



culture  
Solutions

# Refreshing EU relations with the world

## Annual Report 2021

### Overview

This year culture Solutions really rocked! We generated the largest income ever since 2018, which allowed us to remunerate all our collaborators. Most of the contracted missions we have delivered in the first half of the year were unexpected and not part of our 2021 work plan. We were caught by surprise and had to make fast (and hard) decisions: Unesco Yemen conference, ACP-EU webinar, INTPA knowledge sharing strategy mission (MKS), to name but a few.

Such an intense level of activity in the first half led to slowing down the pace a little bit after September. Yet, we ended on a promising note: cS participation in the Siena Cultural Relations Forum, Training sessions at the CIRCEA autumn school, and the first-ever face-to-face cS event in Brussels in November, together with cS friends and supporters; while also publishing research products capitalising on our training and facilitation missions.

### Quotes from partners



Culture Solutions was very professional, dedicated and we will recommend their services.



Participants in the DG INTPA Culture Seminar



I value the precious contribution of culture Solutions to the work that the European Union launched on the protection of cultural heritage in conflicts and crises. Supporting culture Solutions in the future will definitely benefit international cultural relations as a whole and multiply their impact on sustainable development and peace.



Guillaume Decot, European External Action Service Principal Advisor

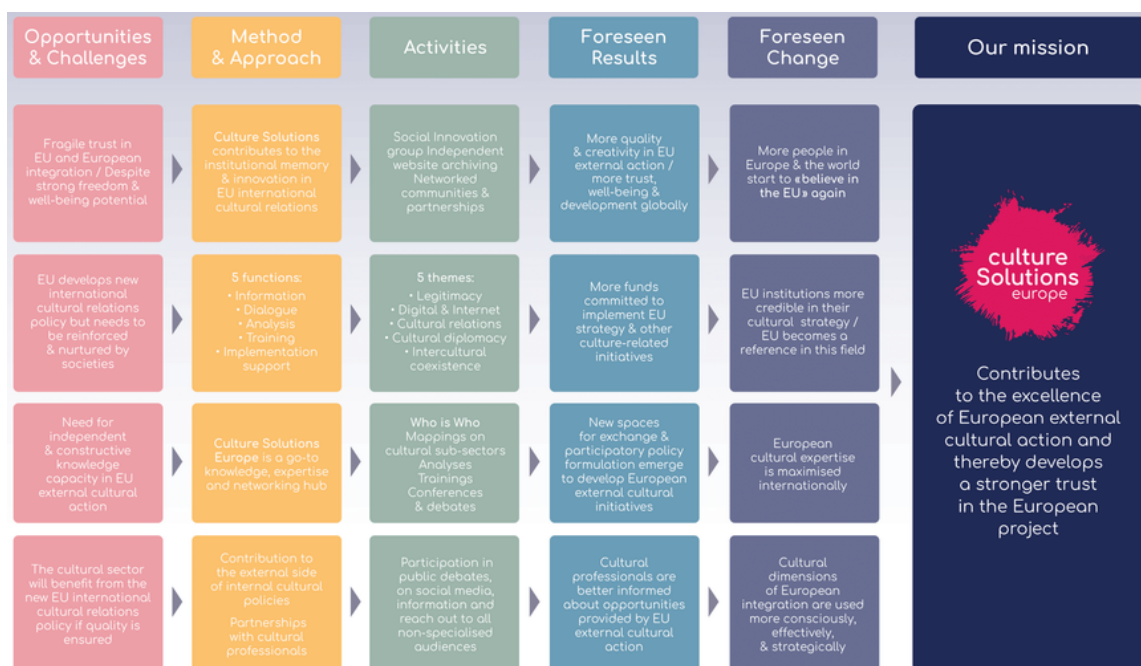


“I was impressed by the high quality work and commitment of cS on several assignments to support culture in international partnerships. And it is a pleasure to work with such a dedicated, knowledgeable, energetic, responsive team!



