.
  - Address each question sequentially.
  - Use clear language.
  - Provide relevant examples or anecdotes.

#### **3. Infographic Poster:**

- **Format:** Design an infographic poster.
- **Guidelines:**
  - Divide the poster into sections (one for each question).



- Use icons, charts, and concise text.
- Highlight the project impact.
- Include a QR code linking to more details.

#### 4. **Video Pitch:**

- **Format:** Record a short video pitch.
- **Guidelines:**
  - Introduce yourself and the project.
  - Address each question succinctly.
  - Show enthusiasm and passion.
  - Use visuals (slides, images) if possible.