

## Privacy Settings

We use cookies to optimize our website and our service.

- ☒ Functional
- ☒ Statistics
- ☒ Marketing

Save

Functional only

Accept all

WEBSITE  
[HTTPS://CULTURE360.ASEF.ORG/O...](https://culture360.asef.org/)

COUNTRIES  
[ASIA](#) [EUROPE](#)

THEMES  
[CULTURAL DIPLOMACY](#)  
[CULTURAL RELATIONS](#)

DISCIPLINES  
[FILM](#) [LITERATURE](#) [NEW MEDIA](#)  
[PERFORMING ARTS](#) [VISUAL ARTS](#)

ASEF.org

# INVITES | Expressions of Interest for Strategic Partnerships



culture360.ASEF.org

INVITES

## Expressions of Interest for Strategic Partnerships

[Invitation extended to 31 July 2020]

[culture360.ASEF.org](https://culture360.asef.org/) is excited to open its doors to new strategic partnerships in 2020. After 13 years of leading the development of this website, we are now inviting expressions of interest from public agencies and private foundations working in the **arts, culture, heritage, creative industries, cultural diplomacy and digital** sectors, to work with us to shape the future of this exciting project.

Managed by the [Asia-Europe Foundation \(ASEF\)](#) and publicly funded by partners of the [Asia-Europe Meeting \(ASEM\)](#), culture360.ASEF.org brings together 51 countries with the European Union and the ASEAN Secretariat.

### What is culture360.ASEF.org?

Since 2008, ASEF's arts and culture website – culture360.ASEF.org - has been enabling public access to relevant digital information on arts and culture for individual artists, arts organisations and policymakers across the 51 countries of the Asia-Europe Meeting

organisations and policymakers across the 51 countries of the Asia-Europe Meeting (ASEM) region. It remains the only website offering such a service in the ASEM context.

The website is recognised particularly by professionals and experts in the sector, who consider it as an enabler of both cross-regional and intra-regional cultural cooperation. It has been acknowledged as a highly significant model in facilitating international cultural relations, an inspiration for other bi-regional or multilateral frameworks to follow.



### What can we offer to partners?

Expertise in developing research in the form of country analysis briefs and reports, publications, guides, articles and interviews with the following focus areas:

#### *Strategic focus*

- Access to 51 countries of Asia and Europe
- Take part in culture360.ASEF.org Steering Committee
- Access to less visible and less represented countries, regions and communities
- Be visible in countries that you are focusing on in terms of cultural cooperation
- Contribute to the UN Agenda 2030, particularly SDG 16.10 (access to information).

#### *Geographical focus*

- Special Magazine articles or interviews on your country or country of interest
- Series of articles on cultural cooperation and cultural diplomacy
- Curated special news/opportunities on your country or country of interest
- Cultural policy profile of your country / cultural cooperation initiatives with your country

#### *Discipline focus*

- Any of the arts & culture related disciplines
- Cross-sectorial topics such as art & health, art & environment, etc.

### Why is it critical to work on this project?

Despite several online information channels available today, publicly accessible content on the arts sectors of all ASEM partners is not always readily available. Some regions and artistic disciplines are regularly under-represented. An independent external evaluation of culture360.ASEF.org in 2016 also confirmed that several digital arts websites have shut down in the last decade due to lack of sustainable funding. UNESCO has acknowledged information gaps as a key challenge to access to information and deeper international cultural cooperation. culture360.ASEF.org directly responds to this global challenge in the cultural sector. This is also reflected in the [civil society report on digital access](#) prepared by culture360.ASEF.org for UNESCO.

### What do we seek through this partnership?

We are inviting partners that are interested in co-leading the future direction of important bi-regional cultural information system with us. We are seeking collaborators who will bring **intellectual and financial** contributions and are looking for long-term partnerships with the Asia-Europe Foundation (ASEF). We are also looking for partners interested in a holistic approach to arts and culture and their relation to technology, environment, social inclusion, other global challenges and mega trends.

