

**Vietnam – Denmark
Development Cooperation in Culture
(DCC)
2011 - 2015**

Component

**Vietnamese-Danish Cultural Development and Exchange
Fund**

Component Document

Ref. No. 104.Vietnam.41-2

September 2010

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Country:	Vietnam
Sector:	Culture
Programme Title:	Vietnam – Denmark Development Co-operation in Culture, 2011-2015
Component Title:	Vietnamese-Danish Cultural Development and Exchange Fund (CDEF)
National Agency:	Ministry of Culture, Sport and Tourism
Duration:	5 years
Start:	1. January 2011
Overall Budget Frame:	Danida grant: 5,837,500 DKK

Description

The development objective of the Vietnam – Denmark Development Co-operation in Culture (DCC) is: *“People in Vietnam have access to and participate in arts that are culturally diverse”*.

The Cultural Development and Exchange Fund will aims at contributing to the development of a multifaceted contemporary arts scene in Vietnam. A priority for CDEF will be to support new developments in art in a rapidly changing Vietnamese society whether it is avant-garde fine art, modernisation of traditional forms of artistic expression or new trends in popular culture e.g. rock music or break dance.

The purpose of the programme is in line with phase 1 of the programme, 2006-2010 to increase cultural co-operation between Vietnam and Denmark with emphasis on creativity, people’s access and participation in arts and the promotion of cultural diversity.

1. Component Vietnamese – Danish Cultural Development and Exchange Fund

1.1 Introduction

The objective of the Danish Cultural Development and Exchange Fund (CDEF) in phase I was: “At the end of the five year implementation period: Contemporary arts are known, well understood and have public access in Vietnam and that people from Vietnam and Denmark mutually understand and get inspiration from each other”.

All in all the CDEF has been successfully implemented and has no doubt made a real difference to the contemporary art scene, particularly in Hanoi, and the fund will therefore continue to provide direct support to contemporary artists and contemporary cultural activities in Vietnam as well as towards cultural exchange between Denmark and Vietnam.

The aim of the cultural exchange is to expose the two cultures to each other and to contribute to mutual inspiration, co-operation and understanding between artists and people of both countries. Hence, exchange activities extend beyond mere presentation to include interaction between artists from both cultures e.g. in the form of collaborative performances, exhibitions or workshops.

In the years 2011- 2015 the Danish Centre for Culture and Development (DCCD) adds DKK 120.000 per year to the fund for exchange purposes.

1.2 Immediate objectives

The component's immediate objective is:

Strengthened development of a (multifaceted) contemporary art scene in Vietnam with enhanced public participation and collaboration between Vietnam and Denmark.

1.3 Major outputs

CDEF has two main objectives in phase II:

- Provide support to a diverse set of individual artists (and groups) for contemporary art projects and contribute to the development of a multifaceted contemporary art scene in Vietnam.
- Enhance networking and collaboration between Danish and Vietnamese artists and promoting of mutual understanding between the people of the two countries.

1.4 Strategy behind component for new phase activities and scope of work

Phase II of the CDEF builds on the achievements of phase I. Fundamentally, the objectives and the administrative and application procedures continue. The CDEF will continue to be based on a procedure of receiving applications in response to calls for proposals. While reviewing applications, consideration will be given to geographical outreach including areas housing ethnic minorities, gender balance and support being provided to a variety of art forms.

The CDEF will continue to aim at contributing to the development of a multifaceted contemporary arts scene in Vietnam. Contemporary arts should be understood as new arts produced at the present point in time. A priority for CDEF will be to support new developments in art in a rapidly changing Vietnamese society whether it is avant-garde fine art, modernisation of traditional forms of artistic expression or new trends in popular culture e.g. rock music or break dance.

The CDEF will continue to support contemporary artistic exchange projects that contribute to mutual cooperation and understanding between Danish and Vietnamese artists and the peoples of both countries. Special efforts will be undertaken to promote exchange projects involving Vietnamese art and artists going to Denmark. Exchange projects may include concerts, exhibitions, publications etc; however the main focus of such exchanges is expected to be joint work or co-operation between Danish and Vietnamese artists. Projects aimed at networking and longer-term collaboration will be prioritised.

The CDEF will continue to support young and up-coming Vietnamese talents (under the age of 35) by organising talent competitions within different genres of art. Three talent competitions are planned during the five-year component phase.

