



CALL FOR APPLICATIONS 2020

BRIDGE BETWEEN EUROPEAN CULTURAL CENTRES

Working with Hyperdiverse Audiences: needs, challenges and opportunities

About BECC and the European Network of Cultural Centres

BECC is a capacity-building programme from the European Network of Cultural Centers (ENCC). It offers **staff exchange, training and mentoring for young professionals working in cultural organisations**. BECC gives participants international work experience and a European perspective, and helps them acquire new competences and skills that are crucial for their organisations in their work with their audience and the broader community.

BECC has supported the mobility of more than 160 workers of cultural organisations since 2008. This year it will offer **12 young professionals** a fully-funded training and staff exchange on the topic *Working with Hyperdiverse Audiences*.

The European Network of Cultural Centres was founded in 1994 to promote dialogue and cooperation between social-oriented cultural centres in Europe. Today, the ENCC reaches about 5000 cultural organisations in 24 countries. Read more at encc.eu.

The ENCC and its programmes are supported by the Creative Europe programme of the European Union.

About BECC 2020

WORKING WITH HYPERDIVERSE AUDIENCES: needs, challenges and opportunities

These recent years have been tumultuous for societies across Europe: we have been facing social, environmental, political, and economical crises, but also a crisis of solidarity. As communities get reshaped, polarising discourses are mainstreaming discrimination, exclusion and racism into everyday political debate.

In the heart of communities across Europe are cultural and community centres: places where people encounter culture and art, but first of all where they meet each other and share their interests. In these turbulent times, it has become crucial for community workers and culture professionals to develop and refine skills allowing them to understand the complex realities of their neighbourhoods, and to seize those realities as opportunities. It is obvious that to build connections that link different people, regions and ideas, we have no other choice than to challenge our own opinions and learn to think differently.

This year we will dedicate the BECC programme to the cultural centres and organisations working with emerging or changing hyperdiverse communities, who need support in re-thinking or even re-defining their role in these communities. By hyperdiverse, we understand communities that are made up of many different nationalities, languages, cultures, age groups, gender identities and social-economic backgrounds, with their own different interests and levels of access to culture. Some questions we will try to address:

- What kind of cultural centre is needed for hyperdiverse communities today?
- How can organisations empower active participation of the different members of their community?
- How to contribute to building societies that are more open and democratic?
- How to react to the dynamics of change?
- How to build and manage teams working inside these community centers?

In addressing these questions, we will analyse models of cultural organisations and design new ones aiming to serve their communities better. We will focus on skills and tools supporting successful cooperation with the community and within the

team at the same time. We will also learn about audiences, who they are, how to reach them and how to involve them as active citizens. We will share stories of inspiring examples in Europe.

Last but not least, we will build up a learning community. Trainings will follow different formats: experiential learning, self-directed learning, study visits, discussions, group and individual work, theory vs. practice, and democratic moderation.

This cultural management training will be enriched with soft skills coaching. The programme is developed by the ENCC, in close collaboration with trainers Dagna Gmitrowicz (PL/DE) and Matteo Negrin (IT).

Conditions to apply

Applicants should be junior professionals, working in a cultural centre or another type of cultural organisation inside or outside the European Union. All profiles are welcome to apply (managers, project coordinators, communicators, technicians, artists, volunteers and others); however, applicants must be involved in decision-making about their organisation's programme, and have at least 1 year experience working with a diverse community. They should clearly show in their application their motivation to develop new models of local cooperation and community development. Applicants must be fluent in English, which is the working language of the programme. They must also be born after 1990.

Each applicant must be appointed or at least fully supported by their organisation for this training, and upon request ready to present a recommendation letter from a member of their management team.

Applicants' organisations should identify a clear need for the training within their structure: applicants should be appointed as ambassadors for their organisation. After following the BECC programme, they will contribute with their experience to improvements in their work context.

Applicants' organisations should be ready to take responsibility for preparing, supporting and evaluating a qualitative learning experience.

Selection

The ENCC will select **12 candidates** for the 2020 programme. The selection process will give special attention to applicants from ENCC members and to those who are



employed by a cultural centre, but the goal is to select the most diverse and balanced pool of participants as possible.

The selection committee will also give special attention to applications from Malta, Cyprus, Spain, Italy, Bosnia-Herzegovina, Moldova, Montenegro, Albania, and North Macedonia.

N.B. We encourage geographic diversity, but extra-European candidates should be aware that we will not be able to increase the standard travel grant, so they should ensure that their extra mobility expenses can be covered by their organisation. They should also be aware of visa issues and prepared to deal with them.

TIMING

Deadline for submitting application: **31st December 2019**

Selection results: 17th January 2020

BECC Launching Seminar: 17-20 March 2019, Turin, Italy

Period for realization of exchanges: minimum 7 days between 13 April and 31 August 2020

Mentoring: from the moment of acceptance of candidate as a BECC participant until the participant's report is filed (at the end of September 2020)

Report and evaluation: before the end of September 2020

How to apply

Applications for the BECC programme must be submitted online, using this form:

[BECC 2020 APPLICATION FORM](#)

Selection results will be communicated by email to participants.

BECC 2020 Calendar

1. Launching Seminar:

The 4-day "fire-up" event will take place in Turin, Italy, from 17 to 20 March 2020. It will be hosted by local cultural organisation [Rete delle Case del Quartiere](#), itself very committed to working with diverse communities. It will be the first opportunity for all participants and mentors to meet in person. The 4-day meeting will offer different formats that will seek to empower participants in their learning journey: experiential learning, self-directed learning, study visits, discussions, group and individual work,



theory vs. practice, and democratic moderation. The core cultural management training will be guided by experienced trainers Dagna Gmitrowicz and Matteo Negrin. Additional study visits will offer a look at the local context and at cultural activities in Turin.