*We invite expressions of interest from public and private institutions from the 51 ASEM countries, such as **Ministries of Culture, public agencies working in culture, national institutes of culture, national libraries and archives, cultural foundations & privately-funded foundations** with a strong interest in arts, culture and heritage.*

Please submit your expressions of interest by **31 July 2020** to:

Valentina Riccardi, Senior Project Manager, Culture Department, ASEF –

[valentina.riccardi@asef.org](mailto:valentina.riccardi@asef.org)

## A little history of the project (2003-2019)

culture**360**.ASEF.org

**2003**

ASEM Culture Ministers recommend the development of an "ASEM Cultural Portal as a gateway to Asia-Europe cultural connectivity [and] to enhance access to cultural information.

ASEF is mandated with the task of setting up and managing culture360.ASEF.org.

**2005**

Consultation process with cultural policy makers and cultural practitioners

Publication *Cultural Partnership Mapping - Towards the Development of a Multidisciplinary Asia-Europe Cultural Portal* is published as the outcome of this consultation process.

**2010**

Launch of new website on Wordpress

Launch of culture360 social media presence on Facebook and Twitter

culture360.ASEF.org launched at the 3rd ASEM CMM in Kuala Lumpur, Malaysia.

ASEM Culture Ministers acknowledge the website as "a concrete deliverable of the ASEM process... to facilitate the visibility of cultural activities of member countries."

**2008**

**2011**

Launch of the Asia-Europe Museum Network (ASEMUS) website hosted on culture360 open source Wordpress platform

**2012**

Launch of the Mobility Funding Guides for 51 ASEM countries in partnership with On the Move

UNESCO mentions culture360 has "a good model of information exchange between 2 regions"

**2013**

The SEA-Images film website is integrated into culture360

**2014**

The European Union acknowledges culture360 as a "model worthy of emulation to promote Europe's cultural co-operation with other regions"

**2015**

Launch of the new series *Creative Responses to Sustainability* with 2 green guides for Singapore and South Korea

**2016**

1st independent external evaluation of the project

**2017**

Complete technical revamp of the website – user-centered design and mobile-friendly features are implemented on new open source platform (Django)

**2018**

culture360 launches the first open call for media partnerships

**2019**

Launch of new series on crafts and innovation—*The Creative Resource Guide—Crafting Laos and Cambodia*

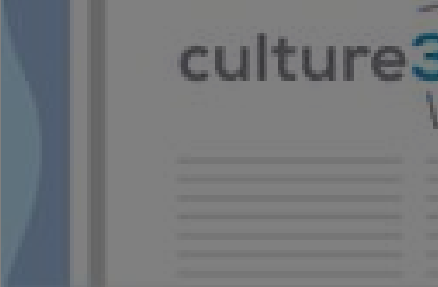
Launch of the new event series "Arts Journalism Matters" culture360 prepares civil society report on digital access for UNESCO

UNESCO acknowledges the *Mobility Funding Guides* as a relevant tool to access information on international cultural mobility.

# Similar content

POSTED ON  
02 JUL 2018

Call for Proposals:  
Media Partnerships  
with  
culture360.ASEF.org



POSTED ON  
15 JAN 2020

Call for Proposals:  
2020 Media  
Partnerships with  
culture360.ASEF.org



POSTED ON  
01 JUL 2019

Call for Proposals:  
2019 Media  
Partnerships with  
culture360.ASEF.org



POSTED ON  
17 JUL 2020

culture360 Media  
partnerships 2020: new  
call out!



POSTED ON  
16 MAR 2021

Media Partnerships |  
2021 Open call



POSTED ON  
08 APR 2020

culture360.ASEF.org:  
An Observatory of  
digital trends in the  
Asia-Europe context |  
2019 Review



## ABOUT ASEF CULTURE360

culture360.asef.org brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

[MORE ABOUT ASEF CULTURE360](#) | [FAQ](#)

