

Embassy of Denmark
Hanoi

Ministry of Culture, Sport and Tourism

**Vietnam – Denmark
Development Cooperation in Culture
(DCC)**

2011 – 2015

COMPONENT DOCUMENT

Dialogue amongst cultural managers and opinion makers

Dialogue amongst cultural managers and opinion makers

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|--------------------------|---|------------------------------------|
| Country | : | Vietnam |
| Sector | : | Culture |
| Title of Document | : | Development Cooperation in Culture |
| Duration | : | 5 years |
| Starting Date | : | Jan 2011 |
| Overall Support | : | DKK 800,000 |

Introduction

In a rapidly developing Vietnamese society art and culture are constantly changing, reflecting the transformation of Vietnamese society and interacting with the surrounding world. Cultural policy and cultural policy instruments need to adjust in response to this. The aim of this component is to enable the MoCST to take a leading role in this regard.

Immediate objectives

At the end of the five year implementation period (2011-2015):

- Mutual understanding of current art and cultural development and management issues among cultural managers, opinion makers and artists enhanced
- Recommendations for policy development and management of key cultural issues developed.

The improved understanding of cultural managers and opinion makers is required in order to make informed decisions about changes in cultural policy and therefore closely linked to the development objective of the programme. With recommendations developed after the workshops, there will be a stronger follow up after the dialogue and to move one step further in contributing to the policy development in the sector.

Strategy behind component for new phase activities and scope of work

The component will, as in phase I, primarily be implemented through dialogue at workshops with the participation of cultural managers and opinion makers from MoCST, universities and institutions, cultural departments in provinces, arts associations, the media, artists (as individuals) as well as international specialists.

The basis for each workshop will be presentations/papers prepared in advance of the workshops by Vietnamese and Danish experts in the field. Objective of these papers are to synthesize adequate information and evidences from the 'real life' or from the ground in order to provide strong evidence to cultural managers, opinion makers, and artists. In the presentations/papers, there will be also recommendations for policy adjustment so as they could be provide base for the workshop discussion.

Following each workshop a policy recommendations paper will be made to relevant Vietnamese authorities to facilitate adjustment to policies, regulations, administrative practises etc., As follow-up, EDK will have meeting with MoCST where policy makers in the Ministry will provide feedback or documentation on how the output of the dialogue workshops have been used.

Danish expert will come to Vietnam two days before the workshop to meet with Vietnamese partners for background development and work with the Ministry in the workshop preparation. After the workshop the Danish expert will stay one more day to work with the Ministry on the policy recommendations paper, which include the summary of the workshop and incorporate comments from the discussion. Subsequently, the MoCST will prepare a workshop report containing research papers, speeches and minutes of the workshop discussions.

The workshop should also effect a discussion and decision on the coming year's theme for discussion. A plan for the preparation of next year's workshop should be developed. Themes for the workshop should be practical issues/aspects of policy development and implementation. Consideration for themes could range from "the impact of urbanisation on cultural development in Vietnam" to "preservation and development of diverse ethnic cultures – current regulations and issues". But themes could also be development within arts sectors as well as "arts and the society". To achieve a synergy between the components and to feed 'real life' experiences from the activities in other component , themes for the workshop could be also policy issues arise from other components in the program, such as the component 'Support to contemporary art development'.

Key activities

- Four workshops are undertaken, with presentations by international and Vietnamese specialists and the participation of Vietnamese decision and opinion makers in culture.
- For each workshop 1 – 4 presentations/papers are produced and presented
- After each workshop, workshop report made containing research papers, speeches and minutes of the workshop discussions
- Synthesis and documentation of policy recommendations from the workshops conducted and send to policy makers
- A work plan is developed during the workshop, identifying the next workshop theme and thematic areas for research.

Component budget

| | Outputs | DKK |
|---|--|---------|
| 1 | Four workshops are undertaken, with both Vietnamese and international decision and opinion makes in culture. | 300,000 |
| 2 | 1 – 4 research papers are produced and presented at each annual workshop. Subsequently, lectures are held at selected Vietnamese universities. | |
| | National research papers | 100,000 |

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| | International experts (incl. papers and consultancy) | 300,000 |
| 3 | Workshop report and policy recommendation paper | 50,000 |
| 4 | A work plan is developed during the workshop, identifying thematic areas for research for the next workshop. | 15,000 |
| 5 | Audit | 20,000 |
| 6 | Contingency | 15,000 |
| | GRAND TOTAL | 800,000 |

Management and organisation

The Ministry of Culture, Sport and Tourism (MoCST) in co-operation with EDK will be responsible for implementation of the component with initial support from a Danish specialist for each workshop.

MoCST will appoint a director responsible for the implementation and management of the budget. The budget for the Danish and/or international specialists will be managed by the EDK.

MoCST in co-operation with EDK will commission the relevant paper and will take the initiative to undertake the annual workshop and invite all relevant participants. International specialists will be identified mutually between MoCST and EDK. DCCD may assist in identifying appropriate Danish specialists.

MoCST is responsible for producing a workshop report for each workshop containing research papers, speeches and minutes of the workshop discussions and policy recommendations. MoCST is also responsible for developing a work plan during the annual workshop identifying thematic areas for research and next year's workshop theme.

Indicators and means of verification

The indicators for successful implementation of this component are:

1. Annual workshop carried out with the participation of at least 50 relevant representatives from MoCST, academia, arts associations, cultural department of Hanoi and HCMC, artists and the press. In addition, at least one international participant should present and participate in the dialogue.

Means of Verification: Workshop program and list of participants.

2. Annual work plan developed during the workshop, identifying thematic areas for research and next year's workshop theme.

Means of Verification: Annual work plan

3. Presentation/ paper discussing the thematic area chosen on the previous workshop.

Means of Verification: Research papers.

4. A workshop report is prepared for each workshop containing research papers, speeches and minutes of the workshop discussions.

Means of Verification: Workshop report.'

5. Synthesis and documentation of policy recommendations from the workshops conducted and send to policy makers

Means of Verification: Policy recommendations