Final Report : Preparatory Actions to Combat & Prevent Social Exclusion through the use of Cultural Tool, Grant Agreement No VS/2000/0710

1. Project Background and Partners

The project – the Use of Cultural Tools to Prevent and Combat Social Exclusion, has SPAT-C (Sheffield) as the lead partner. Other partners are Southwark in London, CITTA de Torino (Italy), the Provincial Government of Modena (Italy), Institute of Comparative Social Studies (Berlin-Germany), Stichting Stimulans / KROSBIE in Rotterdam and the Bureau Discrimination in Den Haag (both, Holland).

The central thesis of the project, as approved by Brussels, is that all across Europe the diverse ethnic minority cultures present a dichotomy in terms of social policy. The 'dichotomy' rests on the belief and presumptions of the Project holders that, on the one hand these often enormous differences in culture are a source of the social exclusion and discrimination faced by ethnic minority communities (due to the perceived 'otherness' and foreignness' of these cultures). On the other hand, these diverse cultures also have the potential to unify communities, regardless of the differences of race/colour/social status.

Throughout December 2000 and January 2001, the project carried out consultative work and exchange of information between partners, to develop preliminary outline of the methodology for project development and implementation. This programme report seeks to present the project development progress and insights gained, with a view to highlighting experiences and transnational exchange shared, as well as 'best practice' modalities developed by the end of the project cycle. However, illness of a couple of key actors and discontinuation by Modena, as well as restructuring of relevant department in Southwark led to a loss of time and lack of focus at a critical juncture. Fortunately due to the quality and speed of progress in the first phase the actual damage was minimal at the point of pick-up.

A separate section contains the final report and other achievements in each city, as city reports.

2. Project Development & Progress – Adopted Methodology:

i. The methodology adopted by the project is that common tasks are set for each project and each partner e.g. setting up of city-networks, researching and documenting overall city social-economic profiles; city cultural policies, developing cultural tools to be examined by each city, meeting partner NGO's in each city and sharing and disseminating information developed in each city. These common tasks are set at join project leaders meetings, and implemented by partners in their cities on return.

ii. Next tasks completed during the intervening period between leaders meeting / conference are then reported at the next such join meeting - ideas and developments are shared, clarifications sought and an over view of what the project has achieved in each city is developed and shared (so as to project a synthesis between these various strands, to get focused approach to the total project development process).

iii. These meetings carry a review of achieved tasks, insights and work to be done by each partner (i.e. a common work-pan is developed for the next phase, included the key tasks to be achieved at the next meeting.

iv. Grids formats for repoting on various tasks are collectively developed and released to each partner, tasks are developed for partners to fill in (e.g. what Cultural Tools being developed by each city, to what end and what target group is etc). This then enables the project achieves in each city and for the whole project to be captured and synthesised for further reflection and development. From this point of view the deliberations, discussions, examinations of specific tools at each conference or project leaders meetings, reflect a culmination of months of work at the ground level in each city, and should not be seen as work during a few days only at each conference (see example for a grid – Appendix 3).

In other words the practical project achievements, obstacles , insights at the day to day city level and the conference deliberations , presentations in fact represent one whole continuum.

3. Overall Project Closure report on project achievements

Majority of action points planned under the project had in the overall sense executed, some with exceptional results / success and others perhaps somewhat less satisfactory (for a combination of objectives and subjective factors)

    i.   The first task was to get the group together, motivate people and as project leader provide clear insights about the tasks in hand, as well as institute open democratic and accommodate structures for participation and project execution.

            While these were met, on the downside the leadership erred on the side of over democratisation. In few instances project leaders had not performing along stated deadlines. Object lesson is that firmness, but with fair play.

    ii.   Project membership was too large, often creating bottlenecks in attempt to meet diary requirements to the satisfaction of all, in scheduling meetings etc.

    iii.   iii. At the outset it was felt that each city's reality in terms of socio-economic profile, and ethnic minority level of exclusion and in economic / social sphere (as well as in cultural life of the city) was important to capture in each city. The individual city reports contain these documented aspects, and it has to be said that the task was performed satisfactorily, expect Modena, and some partners erring on the side of too much detail (See section IV – City reports and project leaders meeting - Section II).

    iv.   Selection of cultural tools for study and analysis : as the city reports and relevant tables show, this was achieved to a high degree of quality. The range and scope of tools from each city was highly gratifying, giving the overall project enough subject matter to judge the efficacy of these tools using mediums as diverse as cinema, dance, music, theatre and maps cultural events to customised events for small groups. Diversity was highlighted by the diverse pool of ethnic cultural reservoir examined (Turkish, African Caribbean m Iranian , East European, Italian etc).

            - Bench-marking of impact formed by different cities ranged very good to mediocre e.g. Den hag 'World Tour; was thoroughly benchmarked at one end of the scale, Sheffield using focus group study approach, and Southwark none at all. In overall totality achieved, but on the weaker side – Problems, of methodology seemed formidable.
            - New tools emerged, through not as a role of the project, but natural consequence of project development (Berlin, Sheffield & Rotterdam).