Greta Galeazzi, International Cooperation Officer

## Theory of Change

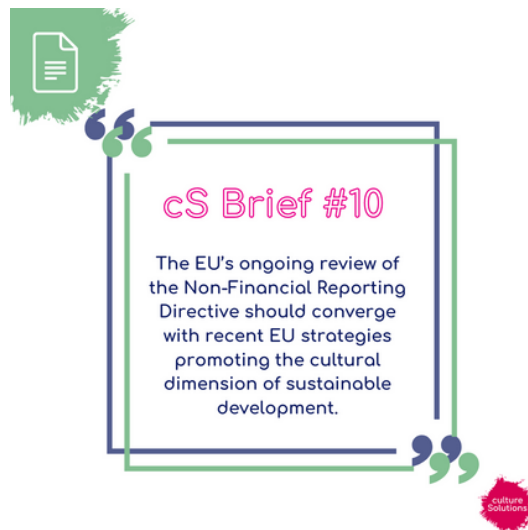


## Activities

### 1. Research

This year we experimented with a new research management method by recruiting research associates. It worked pretty well with the valuable contributions of two well-established researchers, Lilan Hanania and Antonios Vlassis. Our blog posts also grew significantly with a diversification of topics.

- L. Richieri Hanania (dir.), D. J. Lee, I. Kokinova, G. Bernoville and A. L. Martins (2021), "cS Brief #10 : Promoting private sector involvement in culture worldwide: Reinforcing the cultural dimension of non-financial reporting in Europe", 30 June 2021, <https://www.culturesolutions.eu/publications/promoting-private-sector-involvement-in-culture/>.



- A. Vlassis, L. Richieri Hanania and I. Kokinova (2021), "cS Brief #11: Culture in EU external trade: Towards Stronger Digital Cultural Cooperation", 12 July 2021, <https://www.culturesolutions.eu/publications/culture-in-eu-external-trade-digital-cooperation/>.
- A. Martins and D. Helly (2021), cS blog "Team Europe's future heritage? Protecting shared memories in conflict", 8 February 2021, <https://www.culturesolutions.eu/events/team-europes-future-heritage-protecting-shared-memories-in-conflict/>.
- G. Bernoville (2021), cS blog "European Spaces of Culture: A blueprint for a Cultural Team Europe", 20 March 2021, <https://www.culturesolutions.eu/articles/european-spaces-of-culture/>.

- D. Helly and G. Bernoville (2021), cS blog "New European Bauhaus: interculturally global", 8 May 2021, <https://www.culturesolutions.eu/articles/new-european-bauhaus-interculturally-global/>.
- N. McNeilly and B. Hesseling (2021), cS blog "Restoring livelihoods through culture in Yemen: lessons learnt", 15 June 2021, <https://www.culturesolutions.eu/articles/restoring-livelihoods-through-culture-in-yemen-lessons-learnt/>.
- N. McNeilly, C. Zayas, D. Valenza & D. Helly (2021), cS blog "#TeamEurope: A community of practice on culture for EU Delegations", 1 July 2021, <https://www.culturesolutions.eu/events/teameurope-a-community-of-practice-on-culture-for-eu-delegations/>.
- N. McNeilly, C. Zayas, D. Valenza & D. Helly (2021), cS blog "#TeamEurope impact: Effective Digital Communities of Practice", 8 July 2021, <https://www.culturesolutions.eu/events/teameurope-digital-community-of-practice/>.
- G. Bernoville, A. Martins, S. Nagy, M. Valjataga (2021), cS blog "Learning from COP26: A place for Culture in Climate Action", 26 December 2021, <https://www.culturesolutions.eu/articles/learning-from-cop26-a-place-for-culture-in-climate-action/>.



## 2. Training and Know-How Sharing

- A follow-up mission by European Commission DG INTPA on the development of culture-related communities of practices kept the team busy until summer
- DG INTPA Annual Culture Seminar providing face-to-face training on cultural relations to circa 80 EU cultural focal points in EU Delegations located in partner countries as well as EU staff in Brussels headquarters
- The team held one cS internal dialogue in 2021, to circulate know-how, including that acquired from the INTPA training seminar

- Technical support to OEACP and the European Union, in collaboration with Nookom, for the organisation of the virtual webinar “Towards a sustainable cultural and creative industry in African, Caribbean and Pacific countries” in June
- Facilitation of the UNESCO and the European Union virtual conference “Restoring Livelihoods Through Culture in Yemen” in May
- Presentation at the CIRCEA Autumn School (Siena University) on EU international cultural relations in October
- Presentation at the More Europe Global Cultural Relations online brainstorming retreat in November
- Our Chair Damien Helly was selected to be part of the 2021/22 training session of the French Ministry of Culture High Level Cultural Studies (CHEC)
- Presentation on the Transatlantic Cultural Initiative at the webinar of the Florida University Jean Monnet Centre in April
- Presentation on “EU Cultural Diplomacy and International Cultural Relations. Legal and Institutional Evolution” at the Universidad Carlos III de Madrid in March





### 3. Business Development and Fundraising

Income generated by contracts and missions this year allowed cS to continue the remuneration of a General coordinator.

