

THE CALOUSTE GULBENKIAN FOUNDATION
ARMENIAN COMMUNITIES DEPARTMENT

CREATIVE CULTURE PROGRAM - LEBANON

SUPPORTING CREATIVE CULTURAL INITIATIVES
IN WESTERN ARMENIAN

Lisbon
2020

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1. Introduction – Background:

The guidelines in this document are based on the priority areas of focus of the Armenian Communities Department of the Calouste Gulbenkian Foundation (hereinafter CGF), with a fundamental focus on youth and on Western Armenian as a language of creation.

The CGF *Creative Culture Program* is the main component of one of the five pillars of focus of CGF's strategy concerning the Foundation's engagement in Lebanon, which particularly focuses on the Western Armenian language. The *Creative Culture Program* is the main tool through which CGF's focus on Youth and Creativity would be materialized and supported.

The main objective of this program of support is to give *creative minds* and *cultural practitioners* the chance to develop creative and innovative initiatives conceived and undertaken in the Western Armenian language. This program aims to initiate a culture of creation in Western Armenian, mainly amongst the youth, while also aiming to ensure its continuous practice.

2. Objectives – Themes & Priorities:

The purpose of the CGF *Creative Culture Program* in Lebanon is to foster the emergence of the practice of cultural creation in Western Armenian by giving opportunities and strengthening the means to create, produce, and distribute diverse cultural productions and achievements in Western Armenian.

In this context, the term *culture* is taken in its broad sense, mainly encompassing the arts, the humanities, and heritage, (please consult the *Eligibility Criteria* section below for more information), with a major emphasis on the creativity factor, namely on the establishment of a "culture" produced through new and innovative methods.

OBJECTIVES:

Within the specific objective of reinforcing the use of Western Armenian as a language of creativity and innovation, the priorities of the CGF *Creative Culture Program* in Lebanon are to:

- Encourage young people to explore their creative potential in Armenian.
- Strengthen the youth's participation in cultural life in general.
- Give opportunities to people with innovative approaches to help produce multi-disciplinary or inter-disciplinary cultural and creative works with the potential to facilitate the use of Western Armenian in new ways and to increase the capacity of cultural production in the language.
- Identify young individual talents who can be active agents in bringing Western Armenian to the forefront of their contemporary reality by making the language contemporaneous and relevant.
- Create the conditions for cultural initiatives in Western Armenian to flourish.
- Use the language as a creative medium outside the prevailing classic structures and paradigms.

The aforementioned objectives are implementable through and within the context of the following fundamental concepts:

- **Reaffirming the importance of language and its development.**
- **Giving recognition to the distinctive nature of new innovative linguistic activities as vehicles of identity, values, and meaning.**
- **Establishing the necessity of being truly innovative and open to new concepts around cultural production by being free to move outside a maintained cultural status quo, and by fostering the link between Armenian culture and current global tendencies.**

3. Evaluation criteria:

The CGF *Creative Culture Program* in Lebanon will support creative individuals who are interested in developing innovative content in Western Armenian in the form of a project presenting:

- Creative value and innovative/creative character.
- Use of contemporary means of expression.
- Thematic relevance.
- Cultural diversity and projects that address contemporary and broader themes pertaining to humanity at large.
- Innovation in the use of Western Armenian.
- Quality of content and activities.
- The adoption of a forward-looking and forward-thinking approach.

With a focus on projects that:

- Challenge cultural and artistic imagination.
- Reach a larger, targeted, or underserved audience.
- Engage youth and women.
- Include activities that are sustainable and will continue to have positive impacts after the end.

4. Eligibility criteria:

This call for proposals is open to creative individuals who are from **18 to 35 years old**, who currently reside in Lebanon, and who are interested in creating innovative content in Western Armenian, within the framework of eligible activities that address the core components of this grant program. The grant program will accept individual as well as group submissions.

The projects could include the following and other multi/inter-disciplinary proposals, within the scope of projects:

- Encompassing the arts, heritage (as a means of inspiration), and the humanities.
- Encompassing creative expressions of ideas, experiences, and emotions in a range of media, including:

- *Music.*
- *Literature (books, audio books, journals, periodicals, websites, online presence).*
- *Theatre, performing arts.*
- *Visual arts.*
- *The interdisciplinary and hybrid forms that have emerged thanks to new media.*
- *Videos, installations, animations, blogs, YouTube channels, podcasts, applications.*
- *Radio programs and creative broadcasting (on platforms such as: Mixcloud, SoundCloud, iTunes, etc.).*
- *Creative and innovative workshop programs.*

5. Timetable:

- The call for proposals will be announced in February 2020.
- The online application forms will be open in February 2020.
- The deadline for applications is June 2020.
- The awardees will be announced in July 2020.