- Tools were developed, analysed, revised as a result of intense work at each city level and collectively at meetings, as city reports clearly demonstrated (except Modena Southwark, who despite good work, never submitted evidence) – See Section IV

Conclusion : Cultural Tools do work, but impact is not immediate or direct, rather it is indirect & educative and subliminal tests – Testimony to this is the huge impact that 'Romeo & Julieta' made on conference audiences & the population and media in Italy. Sheffield Conference exhibits Cultural Tools and confirmed the same impacts, as did Rotterdam main tool 'Cultural Ambassadors' – In the case of Berlin, although exceptionally good, the experimental work on global art forms did not impact on the local excluded groups, although power of the tool was clearly there.

Sheffield's depiction of the power of spiritual music from diverse traditions & the film output of the 'Positive Negative' project on social exclusion, of professionals (as well as Irish culture). Tools against social exclusion, were equally judged as of transnational import & learning.

v.   Transnational learning & transference between partners : Rotterdam (Cultural Ambassadors, project whereby ethnic minority volunteers befriend elderly whites in deprived neighbourhoods as a common home, had innovative value in project design, results achieved in promoting inter-cultural understandings and in reducing isolation and exclusion amongst elderly.

'World Tour' project, as well as the neighbourhood elderly white and young ethnic musician (as benchmarked) cultural output were exceptional examples of tools and exchange of learning.

Criticism of 'World Tour; as paternalistic were overcome, once the impact from the beneficiaries point, the sheer scale of the event and a staggering range NGO of sponsors became apparent: Apart from 'Rome & Julieta' and each city's multicultural festivals, the tool was unique in terms of its macro impacts, thus with decided transnational learning and exchange value.

vi.   City Networks : As city reports and records of project leaders meetings show (See sections II & IV), all the cities had a range of actors, including local groups, in some cases University & security forces involved in planning, conference participation & dissemination. This proved an important tool for mobilisation & beneficiary involvement and empowerment. Best results were in Den Haag, Sheffield and Turin.

vii.   Beneficiary involvement : Best highlighted by Sheffield transnational conference, NGO inputs at Den Haag & that in the production of

Romeo & Julieta', Berlin was decidedly weak whereas Rotterdam appeared mediocre in this respect.

viii. Dissemination : Was overall mediocre, despite the one off TV coverage in Sheffield, excellent success on this score in Italy, media coverage of 'World Tour' in Hague, beneficiary strong, interaction conference were strong but in Sheffield conference appears weak in Berlin, and heavily reliant on partnership networking in Rotterdam & Sheffield, for dissemination.

ix. Project Leaders meetings & conferences proved to be very effective mechanism for group work, information exchange, clarifying & sharing ideas, work-plan, financial management and monitoring & evaluation, as well as transnational sharing. On the downside, subjective factors such as illness, partner drop-out delays in coming to meetings impacted negatively.

x. Lack of shadowing staff in the case of the project leadership, huge delays in completion of bureaucratic tasks by Berlin, drop out & staffing as well as impacts of changed priorities and restructuring at Modena and Southwark also contributed to lack of focus.

xi. Lack of decisiveness on part of project leader, providing more than reasonable leeway where cities show in output, impacted grievously on project closure tasks with Brussels, but the price may have been loss of Berlindue to its unreasonable delays, but in final analysis positive result acticies as Berlin did not drop out.

xii. The contribution to publication of the Brussels news letter was not achieved and budget was namely due to problems at ground level, as explained earlier. Hence the need for the Brussels conference was not seen either.

xiii. We web-page was developed, as important means of dissemination, and exchange between partners.

xiv. Policy influence was extensive at local level e.g. in Sheffield highest level of participation by the cabinet office and member of social exclusion. Extensive research contribution to local policy-makers made by the project to raise awareness about potential for ethnic minority creative industries for employment and social inclusion.

b. Recommendations to the European Union

i. Institute a separate budget-line on this theme, under the protocol arrangements for fight against social exclusion and article 13 meachanisms. All said and done our project has been an exceptional success on the main theme.

ii. Institute growth of Europe-wide ethnic minority cultural industries as a source of cultural enrichment, diversity, education and employment growth with equality of opportunities as a significant free value.

iii. Restrict partnerships to no more than five and allow longer time-frame for implementation, with a partnership & capacity-building phase. To prevent partnert drop-out, institute legal clauses that are mandatory.

iv. Create further NGO partnerships with universities, cultural & social organisations and local government to further explore the large potential of Cultural Tools.

v. Apply use of Preparatory Actions to Prevent and Combat Social Exclusion Through the Use of Cultural Tools analysis and mechanism to new socially excluded cultural minorities in the European enlargement countries.

vi. Initiatie dialogue with experienced NGOs & Brussels policy-makers on the varied scope of Cultural Tools.

vii. Extend use of Cultural Tools to create awareness other on aspects social ills and exclusions i.e. Drug abuse, homelessness, gender discrimination.

II. Project Leaders Meetings, Records, and Synopsis of work achieved in each city :

1. First Project Leaders Meeting in Southwark – 22nd – 25th February 2001

The first significant event was the First Project Leaders meeting, hosted by Southwark, London on 22nd to 25th February 2001 (see annex I for the programme itinerary for the project leaders' meeting). In terms of the methodology adopted, the meeting aimed to achieve the following outcomes:

- creating group cohesion and consensus – building amongst the partners on development approaches to the adopted, creating a frame-work for effective inter-partner communications, participative styles to be adopted in project development, so as to enhance the common ownership of the project.

