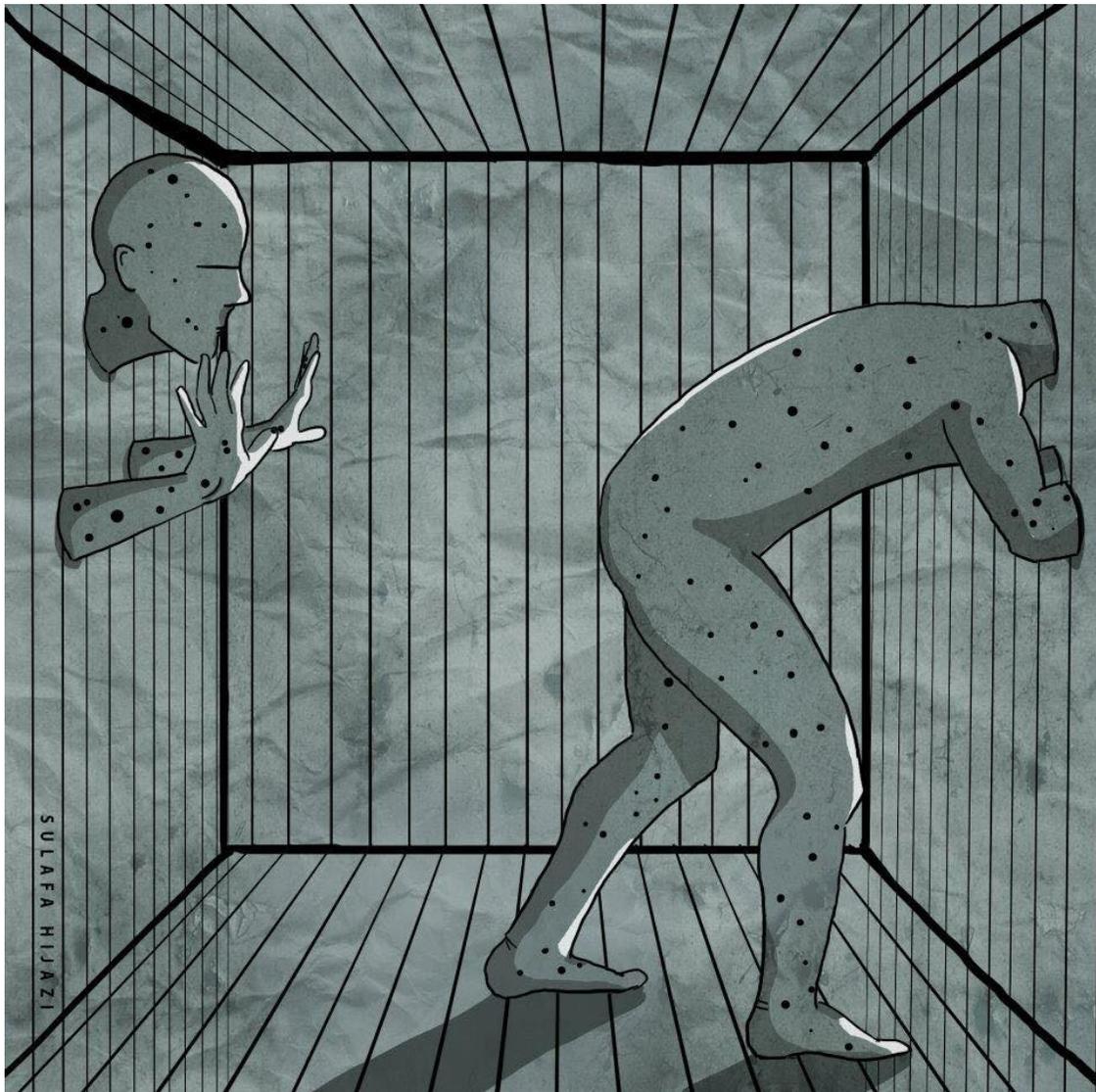# Remodel Your Cultural & Artistic Work -Resilience

- May 4-8 Rabat - Alma Salem

BACKGROUND ON RESILIENCE

On the 8th of June 2016 a joint Communication by the European External Action Service (EEAS) and the European Commission titled "Towards an EU Strategy for international cultural relations" was published and discussed by the Council of the EU in autumn 2016. This came as a follow-up to the three devoted panels on the culture and development at the European Development Days (EDD) in 2015, and the lobbying pressure from the Global Campaign partners calling for the inclusion of culture in the 2030 agenda for sustainable development goals (SDG's), adopted in September 2015

Derived by these global action many international cultural actions today are emphasizing the relation between culture, development and resilience as a priority in the Arab world