6. Budget:

The CGF *Creative Culture Program* in Lebanon aims to fund up to 5 projects per year, this number can vary based on the number of applications received and the number of projects that merit funding. The amount of the grant will be up to a maximum of \$5000 per year per project. The grant program also offers the possibility of renewing the grant if the nature of the project necessitates it, however, the same applicants cannot receive the grant over many consecutive years; each applicant is limited to making only two consecutive submissions.

Important notes for applicants:

- All young people interested in the program are encouraged to apply, even if they feel that their Armenian is not “perfect”.
- Applicants who apply to the grant program need not necessarily be established artists, the main objective of the program is to encourage creativity in Western Armenian, thus it is open to all creative and innovative minds.
- Applicants are encouraged to benefit from existing global cultural practices and to think of ways to incorporate these successful practices into the current diasporic reality by bringing the Western Armenian language to the forefront.

7. How to apply:

All applications will be online through the Armenian Communities Department online application form, which is made up of a two-tiered online submission system.

Applicants will firstly need to register and create an account; subsequently they will be able to submit the first application form where they will be requested to submit a brief concept note explaining the project.

If supplementary information is needed to decide on the initiative, applicants will be invited to elaborate the project further through the online submission of a second, more extensive, project application form.

More information will be available on: <https://gulbenkian.pt/armenian-communities/>

Further notes:

- If necessary, CGF is happy to provide guidance to the awardees in order to ensure the quality of the projects.
- Successful projects will be featured on CGF networks, in order to ensure their visibility.
- The selection jury will be internal to CGF in Lisbon and in consultation with external experts.
- For further information and clarifications please contact the CGF coordinator in Lebanon, Kayane Madzounian at: carmenias@gulbenkian.pt, please put the following in the subject line of the email: **“Creative Culture Program – Lebanon”**.
- To learn more about this and other programs undertaken by the Armenian Communities Department of the Calouste Gulbenkian Foundation, please visit the website: <https://gulbenkian.pt/armenian-communities/>

Data Protection *(this section is included as per European legal requirements)*

All personal data provided in the application process or during project implementation shall be treated exclusively for the purpose of managing the Creative Culture Grant Program by the Calouste Gulbenkian Foundation (CGF), as the entity acting as joint controller for processing the data.

The CGF may be contacted regarding any questions related to data processing carried out in this context and for these purposes through privacidade@gulbenkian.pt.

The personal data of the subject shall be kept for the period of time necessary for the management of the grant, except in cases where another period is required by applicable law. Some data (i.e. the name of the subject, date of application, terms and duration of the grant and personal data potentially included in the works and final publications) will be kept indefinitely by the CGF for the purpose of conservation of relevant information in the context of its relevant cultural assets.

The subject may, at any time, withdraw his/her consent for the processing of his/her personal data, in accordance with the applicable legislation, without prejudice to the validity of the processing made based on the consent previously given. The withdrawal of the consent implies that the CGF cannot treat his/her personal data for the purposes consented to and as such may result in the impossibility of the applicant continuing as such in the application.

The controller guarantee the subjects the exercise of their rights in relation to their personal data, such as the right of access, rectification, erasure, opposition, limitation of treatment and portability, according to the applicable legislation.

The controller implement all security measures necessary and adequate for the protection of the personal data of the subjects, either when the data is processed directly by them or when the data is processed by entities subcontracted by it.

The controller may treat personal data collected in this context directly and/or through subcontractors for the purpose of managing the grant. In such cases, appropriate contracts shall be entered into with such subcontracting entities, in accordance with the applicable legislation.

In the scope and for the purposes of managing the grant, the CGF may communicate the data of the subject to partner entities for publications and institutional communications. These entities may be located within the territory of the European Union or abroad, and in the latter case, appropriate mechanisms under the applicable legislation to safeguard the security of personal data processed shall be used at all times.

The subjects may file a complaint to the Portuguese National Authority (“Comissão Nacional de Proteção de Dados”) if they believe that there is a breach of data protection incurred by the joint controllers.