- fostering a common and better understanding amongst partners about the phenomenon of social exclusion itself, how social exclusion is actually experienced, the forms in which it is manifested, and lastly how cultural issues may reinforce social exclusion / inclusion.

- achieving an understanding of the range and scope of social exclusion faced by ethnic minorities in each one of the project locales/cities, and through the process of sharing information and experiences, the building of a common European-wide view regarding the main features of the problem of social exclusion.

- Obtaining an understanding of the culture policy in each of the project locales/cities, and the main cultural developments of note in each city - this understanding to then subsequently provide a back-drop against which the efficiency of cultural tools to prevent and combat social exclusion, can be studied and analysed.

    i.   The methodology for project implementation adopted at the First Project Leaders Meeting was that each city was required to present a socio-economic profile of their city, such that the problems of social exclusion each could be understood.

        Annex shows an example of the documented information presented by Southwark, and Berlin as documents, and others as a verbal presentation (See Annex 2).

    ii. Project aims and work-plans were discussed next, and the following matrix for project development work, adopted over the life of the project.

Project Development Plan – Phases.

No	Step	Aim
1	Develop Socio-Economic Profile of each city	To gain understanding of social exclusion issues in each city
2	Develop overall Cultural Profile of each city	To gain understanding of overall context within which the use of Cultural Tools can be studied and their relevance in Combating and Preventing Social exclusion.
3	To Gain Understanding of what Social exclusion is.	To get understanding of the problem to be tackled.
4	To identify choice of events in each city which have relevance as Cultural Tools	To identify exact tools to be studied in depth
5	Show-case and look at practical Cultural expressions related to the theme of social exclusion.	To learn through practical examples, as to how Cultural Tools work to reduce social exclusion, promote inter-centrality.
6	Do a systematic evaluation of some Cultural Tools in each city.	To systematize learning by using descriptive, quantifiable, qualitative analyses of selected Cultural Tools in each city.
7	Draw objective conclusions on the use of Cultural Tools in each city.	To present conclusions in the use and efficacy of Cultural Tools studied in each city, so as to assess their impact in Combating and Preventing Social exclusion in real-life terms.
8	Present policy options, based on best practice in each city	To promote Tran cultural exchange of good practice in each city on the use of Cultural Tools, and to make policy recommendations to Brussels.

CULTURAL TOOLS IN EACH CITY- Further, a matrix was developed for each city selecting several Cultural Tools to be studied :

Choice of Cultural Tools Selection in your city:

FORMS/ EVENTS (Cultural)		EXCLUDED PEOPLE INVOLVED	OBJECTIVES OF STUDY	WEAKNESSES OF CULTURAL TOOLS SELECTED	STRENGTHS OF TOOLS SELECTED
Active Impact	Passive impact				

Summary of other outcomes of the meeting

(i)   Practical working methods and tools for achieving project implementation were discussed and agreed upon, i.e. setting up in each city networks or partnerships in each city to act as vehicle for local project development activity; and creating a common cultural product between partner cities for promoting wider understanding of the use of Cultural Tools across European cities.

(ii)   Expert presentations were made regarding the creation of understanding of social exclusion, its causes and consequences.

(iii)   As a highlight a community film production by Italian community film-maker, Gianni Bissaca was presented, as an outstanding example of the use of cultural tools. The director's presence and presentation gave a significant boost in setting the future direction of the project. Each city then presented a profile of Cultural Tools in their city which could be studied for their impacts in reducing social exclusion (Annex 3) has comprehensive record of the work achieved by the project leaders inaugural meeting)

Note:
The Italian production, as film material will be presented with the final report at the end of the project.

2. Project Leaders Planning Meeting 5th – 7th April 2001- held in Berlin, Germany

Summary of the Outcomes Achieved :

(i)   City Cultural Profiles – A matrix of Cultural Tools in the lead city – Sheffield - was presented as an example (see Annex 4). Other partner cities presented their profiles verbally, which were documented in detail.

(ii)   Thus the main aim of achieving an understanding of Cultural realities in each city was abundantly achieved e.g. Turin example of the community film 'Romeo & Julieta', was a powerful depiction of young love across racial and cultural divisions. The film had a highly educative value, and at the same time was entertaining, visually exhilarating, with evocative use of music.

The hundreds of young Italians of all races participating in the film themselves gained educationally about social exclusion issues through participative cinema – The city of Berlin presented one of its highlights e.g. the House of the World Culture' Project and a community theatre project, both providing powerful examples as cultural tools(see Berlin City Report – Section IV -3)

. Similarly each of the other cities presented powerful examples of cultural expressions as tools in use in their particular environment.

(iii)   Next, the discussion also focused on the practical approaches and values of developing city networks, to constitute local partnerships for project development, and dissemination of learning points at the local level from the trans-national workshop.

(iv)   Sheffield Transnational workshop event for July 2001, was planned in thoroughness, with the view to show-casing a range of cultural expressions which had value as Cultural Tools. This was endorsed to take place on 2-5th July 2001.

(See comprehensive notes on the two day event in Berlin-Annex 6).

Note - Future Work :

The enclosed programme was approved for the July Transnational Conference (See City Report – Sheffield Section IV - 1).

