



**Culture Guide pilot courses,
7 – 12 June 2015 in Nova Gorica**

Sunday, 16.30 - 17.00

Pilot courses for the GUIDE project
By Hans Jørgen Vodsgaard, Interfolk

Background – dilemma of culture policy

The gap in the EU member states' culture policy

Main goal:

- Ensure free and equal access to experiences with art and culture for all citizens
 - Focus on humanistic and democratic values against totalitarian experiences
 - Art and culture as mean to promote free and autonome citizens and a free public sphere as the critical foundation of democratic culture in the society.

Reality:

- Recurring problem with large residual groups of non-users, especially among social marginalised - best educated and economically well-off populations in major cities.
Documentation: Danish Ministry of Culture, "The cultural habits of Danes, 2012"

Phases:

1. from top-down model with culture to the people in the 60-70ies (focus on high art)
2. to a mix model incl. bottom-up model with own activities in 70-90ies (also focus on amateur art and voluntary culture in civil society)
3. From 90ies social and economic instrumentalisation of culture and art combined with a new priority of cooperation with the culture industry in market
(Mayor-culture, Pavarottisation, experience economy, culture tourism).

Double pressure on voluntary arts from state (high art) and market (culture industry) .

Background – voluntary culture

Challenges for the sector of voluntary culture

- In general, the sector is rather closed on their own communities of interests, and they have generally not undertaken a broader societal responsibility as NGO's.
- They need to react against the double pressure of the state's priority of high arts and the market's priority of culture industry.

Guidelines

- The voluntary culture can reduce the gap by taking a societal responsibility and emphasising the idea of “cultural sustainability” where “citizen help citizen” in a civil society context (not state not market).
- They should improve their ability to reach out and help marginalized social groups to gain access to art and culture as an important part of “the good life”.
- They can do this without an instrumental approach, because the focus is on the core values of arts and culture (and not on possible peripheral societal benefits for health, employment, etc.)

About the project:

A shared vision of the partnership circle

Why this partnership circle

- that Includes five national umbrellas and a research organisation for voluntary arts and culture from Denmark, Holland, Slovenia, Hungary and United Kingdom (KSD, IF, LKCA, JSKD, MNT and VA)
- They know each other from the AMATEO network
- They have worked together before in the LOAC or the ART-AGE project

INITIAL VISION

- The partnership shares the view that the voluntary arts and culture can help people to a more fulfilling, enlightened and participatory life,
- and that they as civil society associations have a societal responsibility to reach out to all social groups and promote “cultural sustainability” by transmitting the idea of “citizen help citizen” to practice in their field of activity.

INSPIRED

- From the culture guide initiative in the Copenhagen municipality

About the project:

Aim and objectives

The overall aim is

- to promote new culture guide activities in the sector of voluntary culture and amateur art targeting marginalised social groups / non-users of art and culture.

The objectives are

- On organisational level - to improve the associations ' knowhow and capacity to initiate and facilitate the culture guide services
- On personal level – to engage and train new volunteers to be culture guides

Main deliverables, including pilot courses

- 1) To implement a series of local pilot test of culture guide activities including
 - New management methods to initiate and facilitate guide services
 - New curricula and training courses for volunteers to become culture guides
 - New best practise examples of varied culture guide activities
- 2) To publish a multilateral Handbook on culture guide activities, five language ed.
- 3) To test two pilot Grundtvig IST-courses for managers and culture guides for provision of European training courses after the end of the project
- 4) To disseminate the outcome to the main target groups and stakeholders incl.:
 - Project website
 - Leaflets, news-mails, social media, articles, presentations at meetings, etc
 - A concluding European conferences on the project

About the project: **The work programme**

First phase: Prepare culture guide activities, Oct 2013 – Jan 2014

1. Start-up, prepare tasks to kick-off meeting, present baselines, Oct – Nov 2013
2. The first partner meeting in Copenhagen, Nov 2013
3. Initiate local pilot works, Nov 2013 – Feb 2014

Second phase: Implement local culture Guide offerings, Feb – Dec 2014

4. The Second partner meeting in Liverpool, Feb 2014
5. Implement local project work incl. culture guide courses, Feb – June 2014
6. Complete pilot culture guide offerings, June – Dec 2014
7. Complete bilateral study visits and peer mentoring, Oct – Dec 2014