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The majority of governments the Middle East North Africa (MENA) region lack good governance, where dysfunctional institutions, corrupt systems, leading to restless censorship and abuse of the rights for artistic expression, and where supporting artists and creative forces is not given priority nor it is strategically positioned at the policy level to contribute to achieving development goal. The new international trend aiming to link culture and Resilience is highly relevant to the region, since its geopolitical context, lack of internal stability, and fragile creative economies imply that the key funds for independent arts and culture manifestation remain inevitably dependent on EU .cooperation among few others
Although the relation between these two sectors is addressed in several key targets of the region's cultural initiatives and organizations, yet it needs to become evidence based through research, referencing, and experimenting with new models and creative processes
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Where to start? The starting point is the definition of culture as: "who we are and what shapes our identity". That understanding Culture as an ensemble of values, traditions, tangible and intangible heritage, religious beliefs, worldviews and the expressions of culture in ways of living – can facilitate the achievement of development goals
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A second entry point to the conversation is by approaching it from the development paradigm, meaning that development is premised on values, worldviews, ideological beliefs, vision,

and is itself an act of culture that impacts willingly or adversely the culture of its intended beneficiaries
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Flagrant evidence to these claims can be seen in conflicts that are rooted in economic and power disparities, they might be fueled by the exploitation of cultural differences, and as a result conflicts impact development negatively through the destruction of infrastructure, social cohesion, brain drain, and human life. On the other hand, recognizing cultural diversity contributes poverty reduction, education, sustainable cities and environment, food security, economic growth, sustainable consumption and production patterns, conflict resolution and peaceful and inclusive societies
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The post-Arab revolutions in the MENA region, its geo-political context, and the new international priorities to link Culture, development and resilience create a momentum for its Cultural leaders, artists and practitioners to work more closely with development experts, to better explain these linkages at governance, social and economic levels

We are going to abroad these issues with a recognition that an immense manifestation of artistic talents, cultural workforce dynamics, and artistic expressions and creativity continue to flourish in MENA region despite the severe vulnerability and instability , therefore the efforts need to focus on creating a narrative in support of materializing culture and development linkages, contribute to achieving SDGs targets, lobbying to showcase how Culture in a multicultural region paves the way for a human- centred ,rights-based, and inclusive development

PROGRAM

GENERAL LEARNING OUTCOME:

By the end of the workshop you will be able to run an arts and resilience program,
To define Resilience and link it to the context you work in
To set you organization/ program Resilience theory of change and present your Resilience project.

Participants will be initiated to Resilience environmental analysis, they will learn how to carry a SWOT analysis with a Resilience approach and how to set their work within the current geo-political context, to know who do they serve , this will help future planning and implantation of their projects , to find mutual interest among them by minimizing risks and maximizing growth opportunities for their strategies, and by identifying their added value in relevance to other organizations and different work they are doing,

GENERAL SCENARIO

The dramaturgy of the duration of the workshop will aim to creating a network of practitioners in the area of Resilience, to providing them with the necessary tools to work together, sharing their experiences, strengthen their projects, develop their processes

And it will follow as a modality the duality approach (ME/WE)
So each outcome will be in two types of activities (an individual one and a group one)

FIRST LEARNING OUTCOME:

WHAT IS RESILIENCE?

By the end of this session we will would've approached the concept of Resilience from the individual perspective of each participant, we would've enriched it in its diverse definitions in the room, have recognized the commonalities of practices and realized the immense manifestation of artistic talents, cultural workforce dynamics, and artistic expressions and creativity continue to flourish in MENA region despite the severe vulnerability and instability , therefore the efforts need to focus on creating a narrative in support Resilience by materializing culture and development linkages, a common narrative in the room that will contribute to achieving SDGs targets, lobbying to showcase how Culture in a multicultural region paves the way for a human- centred ,rights-based, and inclusive development

SCENARIO:

Participants already met and worked together in Tunis.
We will start the first day by each participant to introduce themselves in a different way this time from their perspective on Resilience and the key question is :

What do you understand from the word Resilience ? How do you define it from the perspective of your area/Geography and context of practice?

ACTIVITIES:

1- Individual session: Each participants to share their own definition (we need to have a fun tool for this)
2- Group session: Cross-Cutting these definitions to find mutual approaches to Resilience

SECOND LEARNING OUTCOME:

RESILIENCE AND AUDIENCES DEVELOPMENT : WHO DO WE SERVE?

Audiences analysis plan based on influence and Resilience, this workshop will help organizing the different aspects of the organizations operation to target each segment of audiences with a different approach, including business partners, sponsors, potential donors and key stakeholders , also competitors for future fundraising
This first analysis will help participants to module an outcomes based targeted groups and . design a different approach and messaging for each group, this will be the a new way to connect to its new diverse audiences.
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SCENARIO:

By the end of this workshop you would have revised the approaches on how to connect to people around you, who are the ones who matter the most ? And you would have gained knowledge in how to identify who are the audiences/partners/lobbies in your surrounding who connects to your work to the area of Resilience and, how to diversify audiences, how to broaden your access and how to campaign to bringing them on board of you mission.

ACTIVITIES:

Who are your targeted audiences.? Can you divide these in groups and define them?   -
We will map trends that appeared from opening that discussion and create groups based   -
on it who will start exploring those issues more in depth around their current proposals
and projects.
Key question : Who are you people ? Who do you serve?   -

1- Individual session : An excel sheet for each to map their own in small groups
2- Group session   : A session to find common people and circle to show how people in the
room connect

THIRD LEARNING OUTCOME:

RESILIENCE KEY MESSAGES: WHAT IS OUR RESILIENCE OFFER ?