It was clear that, having done the theoretical work towards understanding of social exclusion and the role of Cultural Tools in tackling and preventing social exclusion, the next phase of the project needed to concentrate on display of a range of Cultural material, to show what can actually be achieved in practice and also to expose wider audiences to the work of the project.

Hence, the July transnational conference would have these practical approaches as a major focus.

3. Sheffield Transnational Conference – 2nd July to 5th July 2001: Preventing & Combating Social Exclusion Through the Use of Cultural Tools

i. Introduction

The Sheffield Transnational conference, which was the major event for the life of the project, had the following aims :

i. Present a wide range of cultural tools as to promote further understanding of what cultural tools means.

ii. Provide variety of practical examples that help to promote inter-centrality and positively influence attitudes of social exclusion.

iii. Review the work achieved during the 1st leaders meeting in London and the April meeting in Berlin earlier in the year.

iv. Disseminate information and seek involvement of beneficiaries themselves in dynamics of the project, through attendance at conference seminars and discussions involvement as speakers and performers.

v. Facilitate dialogue between beneficiaries, local policy makers and the media. Also between members of city networks with the delegates of project partners from other partner cities, and amongst themselves as local actors (beneficiaries, politicians, NGOs, cultural organisations), as a means of widening the understanding of Cultural Tools and their efficacy in combating social exclusion.

vi. Ensure that the project leaders from each city have the opportunity to disseminate information about achievements in their own city, and through dialogue create genuine transnational sharing; transnationality; choice of best practice, in participation with beneficiaries; local policy-makers, local NGOs.

vii. The conference programme development; participation levels, Cultural Tools presented and practiced and reherasrd over many months, the discussions initiated by members of city networks were as a result of active day to day work in Sheffield and a culmination of diverse initiaes developed since the programme start in December 2000. The main programme highlights are presented as part of the city report in the appropriate section of this report.

ii. The outcomes achieved at the transnational conference :

Understanding of social exclusion – In-depth presentations were made on the concept of social exclusion. Each city presented work that had been done in each city, with organising workshops and discussed local groups on the nature of social exclusion causes, and remedies.

a. Hence the collective task was :

    i.   Develop definitions , Identify when cultural tools can be used L It was generally agreed that social exclusion could be defined as inability of an individual to participate in governance, the process which allowed individuals to contribute to their own and common good.

           The focus was on individuals, and a positive cultural tool, should have the ability to empower individuals to participate in civic life, for everyone's benefit and societal. For the perpetrator individuals / institutions, a good cultural tool, should confront prejudice, socially exclusive behaviour towards others and educate & motivate others & create the environment for the participation of excluded individuals / groups in civic life, governance and labour market etc.

    ii.   Some of the cultural tools identified were drama, concerns, games, theatre, dances, literature, cuisine, religious expressions etc.

    iii.   Based on collation of work achieved in each city and the task set at the Berlin meeting collective grids were produced in the weeks following the conference, through on-line conferencing and exchange. These are presented by cities in their reports.

b. Grids and information on Cultural Tools. Each city presented grids on city networks established. There are now incorporated in the city reports by each city.

c. As planning and preparatory work for the conference, culminated as a result of many months of preparatory work for the conference contained the Sheffield city reports, and other city reports.

d. Sufficient to say that Turin reported their work with 'Porto Plazo' and the Mira-fiore a Housing project. These had been used to good effect in curbing race-based social exclusion, ageism and mental health factors as a source of exclusion.

In the former case artistic exhibitions and space, a Turkish Hamam open to mainstream and as a high quality and architecturally unique venue. Also its excellent décor, and cuisine in the form of the restaurant as well as NGO facilities for all sections of the community were main pull factors in attracting indigenous Italians. This is in relation to use of these tools to curb social exclusion experienced by the local Arabic community. For Mira Furores, the cuisine by beneficiaries, musical events, were tools to reduce

      social prejudice and exclusion and isolation of the elderly and the mentally distressed.

e. Sheffield show-cased many, but notably the multi-cultural Burngreave festival and spiritual music, from different traditions, the large audiences .

f. Rotterdam explained its work as cultural animateurs in poor neighbourhood communities.

iii. Preamble and day to day record

The conference attracted an average of 80 persons per day, for each of the four days drawn from different sectors such as local NGOs, cultural groups, local government officers and department heads; also the Leader of the Council and other politicians, as well as members of the local communities. In addition there were 17 delegates from transnational partners.

Conference Aims and Objectives :

The four-day conference set itself the task of showcasing the best of black and ethnic minority culture in the city which was deemed to impact on demolishing stereotypes, promoting intra-cultural solidarity and understanding. Further also it sought to present examples of cultural expressions in other partner cities, as a way of informing local communities and creating dialogue between the overseas delegates and members of the local community. In addition the conference sought to expose the participants to a selection of cultural products from the national and international arena, which had universal messages and had the same potentialities as local products in combating and preventing social exclusion.

The range of events and presentations :

Day 1

- 'Positive Negatives' is a Sheffield-based media agency specialising in coverage of ethnic minority themes. They presented film footage depicting the social exclusion faced by black and ethnic minority media personnel, and the experience of exclusion from the labour market. Their impact was to heighten awareness about the kind of problems experienced by young ethnic minority , and professionals generally, at the same time displaying the immense potential inherent in the community.

