



Courants du monde 2018

International seminar

English speaking seminar

Cultural institutions in the service of urban and territorial development

Dates From Monday, June 4 to Thursday, June 14 2018 (inclusive)

Context This bilingual seminar is being offered by the Ministry of Culture (General Secretariat, Division of legal in international affairs) within the framework of its visitor programs, implemented by Alambret communication.

It will bring together in Paris and in region some fifteen experienced cultural managers working in the fields of cultural development, territorial action and the management of cultural, heritage and non-heritage structures. The purpose of this seminar is to familiarize the participants with the French context and to facilitate the development of professional networks between France and the concerned countries and between the participants. They will thus be able to share their knowledge, practices and projects on issues of cultural institutions and urban and territorial development, through presentations, round tables, professional meetings and visits.

The seminar will be in English only.

Audience This seminar is intended for high level English-speaking professionals (cultural structure administrators, cultural project managers, cultural managers of territorial authorities, person in charge of the elaboration and steering of cultural policies), contributing in their countries to the carrying out of cultural projects having a structuring impact on the development of territories.

Topics This seminar will cover the following topics. Its contents will be adjusted according to the profiles of the participants selected :

- Actors of the cultural and territorial policy, the multi stakeholders partnership and networks;
- Definition and implementation of the territorial development strategy;
- Link between the cultural policy and the others territorial policies;
- Audience and cultural mediation, including the news mediation tools;
- Communication;
- Financing;
- Evaluation;
- Economic impact.

The purpose of the seminar is :

- A shared knowledge of the actors and the territorial policies in France and in the participant's countries;
- A shared knowledge of action-levers (financing, communication, mediation...);
- To facilitate the development of professional networks between France and the participants.

The following recognized cultural institutions will be involved in this program: Ministry of Culture (and linked public establishments), territorial authorities (Regions, urban areas, cities), museums, heritage sites and other cultural facilities.

Coverage of the expenses The Ministry of Culture will cover the costs for:

- The training program
- Living expenses (accommodations and *per diem*)
- Travel within France for the needs of the program
- Insurance

NB: The cost of the international transportation ticket is not included and must be covered either by the applicants, their home establishments, the Embassy of France or French Institute of the country of residence, or any other institution.

Application procedure The applications can be downloaded from the site of the Ministry of Culture and communications : www.culturecommunication.gouv.fr/politiques-ministerielles/Europe-et-international/accueil-et-formation

Once completed, this application must be sent to the Embassy of France (Cooperation and cultural action department) or to the French Institute of the country of residence of the applicant which will sign it and send it by Tuesday, **March 5, 2018** at the latest, to the Ministry of Culture (courantsdumonde.sdaei@culture.gouv.fr) and to Alambret communication (cecile@alambret.com), after issuing a justified opinion regarding the application

For this seminar the selection will be done by a jury composed of experts from the Ministry of Culture and from the Ministry for Europe and Foreign Affairs which will evaluate the applications based on the following criteria:

- Individual quality of each application (quality of the professional approach)
- Structuring effect of the seminar for the participant's structure
- Outlook for the development of institutional cooperation between the country of origin and France, and also between the countries represented

Information

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Processing of applications / Organization

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