More sustainable funding from institutional donors is still a fundraising objective at the end of the year.



### 4. Communications

This year our Comms team redesigned the social media strategy and posts, including new types of content such as infographics, world days or quotes. As a result, social media channels kept growing, reaching unprecedented levels of growth.

In addition, the website was updated with new pages and categories.

A bi-monthly newsletter was launched, reaching 217 subscribers already at the end of the year.



LinkedIn: 521  
(97% increase)



Twitter: 511  
(179% increase)



Facebook: 634  
(58% increase)



Instagram: 792  
(61% increase)



Newsletter: 217  
(100% increase)

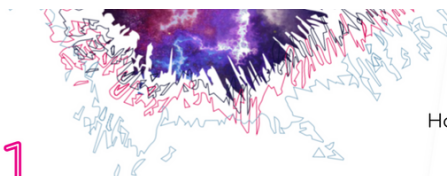
Total: 2675  
(99% increase)

Find below some of our 2021 posts on social media.



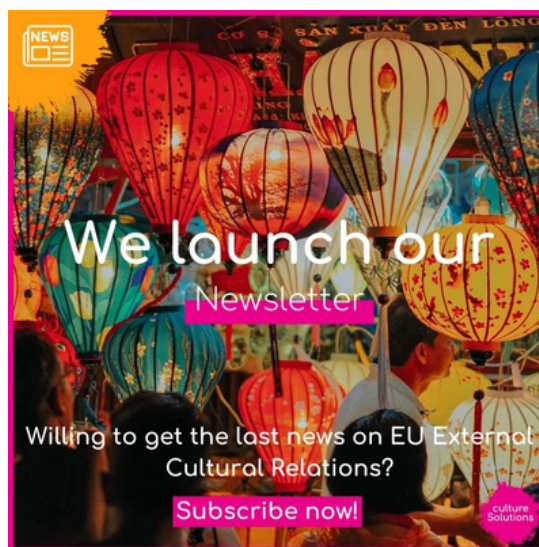
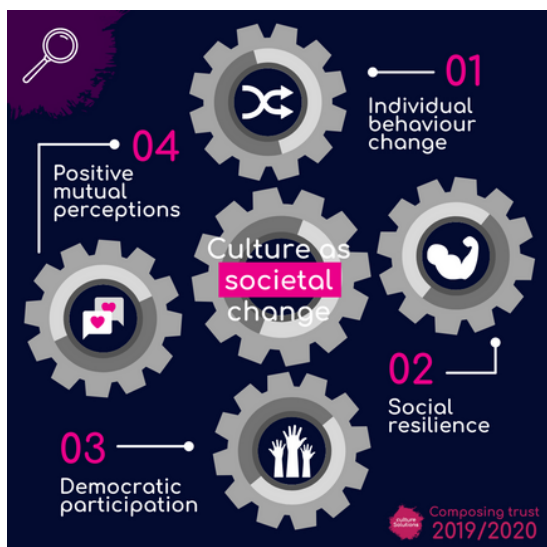
#### cS Brief #11

**Culture in EU external trade:**  
Towards Stronger Digital Cultural Cooperation



How can the EU reinforce its norms-setting role in international cultural cooperation in the digital field and the implementation of the 2005 UNESCO Convention?





## Internal matters

### 1. Governance

- Creation of an organisation chart to adapt to rapid change in the teams

### 2. Finance

- Regular cooperation and financial audit by professional accountancy firm specialised in French NGOs

### 3. Operations

- Organisation of the work into five different teams, as well as sub-teams by topic within the Research area

### 4. Collaborators and Human Resources

- Team reached close to 25 pro bono collaborators (including research associates) in 2021

- Generalisation of pro-bono MoU (started end 2020) to formalise pro-bono relationships and win-win collaborations
- Recruitment of cS first official Erasmus+ trainee

## About

culture Solutions is a non-profit social innovation group that contributes independently to the excellence of EU international cultural relations with the opening of creative trust-building spaces, the production of commons and the brokerage of know-how.



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