- 'Race to Train' which is a local theatre production, jointly sponsored by the Police, local government and a SPAT-C - linked NGO, The Theatre production relies on popular theatre techniques with a great deal of audience participation, for awareness-building amongst the viewers about the issues of ethnic minority social exclusion and the racism and xenophobia experienced by the community.

The conference presentation by representatives of the police and local government demonstrated to the conference the high degree of efficacy that can be achieved in the use of theatre as a Cultural Tool, providing a practical real-life ample of how theatre performance helped to confront social prejudice and exclusion practices within the Police Force itself.

Day 2

- 'Kulturkaeldren' Project in Denmark : A guest speaker to the conference and a leader of a multi-ethnic women's art project specialising in 'tie & dye' and batique techniques, presented samples of the work produced. Using slides she demonstrated how women from diverse cultural backgrounds, without the benefit of bi-lingual skills in the case of the majority, formed bonds of friendship between each others, as well as the Danish tutor and students (teaching each other new forms of multi-ethnic designs, and collaborating in marketing of the products and displays).

- In a beautifully choreographed film presentation of their cultural product, 'Romeo & Julieta' produced by our Turin partners, depicted the powerful pull of dance, music, and evocative drum-beats in promoting inter-culturality and ethos of social inclusion . Colourful scenes, fine cinematography an dramatic scenes of a youthful crowd participation woven into the main theme, greatly heightened the visual impact of the cinema and its powerful socially inclusive messages.

- Poetry as a popular art form and as an educative tool, was amply demonstrated by young people from schools, reading their poems at the conference on the theme of social exclusion, projecting the ethos of social inclusion through the medium of poetry.

- 'Ireland in Her Glory' : Presented film footage from the Sheffield Irish Forum, highlighting the historical and social exclusion suffered by Irish migrants. This event helped to deepen the understanding of social exclusion and its varied and manifest forms that transcend racial and cultural boundaries

- 'Social context of Trinidadian Calypso, and Jamaican Reggae music and poetry': This session show-cased music from these two Caribbean roots, giving the audience to gain appreciation both the musical styles. Their inherent messages vocally directed at questioning the roots and ethos of amply portrayed the power of this type of cultural tool for transformation, promoting social inclusion (and giving a voice through the art form to the pain of those who have been exceptional victims of institutionally generated exclusion).

  The session was accompanied by a commentary by experts and discussion, such that participants understood the power of this form of

cultural tool in building awareness and motivating people for accepting the principle of a socially inclusive society.

- Spiritual music – Its power to transmit interculturality and act as a cultural tool : This session was arranged on the conviction that spiritual music from varied cultural traditions has the ability to transcend cultural and linguistic boundaries and therefore act as a formidable tool. This session gave practical renderings from the Asian, European and other musical and spiritual traditions (such as Sikh religious music, Somalian 'Rites of Passage' music, Kurdish 'Zoroastrian' hymns and the Hindu temple music – 'Sangeet').

  The event was exceptionally well subscribed, with over 150 community members in attendance, and with a formidable range of practical Cultural Tools presented.

Day 3 :

This part of the conference was devoted to examining issues of social policy in relation to :

i. the extent of existing knowledge on social exclusion in each city and the fight against social exclusion in each one of the cities,
ii. the practical achievements and barriers faced *(this part of the presentation, along with i. was made by the Local Authority Cabinet Member for Social Inclusion, and the Chief Executive of the authority. The leader of the City Council opened the third day of the conference.*
iii. the practical work achieved by each partner city in terms of forming city networks in their cities.
iv. the level of local awareness in each city about the developments, resulting from the activities of the Cultural Tools project.
v. exemplary evidence of Cultural Tools in each city for undercutting the roots of social exclusion.

Holland, Berlin, Den Haag, Southwark, Rotterdam and Modena presented information to the conference in line with the above outlined schema, the contents of presentation are already highlighted as part of each partner city's report (See section IV for city reports)

However, to summarise the main highlights of these deliberations were presentation by Rotterdam on its 'cultural ambassadors' programme, whereby young people from the community worked as volunteers to provide befriending services to the infirm and elderly residents, introducing them to multi-ethnic life-styles and generally mediating on inter-cultural issues of conflict or miss-understanding.

In the case of Turin, the main highlight was the work done by members of this project in deprived housing estates, using Cultural Tools and (musical

expressions cuisine, and crafts) sociological support services for alleviating problems of mental distress, loneliness and poor mental health (with ethnic minorities, disabled and elderly).

Day 4
The delegates visited the Sheffield Abbeyfield Multi-cultural festival, which featured music, dance, cuisine and arts and crafts from a diverse multi-ethnic background. This further reinforced the substantive exposure to varied forms if effective to the Cultural Tools that the transnational conference had provided.

Evaluation : questionnaire research distributed amongst 270 participants elicited response from 164. Of this 72% expressed high level of satisfaction with the conference, its contents and its educational value.

