

Call for Proposals-----

Feasibility Study: Private sector funding for cultural mobility



-----**Deadline: 31 July**

Background and Context

To commemorate its 20th anniversary in 2017, the Asia-Europe Foundation (ASEF) builds upon its support to cultural mobility over the past 2 decades by launching **Mobility First! - ASEF Cultural Mobility Initiative**, a new travel grant that supports the movement of Asian and European artists and cultural professionals in [Asia-Europe Meeting \(ASEM\) partner countries](#).

UNESCO reiterates that limited availability and access to funding remains a huge challenge for cultural mobility, and ASEF continues its efforts to narrow this gap through its **Mobility First!** grant. In UNESCO's latest [Reshaping Cultural Policies report \(2nd edition\)](#), limited funding for cultural mobility has yet again been recognised as a key challenge to international cultural co-operation. However, a positive trend has been observed in mobility opportunities provided through transnational cultural collaborations, with a renewed interest in South-South mobility.

In this context, ASEF's **Mobility First!** travel grant has been acknowledged, in its 1st year, as a "success story" by a multilateral intergovernmental organisation to bridge existing gaps in support for artists' mobility. ASEF's **Mobility First!** is funded by 51 Asian and European countries, the European Union and the ASEAN Secretariat in the framework of the Asia-Europe meeting (ASEM).

In its pilot year, **Mobility First!** has enabled the participation of a total of 73 artists and cultural practitioners in the ASEM region for a wide range of cultural activities, including from networking and capacity building (training, study visits, partnership meetings) to artwork creation (artists' and writers' residencies) to public presentations (festivals, biennales, conferences). An equal number of males and females were supported as well as a balanced selection of fields including film, visual arts, contemporary dance, and theatre. In addition, trainings for museum professionals and different kinds of arts managers, including heritage professionals, were also supported. In terms of mobility routes, Asia-to-Europe and intra-Asia routes were prioritised. The 2017 webpage is here: <http://asef.org/index.php/projects/themes/culture/4176-mobility-first!>

Now on its 2nd year, Mobility First! supports the same wide variety of activity types (workshop/training, conference/forum, festival/biennale, residencies, partnership meetings, research trips, short-term exploration/networking) with particular focus on these areas:

- Skills transfer / knowledge exchange
- Innovation in arts & culture
- Local development
- Art and social issues: the role of art & artists in society

Through these activities and focus areas, **Mobility First!** contributes to the pursuit of the **Sustainable Development Goals**, particularly:

SDG #10: Reduce inequality within and among countries

- by facilitating the mobility of artists and cultural professionals (target 10.7)
- by implementing the principle of differential treatment for developing countries, thereby contributing to achieving a balanced flow of cultural works (target 10.a)

SDG #4: Ensure inclusive and equitable quality education, and promote lifelong learning for all

- by increasing the number of both youth and adults who participate in activities to acquire skills needed for employment in the cultural and creative industries (target 4.4)
- by supporting the foundation (e.g. partner meetings/networking) for long-lasting collaboration and learning

SDG #5: Achieve gender equality and empower all women

- by integrating gender equality as part of the selection criteria for the Mobility First! grant (target 5.c)
- by increasing the participation of women at leadership programmes in the cultural sector and thereby contributing to equal opportunities for leadership at all levels of decision making in political, economic and public life (target 5.5)

The 2018 webpage is here: www.asef.live/mobilityfirst

Objectives

2019 will mark the 3rd year of **Mobility First!** and after 2 full years (2017-2018) of funding the grant solely through the Asia-Europe Foundation (ASEF), we are now looking to have funding partners to join us in strongly supporting cultural mobility and thereby increasing the number of artists and cultural professionals supported by the grant. At the moment, we are at a 9% support rate.

The long term sustainability of mobility funding schemes is possible through partnerships between different stakeholders at different levels. **As such, the main objective of this feasibility study is finding concrete prospective funding partners for Mobility First!**

The funding partners could be individuals or organisations, and they need not be from the cultural sector alone. We believe that any individual or organisation who advocates innovation, local development, the redressing of global market imbalances, and who are passionate about the pursuit of sustainable development goals, could be interested in supporting cultural mobility.

Furthermore, creators need to meet and exchange ideas, so anyone who believes that it is right to invest in creative people could support cultural mobility, because creative people, in order to stay creative, need to move. They need to confront themselves with other realities in order to produce new ideas and remain competitive in their work.

Deliverables

The researcher who will do this feasibility study, ideally with proven business development or fundraising experience, is expected to:

- Examine the landscape of Asia and Europe for possible opportunities for private funding for **Mobility First!**
 - Multinational or global companies that have operations in Asia or Europe should also be considered
- Provide an analysis of the landscape and a logical flow for identifying sectors or areas of opportunity e.g. airline industry, private foundations, individual philanthropists
- Identify opportunities for private funding for **Mobility First!** including:
 - Rationale (e.g. matching or complementing missions and values)
 - Possible structure of partnership (e.g. Singapore-based foundation “X” might only consider funding Singaporeans travelling out of Singapore or incoming arts practitioners into Singapore, Mr. “Y” might be willing to contribute to the multilateral fund with no preference for nationalities supported...)
 - Contacts
- Identify risks and alternatives
- Conclusions and recommendations
- Include other relevant information in the feasibility study as per the researcher’s methodology

Financial Remuneration

The selected researcher will be paid a fee commensurate to his or her background and experience.

Proposal deadline

To send a proposal for this feasibility study, please send the following documents:

- CV
- Cover letter
- Proposal: methodology or your plan on how to embark on this study

All proposals should be sent via email to Ms Fatima Avila at fatima.avila@culture360.org by 31 July 2018, 11:59 pm, Singapore time (GMT+8)