Third phase: Deliver multilateral results, Jan – June 2015

8. The third partner meeting in Utrecht, Jan 2015
9. Provide European handbook on culture guide activities, Jan – May 2015
10. Complete two pilot IST-courses in Nova Gorica, Feb - June 2015

Fourth phase: Final valorisation, June – Nov 2015

11. The fourth partner meeting in Nova Gorica, 14 June 2015
12. Complete European Conference, 5 - 6 Oct 2015 in Budapest, Aug - Oct 2015
13. The fifth partner meeting in Budapest, 7 -8 Oct 2015

All phases: Valorisation, evaluation and project management, Oct 2013 – Dec 2015

14. Dissemination incl. a web portal
15. Exploitation
16. Monitoring and evaluation
17. Project management

The frame of the courses

Course Titles:

- A: Provide culture guide activities - for **management staff** in voluntary arts and culture"
- B: Course B: "Provide culture guide activities - for **volunteers** in voluntary arts and culture"

The courses are arranged parallel to gain benefits from shared experiences between the group of management staff and volunteers.

Why two courses?

Correspond to the two main groups of staff involved in the guide activity

Course objectives

The overall aim is to test pilot courses for facilitators and volunteers for future provision of European and national courses after the end of the project.

The objectives are

- 1) To introduce the project work with new culture guide activities.
- 2) To present main steps and key approaches to establish and facilitate culture guide activities:
 - a. Prepare the local culture guide strategy.
 - b. Establish local project teams, find volunteers, and involve stakeholders (providers of culture, channels to end-users and local decisions-makers).
 - c. Provide training courses for new culture guide volunteers.
 - d. Support the new culture guide services for social marginalised.
 - e. Provide supportive activities of evaluation and dissemination.
- 3) To exchange experiences of Best Practise as facilitators as well as volunteers.
- 4) To use multilateral workshops to plan new local culture guide activities and approaches.

Course methodology

The courses will

- be based on participatory and activity-based methods,
- focus on knowledge exchange and shared experiences.
- include intercultural learning about each other as a cross-curricular topic.

There will be a blend of lectures, trainers' presentations, plenum discussions, workshops, and small group work.

Short presentations on the topic prepared by participants themselves will be part of the course.

Sites visits to cultural activities in Nova Gorica and the 1-day excursion to Ljubljana will focus on "best practice" within the areas of focus.

Day-by-day programme

Sunday / day 1: Welcome

- Presentations of programme and practical issues, presentation of participants

Monday / day 2: Present best practise

- Plenary session – outline the pilot work in each country (by project leaders)
- Introduction of the Handbook
- 1st group session:
First part, present own pilot projects (10 min each).
Second part, create an imaginary "perfect project" and present in plenum.
- **Reception** by the Mayor of Nova Gorica, and **visit** to museum Kromberk

Tuesday / day 3: Key approaches

- Plenary presentations (Bente von Schindel and Helen Jones)
- Plenary presentations of pilot activities (by project leaders / local teams)
- Plenary session and workshop : How to approach decision-makers (Igor Medjugorac)

Wednesday / day 4: One-day excursion to Ljubljana

Thursday / day 5: Sustainable activities

- Workshops A (public relations) and B (prepare culture event)
- 2nd group session: Ideas for future pilot activities, and present ideas in plenum
- **Visit** to the Cultural centre/ Monastery Kostanjevica

Friday / day 6: Conclusion

- Summaries, Evaluations, Course Certificate



Finally

Thanks a lot for your attention

I wish you all
an enlivening and enlightening
cross-border course

Introduction to group session Monday

13

3 groups of approx. 10 persons (mix of facilitators and volunteers)

Group 1:

Group 2:

Group 3:

First part / 11:10 – 12:10: Presentation of local pilot projects

- Each country representatives present the local project, they have been involved in.
- 10 min per presentation about project highlights, key strengths and weaknesses.

Second part / 13:45 – 15:00: Create an imaginary "perfect project"

- summarize the key advantages of the presented projects and join them in a "perfect project" - All the issues should be covered:
 - Initial plan, establishment of project teams, stakeholder network,
 - Recruit volunteers, training courses,
 - Promote the initiative, support to culture guide volunteers and other stakeholders,
 - Guidance on follow-up, help with dissemination and evaluation

Third part / 16:30 – 17:00: Plenary presentations of "perfect project"

- Each group has 10 min – with 5 minute for presentation and 5 min for questions