4. Cultural Tools - Project leaders Meeting - 30th May 2002 to 2nd June 2002 *"The use of Cultural Tools Dan Haag"*

Present: Satish Sachdeva (United Kingdom – Sheffield)
Remi Bhugwansing (Holland – Rotterdam)
Gert-Jan Ankone (Holland – Dan Haag) Host
Luisa Avedano (Italy – Turin)
Joschen Blaschke (Germany - Berlin)
Angela Baugh (United Kingdom – Sheffield)
Daniel   (Italy Turin)
Lucia Linder (Holland – Den Haag)

i. Day to day progress

Day 1 – Meeting

1. Introductions :

The chair welcomed the project leaders. Introductions were made and noted the absence of Southwark and Modena. Berlin will join today at 2pm.

Review of Project:

The absence of Southwark and Modena set of a full discussion re: the recognition and effect political change and authority restructure can have on continuity of partners and their ability to continue within the time frame.

Contingencies need to be devised in the project's contracting stage so as to not hamper progress.

Proposal: A legal sub contact could be designed which would look to ensure continuity recognising that project leaders could change etc.

Both Southwark and Modena will attend the final 'leaders meeting' in Berlin. In a review by the chair to look back over the project's history both Southwark & Modena had good results in the early days which should not cause a major upset to the projects final report.

Introduction to Assessor
Name: Daniel Rodriguez Rodriguez

In order for the Cultural Tools programme to be evaluated project leaders would first need to agree to a Matrix condensing and exposing achievements to date. The chair tabled a sample matrix through discussion. It was agreed to look at examples:-

Turin

Romeo & Juliet: Press releases, Evaluation evidence, Audience participation, aim Cultural Tools and results could be matrixes by each city to present such information.

Den Haag

Research & Documents leading to the world tour & a sample cultural evening for Day II of the project leaders meeting, were agreed. Den Haag to present this

Evaluator

Suggests looking at all the events over the period of the project, list them, total and type of event. Define which kind of excluded group was involved. Matrix developed to look at :

Look at the impacts of each event.

- Number of participants
- Areas the events took place e.g. Centre or neighbourhood.
- Local or wider impacts
- Level of involvement of target groups.
- Common links from partners indicators put them together to reach the Transnational link (a cooperative approach and creates balance). Partners to classify in discussion if event has best practice and transnational value, we could put together 5-6 indicators. These can then be used to analyse the cultural event.

Need to set a grid to shape a model of good practice.

Tasks

i.   All documents collated over the life of the project were given to all project leaders they were to take the evening to read all of the documents to enable the review to take place and identify gaps.

ii.   Agenda change announced due to the host Dan Haag arranging a visit to a cultural event in a local area of Dan Haag.

        Designed grid would be used. Next a common grid as suggested above was produced, using indicators suggested by the evaluator.

iii.   Discussions on finance should be placed into day 2.

        Outstanding payments due to Turin were discussed and agreed that Sheffield will double check to see if there is any discrepancy.

Day 2 -   1st June 2002 Meeting : Each city to do presentation on their work so far and Hague to present their Cultural Tools

Chair did a review indicating the wide-range of tools discussed and presented at Sheffield conference both by Sheffield and other partners. Agreement that Cultural Tools can change attitudes but not create jobs.

I. Introduction: Review of Day 1 - Set the agenda for the day. Morning session reviewed work already achieved as a recap.

   a. London meeting Social Economic profile. Chair presented what had been achieved. Satisfactory, but Southwark over did it.

   b. Focus on where we see gaps : Understanding of Cultural Tools meeting. All happy but Den Haag still needed more clarity on scope.

   c. Find Common Methodology : Agreed that more clarity was needed . City Networks Matrix was important to show actual work achieved in each city.

d. Define Social exclusion as a collective : Luisa re-presented report produced by Martin Davies to review understanding of definitions and limits between cultural tools and how these can reduce social exclusion.

II, Presentation on world tour Dan Haag.

Methodology used :

Gert & Luisa explained the history of the methodology used, and discussed aspects of this cultural tool:

World Tour – A Background by Get Ankone

* Started 10 years ago Haag people (white) get a choice to learn about multi cultural city. Takes place each year with bigger numbers. Programme development and planning takes place over many months, due to large numbers involved.

The event lasts for 10 days, but the concept is simple each day, interested participants meet on one of the several city locations arranged and simply :

e.g. participants get on a bus chance to go to the Mosque, or other religious to experience other places of worship and cultural centres to find out about background of other communities and cultural living in the city, visits to NGOs.

- Important two way interaction chance to exchange information about different cultures.
- Organised by 10 organisations operating at regional level, religious backgrounds, organisations minorities and NGO's organisation arrange and put together the programme, and ensure efficient delivery.
- Special working groups in neighbourhoods minorities, localities ensure smooth implementation and cultural exchange.
- The aim is that local & wider communities to come together and take part in the visits. Also groups meet together for a common approach.

- In total – 70 – 90 organisations are involved and annually 10,000 people participate. Hence, impact is per visit..

Some families are host to visitors who wish to visit the home environment. The breakdown that a mix of families depending on the area re: mix of cultures are chosen for home visits.

Video tapes are available of the visits. Visitor experience religious culture, home friendship bonds on large-scale.

Dan Haag 40% Non Dutch Population. Therefore, the cultural tool is of considerable scale.

Example of Religious places etc, visited are Asian and Turkish mosques, arts and cultural centres, Hindu, Jewish, African Moroccan, festival & cultural centres, social welfare and wider NGOs and homes, business centres, bazaars, restaurants etc.