2. Exchange Period

Each participant visits another participant's organisation for a minimum of 7 days (no maximum is indicated) and hosts a participant in his or her own organisation. The exchanges are designed in cooperation between the sending and hosting organisations and individual BECC participants. They are based on a clear needs assessment and give the opportunity to gain competences by visiting organisations, meeting stakeholders, taking part in local activities, taking part in evaluations, sharing experiments, etc.

The hosting organisation facilitates the learning process by preparing for the language challenge, providing local support, implementing the learning plan as agreed prior to the exchange and offering a qualitative learning experience.

The sending organisation facilitates the learning process by organising a thorough needs assessment, quality cooperation with the hosting organisation and careful preparation of the BECC participant.

3. ENCC Mentoring

BECC is a self-designable process. Participants can choose to pursue certain learning paths or research areas over a longer period of time, according to their needs and time capacity. The BECC trainers and the ENCC staff will be available to support them. The ENCC staff also keeps in touch with BECC fellows via a dedicated Facebook page, and informs them of other learning activities and events that could be of interest to them.

4. Report and Evaluation

The evaluation is a very important moment as BECC participants are asked to submit reports to the ENCC and explain the impact on themselves and on their organisation. The report and products (photos, videos, articles, printed materials, social media products and others) gathered by each participant, as well as by the sending and hosting organisations, must be delivered to the ENCC office within one month after the exchange and no later than 31st of September 2020.

5. Participation Obligations

For BECC participants:

1. To actively attend all BECC activities: Launching seminar, exchange period, mentoring throughout the BECC project period, reporting and evaluation;

2. To deliver timely all necessary documents: BECC agreement, exchange programme, final report and evaluation

For hosting and sending organisations:

1. To sign an agreement with the partner centre and ENCC before hosting/sending a participant;
2. To take responsibility for the preparation, organisation and evaluation of a qualitative learning experience: accommodation, coaching, language support, activities etc., according to the ENCC model;
3. To prepare & support the staff members sent and received;
4. To report about the experience to ENCC;
5. To communicate about the experience to staff and partners;
6. To explore the possibilities of long-term collaboration with the partner organisation.

6. Finances

ENCC members, (including members of ENCC national networks), have access to the programme without any cost. Non-members pay a 50 € participation fee. The costs are covered as follows:

The ENCC provides a financial contribution of 800 € per participant. This grant, paid either to the hosting or the sending organisation (depending on individual agreements), is to be used for participation in the BECC exchange: activities, accommodation, catering, international and local transport.

The ENCC covers also the costs for the launching seminar (accommodation, catering, travels and programme costs for participants).

7. Logistics management for Launching Seminar

Transport: Each participant's organisation makes arrangements for the participant's transport to and from the city where the launching seminar takes place, and invoices the ENCC for transport costs. The ENCC reimburses flights, train, bus and public transport, and in exceptional cases, travelling by car. The maximum amount for reimbursement (both ways) is 250€. Exceptional costs going beyond this amount (for instance because of geographical distance) can be discussed with the ENCC project manager. Other transport costs, such as taxi expenses, are not eligible for reimbursement.

ENCC will reimburse the amount upon reception of the invoice, ticket (and boarding pass if applicable).

Local transport in the city where the launching seminar takes place is organised and covered during the seminar by the ENCC

Accommodation and food: the ENCC organises all accommodation and meals during the training, and covers those costs.

6. Trainers

Matteo Negrin :

I am an author, musician and cultural manager. I plan and implement innovative devices for the development and engagement of new audiences.

I am also a lecturer and a professor. I have published for Gruppo Sole 24Ore, and I also write in Corriere della Sera. I am president of the Agenzia per lo Sviluppo Locale di San Salvario – Casa del Quartiere (member of ENCC). I'm the director of Lavanderia a Vapore, a regional choreographic residency that is a member of the European Dancehouse Network. Since 2018 I've also directed Piemonte da Vivo Foundation, a government institution for the promotion and development of performative arts.

What I will share as part of the training:

Starting from an analysis of concrete cases and best practices, I'll try to explain reasons and strategies for overcoming the liturgies of cultural consumption, suggesting times, ways and spaces favorable to the interception of new audiences. I would like to overcome the traditional concept of "audience" by redesigning the role of a subject who is no longer passive, but an actor we would like simply call as a citizen.

Dagna Gmitrowicz:

I am a visual artist, facilitator, coach, therapist and process designer who creates meaningful learning spaces at conferences, workshops and in my workshop. I strongly believe in and support a collaborative work culture, using the potential and strengths of everyone and tapping into the collective creativity of the group. Recently, I've created new methods supporting the empowerment of people from less privileged groups. In particular I worked on two methods: 'visual conversations' for the Sparkcatcher project and 'street stimulation' for Occupy Learning. I have worked, among others, with Erasmus + National Agencies, Euroguidance, Bundesvereinigung Kulturelle Kinder und Jugendbildung (BKJ), Cabuwazi pedagogical circus, the ENCC and other NGOs from all over Europe. I work and live in Berlin; I also co-manage my own cultural foundation in Poland.

What I will share as part of the training:

I invite you on a self-directed learning journey, which starts with your selection and will end at the evaluation phase of this project.

I will offer you different tools and support your self-reflection, self-assessment and

self-empowerment in the context of your professional development. Moreover, I will stimulate the group process by underlining the importance of a learning community and stimulating creativity grounded in micro-interactions. You can expect individual work, small chats with me, work with your peers and within the whole group.