After a call for proposals, a specially appointed jury will select a limited number of artistic productions, which will receive limited production support and be able to enter the competition. The main prize of the competition will be awarded following a popular vote amongst the audience. After the popular vote has been conducted a new jury will review and comment on each of the entries in front of the audience. Thereafter, the jury award will be announced, followed by the main popular prize. The purpose of the exercise is to demonstrate that a variety of views regarding art may exist between members of the jury and between the jury and the public, and that there is not just one correct view. Apart from monetary prizes, prizes could also support the presentation of the art production in different places in Vietnam or a presentation and study tour to Denmark.

The administrative guidelines of the CDEF will be reviewed and updated, as will the guidelines for applications, in order to reflect precedents evolving from deliberations of the board and administrative developments. More time will be provided for the board's assessment of applications and the secretariats assessment of applications will focus on factual and budgetary issues.

Information about the CDEF will be made more widely available in Vietnam by the involvement of the Embassy and the Board. Guidelines for applications in Vietnamese will be made available at the Embassy's web site and it will be made possible to apply in Vietnamese. In Denmark, DCCD will make information about the fund more widely available, possibly by placing links at the homepage of the Danish Arts Council.

The Board of the CDEF will be freshly appointed at the start of the new component phase. The board will be expanded with one additional Vietnamese member from the corporate sector with a keen interest in art. Amongst the Vietnamese members an additional artist will be selected. The Vietnamese members will thus be bigger in majority on the board, while the chairmanship remains with the Danish Ambassador. Vietnamese artistic members who have been re-appointed from the old board should be replaced after two years in order to promote fresh inputs to the board while also maintaining continuity. During the first six months of the new phase the whole board will meet in Vietnam in order to be introduced to the operations of the board and to each other. CDEF Board will meet three times per year to decide on support for submitted applications. These applications must comply with the regulations in culture of the government of Vietnam.

The composition of the new board will be as follows: The Danish Ambassador (Chairman), a representative of MoCST, a representative of DCCD, a Danish artist, a representative of the Danish Arts Agency or the Danish Arts Council, one Vietnamese member from the corporate sector, 3 Vietnamese artists from different art genres and one Vietnamese media person.

The potential for using cultural events for public diplomacy to reach out to different groups of the Vietnamese public will continue to be utilised by the Danish Embassy. The Embassy may take a proactive role in this regard.

1.5 Key activities

Output 1: Provide support to a diverse set of individual artists (and groups) for contemporary art projects.

- Support a multifaceted and diverse array of Vietnamese contemporary cultural or artistic activities by individual artists (or groups)
- Conduction of art competitions for talented young Vietnamese artists within different kinds of contemporary arts.
- Information about CDEF improved in terms of language and outreach.

Output 2: Enhance networking and collaboration between Danish and Vietnamese artists and promoting of mutual understanding between the people of the two countries.

- Organization of cultural exchange activities between Denmark and Vietnam.

1.6 Component budget

Outputs	DKK
A multifaceted and diverse array Vietnamese contemporary cultural or artistic activities supported	2.275.000
Cultural exchange activities between Denmark and Vietnam supported	1.500.000
Contribution from DCCD	600.000
Arts competitions conducted for talented young Vietnamese artists within different kinds of contemporary arts	550.000
Information about CDEF improved in terms of language and outreach	100.000
Audit	100,000
Administration and travel costs.	712,500
GRAND TOTAL	5,837,500

1.7 Management and organisation

The Embassy will act as secretariat for the Board and the CDEF. The board will be responsible for scrutinizing the applications made by eligible organizations and will award grants. The Chairman of the Fund is the Danish Ambassador, and the Vice Chairman is a representative from the Ministry.

DCCD will support the CDEF in appraising the applications from Danish arts institutions; artists etc. involved in exchange activities. DCCD will also support the CDEF by identifying Danish partners for the Vietnamese applicants. DCCD will receive an annual fee of for their services. Vietnamese board members will support the CDEF in the appraisal of applications from Vietnamese arts institutions, artists etc. for support or exchange activities.

1.8 Indicators and means of verification

- Number of contemporary art proposals supported in different genres of art and the technical quality of performances improved/guaranteed
Means of verification: Grants supported will be posted on the Embassy web site, Artists' reports, monitoring reports and progress reports.
- Number of arts competitions conducted in different contemporary artistic fields
Means of verification: Progress reports
- Number of exchange activities supported in Denmark, Vietnam or both
Means of verification: Grants supported will be posted on the Embassy web site, progress reports.
- Access to information about CDEF improved in terms of language and outreach: Information and application form in Vietnamese available at Embassy web-site
Means of verification: review of Embassy web site.