Next : Luisa Avedano presented the bench-marking exercise saying that although event had run for 10 years, the work under Cultural Tools project enabled her organisation to form stronger networks with other cultures and social networks. This increased participation, even larger numbers, and more importantly provided opportunity to measure impact and benchmark this event.

This has now risen to 10 thousand participants from 2000 in earlier years through now trying to monitor the visitor counts by way of research.

General public by age was analysed. Majority were between 26 and 65, very few above or below that.

- 150 people targeted were asked a series of questions. The data is now being analysed fully and will be presented for final Hague report to the project.

- General Multi Cultural questions were asked and answered to collate as information on how well people were informed on multi-cultural issues at the start.

Brief correlation between findings

- People under 24 and over 65 – had very knowledge
- Segregated city : There was clear evidence through this bench-marking that this was a very segregated city.
- Continued improvement of the project were noted by those participating.
- We needed to bring the language of Social Exclusion in a language all of us understand.
- Another video is available showing the working world tour.
- A full report will be provided plus the visit to the cultural event this evening will form many missing links re. the cultural programme we will visit, will use the sample indicators to provide guidelines

III. Reports from other partners :

i. **Rotterdam**

We have reported extensively on paper and other meetings. Only thing to add is the Turin 'Ambassadors' programme is going well. Not only mainstream elders are now benefiting by this tool but ethnic minority elders also.

Caribbean Carnival Background documents will be made available by Rotterdam at the next meeting, explaining all further.

ii. **Berlin Report**

Berlin will change the outlook of the report and will add pictures to map the profile and revise the main cultural activities. We will also Include new initiatives from Turkish parade and a showcase of Turkish culture.

The main cultural tools report will mention some pitfalls of Cultural Tools. We will :
o Revise the paragraph regarding political aspects of culture as chair suggests
o Show how developing arts as a serious activity and Cultural Tool.
o Show how independent carnival of cultures that real life is.
o Popular more commercial culture reduces value as a tool.
o We have cultural tour teaching children in arts, mixed between serious arts - schools – summer schools with arts popular framework – Multi cultural radio is another tool we have.

How do you tell which cultural tools can be used ?
A question we ask the delegates.

o Answers - We have got this information in the partners papers. Already loads of work already done on this in previous conferences and meetings.
o We must select programme carefully to ensure it meets definition of a cultural tool and explain in the written report why it was chosen.

Chairs Remarks :

We must focus in our local situation in which way we are working for Transnational added value, developing a preparatory measures and see which way we are using this, to learn from each other.

Some countries do not have general strategy and this could give different points of view. Based on content, we must choose events show diversity comfortable e.g. Indian, Caribbean, Asian , Arabic and also Easter European minorities in our cities.

This is like a laboratory trying to understand all this. We must present :

- And overall view of social inclusion & how culture promoted this
- Collective definition, of cultural tools and social exclusion.
- The impacts of tools on Communities/ Neighbourhood/ Schools

- Individual needs and community needs for social inclusion and cultural exposure.

IV. Finance :

It was felt that people had enough knowledge on Turin and Sheffield. Must now get more finance.

- London Reimbursement of flights x2.
- Berlin – Still overdue.
- Needs to be checked has this been paid. (Luisa's personal money was used). Sheffield sent it, but will send copy of bank document to check of Turin received.
- 2nd & final amount personal : Also paid by delegates personally explained that Den hag was sent money. People should claim from Gert before departure.
- Satish also owed money from Berlin, Turin etc but not from this project.
- All must be sorted out soon.
- Accommodation in Holland paid by Holland from money received from Sheffield.
- Close of session & meeting.

ii. Brief Minutes

a. Apologies were tendered on behalf of Modena who could not attend due to Eleonora not being given permission by her new line manager, as they had no information on the file. Satish and Luisa noted that, that was a very poor reason as all of the information and contracts were given to Modena a the London Meeting in April 2001.

b. Southwark were not able to come for the same kind of internal reorganisation reasons, but they had sent a message saying that they are fully committed.

c. Work done so far in London and Sheffield was evaluated. There was criticism of the lead partner for not calling a project leaders meeting for many months. Everybody acknowledged that this was due to leaders illness, but it was felt that he should have had project assistant, if budgets permitted. But everybody agreed that the damage was minimal as both the outputs from Southwark and Sheffield were exceptionally good and it appears that the project was already nearly complete.

d. Mr Blaschke from Berlin arrived late, he said he was a bit hesitant of the concept, because he did not feel that if there was institutional racism, suddenly people will become friends and hug each other because they enjoyed the same ethnic music. Mr Bhugwansing said that in his experience institutional racism in jobs & employment did not lend itself to the use of cultural tools to prevent exclusion from the labour market. All aired that cultural exposure does change attitudes of exclusion positively, as amply demonstrated at the den Haag meeting on their tool 'World Tour'.

e. In the afternoon session each programme in turn indicated the progress made. In every city present, the city profile of the local economy had been developed as presented. However, some cities either did too little or too much on the general cultural profile for the city. It was decided that the weaknesses had to be corrected.