By the end of this session and based on the agreed definitions of Resilience and what has
already be put together we will develop a Resilience mini strategy for each participating
organization, (a verbalized vision and mission, strands key messages statements by
different audiences groups we explored) that rimes with International agendas , funds,
and donors priorities, including they key component of they can be developed to a
Monitoring and Evaluation plan

SCENARIO:

We will introduce these key messages with an introduction on M&E's, so we start by speaking
about the necessity in designing and implementing resilience projects based.
on a **change theory,** and clear KPI's, and agreed plans and resources to collect
success evidences, of building a track record, of choices relevant to SMART
(SPECIFIC, MEASURABLE, AGREED, REALISTIC, AND TIME BOUND) results and
. for this we need to set clear key messages that will become our offer to our audiences.

ACTIVITIES How the session is going to work?

Participants will look at the new acquired definitions, and the newly mapped targeted
audiences for their Resilience programs and they will start verbalizing their mission

statements in concrete key messages based on the 5W's framework (Who/When/ Where/What/Why) , this will make a based to their future proposals and will put clarity on communicating their programs.

1- Individual session: participants to work in small groups coached individually by trainers
2- Groups session : participants to share their key messages with the wider group

WRAP-UP SESSION: EACH PARTICIPANT IS NOW EQUIPPED TO PRESENT THEIR PROJECT …we can do a final session of presentation or we decide to leave it till after the workshop.. to be discussed …

CASE STUDIES

These case studies connecting RESILIENCE to relevant priorities will be presented each in a film about artworks , cases, or in a shared story from a featured participant, or a visit to local NGO's in RABAT, where we will abroad the issues and where I introduce the model and share the below content .

I will share the content of these asap , and if you have proposals please don't hesitate to share, but lets leave two hours for each case

FOR CASE STUDY FOUR: I would like to invite:
Jaouad Essounani
E-mail : j.essounani@dabateatr.org
DABA theatre director www.dabateatr.org to share the Theatre artistic manifesto
:
CASE STUDY ONE

RESILIENCE, AND THE ROLE OF CULTURE AND ARTISTIC EXPRESSIONS IN CLAIMING RIGHTS AND STRENGTHENING GOOD GOVERNANCE:

To explore how good governance that is based on fundamental rights and freedoms also includes the access to the arts as fundamental human right, and how the respect for cultural expression contributes to the pursuit of the full potential of citizens with physical, emotional, spiritual intellectual stimulation, psychological catharsis, the cultural dimensions of the,

exploration of new voices, values and world views, the celebration and transformation of the human condition within given circumstances.
Under this section we will abroad issues of democratizing culture, of reclaiming public spaces, of occupying new venues, issues of corruption and censorship, of RELEVANCE, of fair access and equal artistic opportunities, and how can art be a powerful medium to reclaiming public rights, political participation and a representation of the voices of the vulnerable

CASE STUDY TWO

RESILIENCE AND THE ROLE OF CULTURE IN ENHANCING SOCIAL JUSTICE, EMBRACING DIVERSITY AND INCLUSION AND SOCIAL DEVELOPMENT
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To explore how resilience and social development is based on the participation in communities' cultural life and respecting the specificity of local cultures, human wellbeing, social cohesion, social inclusion, equity and equality, social harmony, and how culture embraces transmission of knowledge, establishing a new social contract, and social justice. How social development requires creativity and innovation as means of brining diversity into education, Health, poverty alleviation, demographics and other aspect of social development and Resilience, in this area we will speak about issues of identities, of decolonizing arts and of development of local artistic expression of people with limited access and the issue of mixed-abilities in the art, of audiences development, of arts and gender equalities, of fair geographical access and the art & culture between the centres and the "perifriques culturel"

CASE STUDY THREE

RESILIENCE, RENEWAL,INNOVATION, AND THE ROLE OF CREATIVITY IN ECONOMIC DEVELOPMENT

To explain how Heritage protection, archiving collective artistic Memory and the development of creative industries are key element of economic development that foster equality and preserves natural resources. That is an essential contributor to the creation of wealth .and generation of economic resources

To demonstrate how economic development will benefit from capacity building and investment in all aspects of the market place value chain of the arts, we will abroad issues of Resilience and New technologies, clustering, new spaces, new hubs and the .connection between creative economy and other economic sectors

CASE STUDY FOUR

RESILIENCE, STATEMENTS, MANIFESTOS AND CONTEMPORARY ARTISTIC MOVEMENTS,

To abroad how embracing new contemporary expression shifts definitions of identities, challenges societies power structures, moves and shakes youth expressions, enhances intellectual approaches and gives space to the unheard.

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To explore issues of curation, of artistic programming, of models of venues, of artistic choices and their impact on convening thoughts, of risk taking in the arts, of funding modalities, of the RULE OF THE canons (the Museum and the Galleries) of Resilience and Art History, of the new trends and artistic practices and their impact on the "Rayonnement" of innovation, creativity and new ideas