



Stiftung
Mercator



GOETHE
INSTITUT

INVITATION

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German-Chinese Exchange Programme in Cultural Management

A qualification and networking programme for young talent in the cultural area from Germany and China

Application period: 16 April to 16 May 2014
Programme period: 30 August to 07 December 2014
Programme sites: China: Beijing, Shanghai /Germany: Hamburg, Berlin

A programme of the Goethe-Institut and the Mercator foundation

PROGRAMME DESCRIPTION

Five Chinese and five German culture managers are able to participate in an exchange and qualification programme in cultural management from late August 2014 onwards. The programme will be organised by the Goethe-Institut and the Mercator foundation. The programme mediates knowledge and competencies for bilateral cooperation in the cultural area. It links cultural managers and cultural institutions to strengthen the cooperation between Germany and China in this sector. The development of German-Chinese cultural projects is an essential programme goal.

Under consideration of individual applicant profiles, five tandem pairs of one German and one Chinese participant each are formed. The programme takes 3 months for all participants, including 6 weeks in Germany and 6 weeks in China. The tandem partners will spend the entire project period together.

The programme will commence with a 2-week theory seminar for all participants in Germany (Hamburg and Berlin). This is followed by the Chinese participants sitting in on the German cultural institution of their tandem partner for up to 4 weeks. After the end of this period, the Chinese participants travel to Beijing, followed by a programme break of two weeks. The subsequent programme part of six weeks spent in China also contains seminar phases distributed among Beijing and Shanghai, as well as a 4-week period in which the German participants sit in on the cultural institution of the Chinese tandem partners. On the programme's closing day, all participants will present the project ideas developed in the tandems. There will also be a reception and awarding of certificates on this day.

The theory modules convey special features of intercultural project management, particularly regarding China and Germany, as well as a well-founded insight into structures, working methods and special features of the cultural sector in the respective country. Trainings, expert lectures and group exercises alternate with excursions on cultural facilities. While sitting in on each other's cultural facilities, the participants will link their old and new knowledge with the development of specific project ideas. They are given an insight into current projects of the facilities and are included in them. There is a separate fund available for the subsequent funding for implementation of the project ideas. Its utilisation is determined in a separate selection procedure after the programme is completed.

The programme language will be English.

PLANNED PROGRAMME SCHEDULE

30 August 2014 Arrival of the Chinese participants in Germany (Hamburg)

31 August 2014 Welcoming reception at the Goethe-Institut Hamburg

Theory seminar Germany - intercultural cultural management/focus: intercultural cultural work:

01 September - 05 September 2014 seminar phase in Hamburg

08 September - 12 September 2014 seminar phase in Berlin

15 September - 08 October 2014 Chinese participants sit in on German cultural facilities

09 October 2014 Travelling to Berlin

10 October 2014 Final seminar of the programme part in Germany

11 October 2014 The Chinese participants travel to China

++ 12 October - 24 October 2014 programme break ++

25 October 2014 The German participants travel to China (Beijing)

26 October 2014 Welcoming reception at the Goethe-Institut Beijing

Theory seminar China - intercultural cultural management/focus: project management, project development:

27 October - 31 October 2014 seminar phase in Beijing

03 November - 07 November 2014 seminar phase in Shanghai

10 November - 03 December 2014 German participants sit in on Chinese cultural facilities

04 December 2014 Travelling to Beijing

05 December 2014 Conclusion of the programme (evaluation, presentation of projects, reception and awarding of certificates)

SERVICES

The organisers will bear the following expenses:

Costs for overnight stays during the stay abroad and during the theory seminar in Germany, unless this takes place at the home town of the German participants

- Flights between Germany and China, both ways, (Economy) and transfer within Germany and China (train rides 2nd class)
- A flat rate for public transport and meals for expenses arising in the scope of the programme within Germany (for the Chinese participants) and China (for the German participants)
- Health insurance during the stay abroad
- Visa fees
- Teaching materials for the theory seminars
- Entrance fees in the scope of the theory seminars
- Flat-rate surcharge at 100.00 € for a German or Chinese class (to be completed before the programme commences)
- Project start-up funds of up to 3000.00 € per tandem; this can be applied for after the seminar phase in China
- The participants assume the following expenses:
 - Contribution at Euro 550.00 € /5000.00 RMB
 - Poss. additional entrance fees

APPLICATION REQUIREMENTS

- Maximum age 40 years
- Currently working at a German cultural facility (for German applicants) or a Chinese cultural facility (for Chinese applicants) in the area of cultural management (temporary or permanent employment) OR
- Active as a freelance cultural manager (formal training in cultural management is not required, but the area of activity of the applicants is essential)
- At least 2 years of professional experience in the area of cultural management
- Interest in cooperation between Germany and China
- Very good English skills

Please observe:

Tandem applications of German and Chinese cultural managers are expressly desired.

Applications that already contain project ideas for German/Chinese cultural projects are highly welcome but not required.

The tandem partners will be closely integrated into the work processes of their cultural institutions during the sitting-in phases. A successful stay requires committed contribution of the institutions in question. Therefore, coordinate well with your team before applying, since the programme requires intense commitment in respect of time and content. It must be warranted that several persons in the team speak English sufficiently well.

APPLICATION PROCEDURE

Application period: 16 April 2014 to 16 May 2014, only through the online application form:

<http://www.goethe.de/ges/prj/ken/qua/kum/chi/chv/de12668362.htm>

The application form must be completed in English.

Participants are selected by a jury comprising the organisers and external observers. The jury's decision cannot be challenged.

Personal interviews with applicants will take place:

- For German participants: **in Berlin on 17 June 2014**
- For Chinese participants **in Beijing on 26 May 2014.**

These dates are binding. The costs for participation in the application interview are assumed by the applicants. The participants will be informed of the result of the selection procedure at the end of June 2014.

If you have any questions about the programme and the application procedure, contact:

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ORGANISER

The **Goethe-Institut** is the globally active cultural institution of the Federal Republic of Germany. The Goethe-Institut Beijing was founded in 1988 as the first foreign cultural centre in China. Since then, it has been dedicated to the promotion of the German language in China. Together with its Chinese partners, it has been working to facilitate cultural exchange between China and Germany.

www.goethe.de/peking

Mercator foundation is one of the big private foundations in Germany. It pursues clearly-defined reformation objectives in the subject clusters of integration, climate change and cultural education, which it wants to achieve with a combination of social-politics subject representation in the sense of "advocacy" and practical work. Mercator foundation acts operatively and as a promoter in its competence centres for science, education and international communication.

www.stiftung-mercator.de