- Southwark had done a very large amount of work on ethnic minority exclusion in the main areas of service to black communities. Needed to do more work on the main theme of the project i.e. culture
- Modena, although not present, had presented very good information which makes their project near completion.
- Sheffield had done extremely well by presentation of a range of Cultural Tools, both as live displays and as Cinema. The Cultural Tools event was enjoyable. One delegate felt that it did not promote understanding of tools as much as expected despite diversity of events. It was noted that the events had strong participation from the grass-roots. The discussions were very informative, mainly by the Police.
- Den Haag felt that they could not do much until now as paperwork as they were learning the concept and will confine their presentation to the next morning. That was not say work had not been done a vibrant city network exists.
- Rotterdam gave very good presentation on how their Cultural Ambassadors programme breaks down racial barriers in local communities through inter-cultural dialogue between residents. Satish said that he found the Rotterdam Multicultural Street Events as greatly impressive and a good learning point.

f. It was decided to prepare a number of grids so that each city could from now onwards look at their Cultural Tools and evaluate their impact in a systematic manner, using common definitions.

g. It was decided not to waste time and have Turin review, as Turin along with the film maker Gianni Bissaca did powerful presentations in previous meetings around Romeo and Juliet.

h. On the 2nd day work continued in developing grids, and a format for the final report, in the afternoon the group visited multicultural event organised by the residents of the community. Here old age pensioners presented classical music and instruments, and then all were entertained with music and dance from Indonesia, Borneo, the Indian sub-continent and a mixture of Reggae and Asian dances. It showed that they had developed the tools. Another was presented earlier in the morning, 'The World Tour' which as tool attracted ten thousand people. This project allowed analysis & impact bench-marking.

5. Berlin Project Leaders Meeting – 14th – 15th June 2002 (Final)

In attendance – Satish Sachdeva, Angela Baugh (Sheffield), Gert Ankone, Lucia Linder (Den Haag), Joschen Blaschke, Nathalie Selenzka (Berlin), Donald Forde (Southwark), Remie Bhugwansing, Mr May (Rotterdam), Luisa Avedano (Turin) an external evaluator Daniel Rodriguez (Italy).

a. The first morning of the conference centred around a work-shop led by Sheffield, to create awareness about different aspects of Cultural Tools and their relevance to social exclusion. Examples were given from many different cultures.

b. The policy of each city was evaluated regarding cultural inclusion and the role played by ethnic communities in their presentation Berlin (Joschen Blasche) made very strong point that ethnic cultures are either ignored or when they have an impact, they become trendy and commercial objects rather than educational tools. This was due to the effect of commercialisation, which was negative and devalued the inner strength of ethnic cultures.

c. Lively debate followed around this issue, pointing out that this is happening in every field including spirituality. – For instance western people turned off by established religion, go around shopping for bits of spiritual tradition from different parts of the world (Mayan Inca spirituality, Kabala, Tauism, Buddhism etc). Sheffield pointed out that there is a new concept now of spiritual supermarkets where you pick up different bits from different cultures as your spiritual value. This is both good and bad.

d. Extensive filming was done (3 hours long) by Positive Negatives, providing excellent educational material and film archives for future use.

e. On the 2nd day visited the Berlin House of Culture : This was an imposing set of buildings looking like a huge museum or parliamentary buildings. Different auditoriums and workshops existed for experimental music, dance art and crafts, where resident artists from third world counties interacted with German professionals to develop new art forms combing the cultures of the Old Continent with that of Africa, Asia, and Latin America. This was a highlight for learning but common criticism was that it did not reach the grass-roots, or involve local beneficiaries.

f. The following morning was spent going through budget expenditures and procedures for report writing.

g. Main achievement was that all the grids were reviewed, procedures and format developed for final report by each city & overall programme report.

h. Financial reporting upto this point was presented with guidelines for claims & overall report to Brussels.

i. Finally, key examples of 'Best Practice' & Transnational Learning were agreed for final inclusion in the report along with key set of policy recommendations to Brussels, as a collective.

III. Outline work between meetings : On-line Conferencing & Deliberations

a. After the Sheffield Conferences, in the ensuing months partners continued to do work within their cities to develop the political aspects of their city's programme, the city networks - refining their selected cultural tools, deepening their own and their local community understanding of social exclusion and the applications of their Cultural Tools to the fight against social inclusion in their cities.

b. A series of grids were developed to capture developments in their particular city and these form either a report of their city reports or presented in this overall report for analysis, and in some cases the relevant information has been presented but in descriptive rather than grid form.

c. However, the prolonged illness of the project leader created a gap in collectivity and in arranging the next event. But when the time to pick-up the developments came, unfortunately Modena expressed inability to participate, as new city leaders had other priorities. Problems were compounded by staff changes in Southwark.

However, more time was granted by Brussels as project extension – Precisely at the same time, despite the latest positive aspect, Southwark at this time went through a re-structuring, with no staff assigned, and new people had no concept or background. This meant loss of further focus at a critical time.

Fortunately both Modena and Southwark had done moderately positive work, so their non-performance in later stages did not change the project irretrievably.

d. Annex 8   shows the outline developed plan on understanding Cultural Tools, and how these can overcome forces of social exclusion.

e. Annex 3 – Shows further grids for capturing developments relating to each city, again through on-line interaction at the South Yorkshire Cultural Development Project website http://www.sybcdp.co.uk