



SEAD 

An inspiring program for cultural practitioners ready to take the lead on how arts and culture engage with sustainable development in South East Asia

**Information and application**  
SEAD 2019-2020





## What is SEAA?

[SEAA](#) is a program co-created by Mekong Cultural Hub and British Council that creates space for cultural practitioners to reflect on how their work in arts and culture can contribute to sustainable development within South East Asia through their individual and collective leadership. The focus area for sustainable development in 2019-2020, is Biotrade (more details on page 4).

The program has 4 main gatherings spread over a one-year period where the SEAA Fellows get together. Each gathering takes place in a different country and has a unique purpose: **exchange, create, share and reflect.**

## Who is SEAA for?

SEAA is designed for all kinds of creative and cultural practitioners (from artists to administrators, managers and policymakers) who are interested in:

- Connecting their artistic and cultural work to the challenges the SDGs ([sustainable development goals](#)) present
- Creating partnerships and collaborations with peers around and with the region
- Enlarging the space for the arts and culture in South East Asia
- Building civil society through arts and culture
- Creating new opportunities for others to grow and develop

Each year we will select 10 Fellows from 10 countries: Cambodia, Laos, Myanmar, Thailand, Vietnam, Malaysia, Indonesia, Philippines, Taiwan and the United Kingdom.

## What kinds of people would you meet through SEAA?

SEAA is designed to give Fellows the chance not only to expand their networks with other creative practitioners from around South East Asia, but also to meet people who don't work in the arts.

One way we do this is that throughout the program the Fellows will work closely with 3 people who work as Project Managers for SEAA partner, Helvetas:, an independent Swiss development organization that is building capacity in Africa, Asia, Latin America and Eastern Europe (you can read more about them on page 11).

Through this collaboration there will be a chance for culture and arts practitioners and sustainable development professionals to have two-way exchange and learning from one another. It will offer SEAA Fellows a unique chance to develop new perspectives about the similarities and differences between arts and culture and the development sector. And it will offer SEAA

Fellows a practical experience of working with non-arts partners and communities to solve social and development challenges.

## How does SEAD work?



The approach of SEAD is experiential learning. The program is designed to allow for co-creation, collective working and collaboration, and to give Fellows opportunities to develop confidence, resourcefulness, entrepreneurialism and other skills. The program will actively grow the Fellows' networks in and understanding of South East Asia, increase mutual learning and seed collaborations between

arts and other sectors.

All 10 Fellows will come to SEAD with the aim of reflecting on how their work in arts and culture can contribute to sustainable development within South East Asia through their individual and collective action.

## FOCUS: What is Biotrade?

This year the Fellows will get the chance to focus on issues related to “Biotrade”. Biotrade is the ethical sustainable trade in resources that come from natural biodiversity in a local area. For example, tea, spices or natural materials that can be used for make-up and cosmetics.

Helvetas and the three project managers are all working on *one* project that covers Laos, Myanmar and Vietnam. The project works with local processors, traders, importers and exporters who are prepared to integrate the core values of sustainable use and social ethics into their business practices. SEAD Fellows will get the chance to use their arts and cultural practice to work with this project.

During the program, the Fellows will collaborate with each other over 4 stages:

1. to *exchange* ideas and experience,
2. *create* on-the-ground research and collaboration related to elements of the Helvetas bio-trade project
3. *share* the results and learnings of that research and collaboration to the public
4. *reflect* on the experience.

At each SEAD gathering Fellows will also build their skills and networks, through dialogue, guest speakers, activities and visits integrated into the



program. All four sessions are guided by our two Creative Facilitators, Sudebi Thakurata and Nicola Turner. By the end of the year, Fellows will have visited multiple SEA countries, expanded their knowledge of the role arts can play in society, and developed their skills and talents.

## SEAA in detail

	<b>SEAA Exchange</b>	<b>SEAA Create</b>	<b>SEAA Share</b>
	<b>Exploring the role of arts in society in South East Asia. Personal reflection and development.</b>	<b>Practical action and regional collaboration</b>	<b>Connecting with other sectors to explore regional issues.</b>
What	Over 5 days, Fellows will benefit from talks delivered by inspiring, provocative, authentic contributors and sessions such as presentation skills, influencing, partnership working, entrepreneurial thinking and peer mentoring. Towards the end of the session, Fellows break into 3 small groups, each one working with one of the Helvetas Project managers, to plan for how they will use the opportunity of SEAA Create.	During SEAA Create, each small group meets up in a Helvetas project country, to learn more and perhaps even test some action through arts and culture that links to the community's work on biotrade. This will also be a time when the small groups can exchange knowledge and experience, and learn about the context of arts in connection to the SDG's in the country they are visiting. Each group will be given a budget to manage for their trip and their project.	At SEAA Share, the 3 small groups will report back about their activities during Create. We encourage reports to be creative, for example an exhibition, a workshop or artistic intervention. Fellows will share to an audience of sustainable development specialists, and arts and culture contacts over a three day facilitated period.
Where	Phnom Penh, Cambodia	Laos, Myanmar or Vietnam (various provinces)	Bandung, Indonesia
When	November 21 <sup>st</sup> – 25 <sup>th</sup> 2019	Between January and March 2020	June 15 <sup>th</sup> -18 <sup>th</sup> 2020
Duration	5 facilitated days, plus travel days	3-4 days, plus travel Details decided by Fellows	3-4 facilitated days, plus travel

## Who is eligible for SEAD?

To be eligible to apply to SEAD you must be a citizen of one of the eligible countries, resident in that same country for the majority of the year, and fit the profile below:

1. Committed to a career in arts and culture (with at least 5-10 years existing experience in the sector)
2. Are already engaging with social and development issues through your work in the arts and culture
3. Are active and engaged in the arts sector in your home country
4. Have led other people to realise projects or programs in your home country (this can be informal)
5. Have some experience of working with regional peers/partners (whether at home or in another country)
6. Be able to communicate comfortably in English (speaking and listening essential, and basic reading and writing for email communication needed) which will be the shared language of the program

Applicants from Taiwan must also:

- Have an existing connection to South East Asia culture sector, and a clear desire and intention to grow their collaborations with South East Asia
- Be culturally sensitive and able to blend into the cultural context of the program and the region

UK applicants must meet eligibility criteria 1-6 above, and also:

- Be resident in the UK as defined by HMRC (see <http://www.hmrc.gov.uk/international/residence.htm#5>) and have a strong, current connection to South East Asia which will enable to sustain networks after the program finished and have a clear intention to grow their collaborations within South East Asia.
- Culturally sensitive to the cultural context of the program and the region

We especially want to hear from applicants who have not had significant regional or international experience already and for whom this program would be a real opportunity to move to a new level in your work. We encourage applications from women, and people living with disabilities.

For UK candidates, we strongly encourage applications from people of South East Asian backgrounds due to under-representation in programs of this type.

**Important note:** All applicants must either already have a valid passport which must not expire the end of 2020, or be able to get a valid passport in time for the start of the program. If you do not currently have a passport and would like to discuss this with us, please contact Jennifer Lee:

[jennifer@mekongculturalhub.org](mailto:jennifer@mekongculturalhub.org)

## What benefits will SEAD offer you?

The program is an opportunity develop yourself, to develop and work with others, and to make an impact on society:

1. Skills and personal development: presentation skills, advocacy & influencing skills, entrepreneurial thinking, individual personal development plan and dialogue and development from mentors & inspiring speakers from different sectors
2. Partnership development: new professional and personal networks through collaborative working, regional travel and peer mentoring
3. Knowledge and values: Exposure to the diverse histories, social, economic and cultural context of SEA through travel to four Asian countries during the one-year program and a deeper understanding of the unique role that arts & culture can play in the South East Asia's sustainable development

## What commitment is expected from SEAD Fellows?

The program is fully funded, i.e. economy class travel, accommodation, meals and the cost of all activities included are covered by the program. However, participants must be able to commit to the whole program. Provisional dates and approximate time commitment are:

- **SEAD Exchange**: 5 facilitated days, in Phnom Penh, November 21<sup>st</sup> – 25<sup>th</sup> 2019
- **SEAD Create**: Estimated 3-5 days, but exact duration and location determined by the Fellows and their Helvetas counterpart. January - March 2020
- **SEAD Share**: 3-4 facilitated days, in June 2020. Exact dates and location to be confirmed.
- **SEAD Reflect**: 3 facilitated days, in Vientiane, during September 2020 (exact dates to be confirmed)

The exact dates for SEAD Share and Reflect will be published online by July 31st 2019.

## How to apply for SEAD?

If you feel you fit the criteria and want to apply, please prepare:

- Completely filled application form
- CV with time/period description of professional experiences of arts and culture

**SEAD Brochure, Application Form and Personal Statement Form can be found at:** <https://mekongculturalhub.org/portfolio/sead-program/>



## **Important notes:**

- Forms need to be completed in English but spelling and grammar will not be assessed – as long as we can understand what you want to say that will be fine!
- Typed forms are preferred, but if you do not have access to a computer and prefer to complete with handwriting that is fine too
- If you are differently abled and need to submit your application in a different format to accommodate a particular need, please do not hesitate to contact us so we can find a solution for you

Please submit your documents by email to Jennifer LEE, Program Coordinator Mekong Cultural Hub: [jennifer@mekongculturalhub.org](mailto:jennifer@mekongculturalhub.org)

**Application Deadline:** July 14th 2019

**Interviews for shortlisted candidates:** Week starting 19<sup>th</sup> August 2019

**Notification of Acceptance:** August 30<sup>th</sup>, 2019

**Enquiries:** [jennifer@mekongculturalhub.org](mailto:jennifer@mekongculturalhub.org)/  
Tel & WhatsApp: + (886)(0)922-641571

## **How will you select Fellows?**

All applications will be reviewed to see if they meet basic criteria to qualify for the program e.g. evidence of interest in sustainable development, clear idea of why you want to join the program and start to do more regional work, indication that your participation in the program will benefit a wider community.

Applications from candidates who meet the criteria will be reviewed by an independent selection committee. The committee will create a shortlist of candidates.

Shortlisted candidates will be invited for a simple interview.

## Acknowledgements

Mekong Cultural Hub and British Council would like to thank:

SEAΔ Program Design Team, including Consultants/ facilitators: Nicola Turner, Dian Ika Gesuri, Sudebi Thakurata. Advisors: Marco Kusamawijaya, Janet Pillai and Tran Luong and staff Frances Rudgard, Katelijn Verstraete and Grey Yeoh.

All those who contributed to the research and development of the program, particularly participants of the MCH Shared Futures Workshop and the Heads of Arts from the British Council in East Asia

## Lead supporters and partners



## Implementing partner





## Who is SEAA created by?

**Mekong Cultural Hub (MCH)** is a new organization, set up to offer personal and professional development opportunities for creative cultural practitioners in Cambodia, Laos, Vietnam, Myanmar and Thailand. Programs will include workshops, exchange and networking, and will involve Taiwan and other South-East Asian countries on particular programs.

MCH serves those who are working at the intersection of arts and society. It aims to support creative practitioners who are already established in their own contexts - and are ready to widen their networks and their impact by developing regional projects and collaboration. We began our work in 2018 by mapping some of the actors in the culture and arts sector around the Mekong Region, particularly looking at people's interest for collaboration and exchange and what results they want to see from more mobility within Asia.

MCH is a regional branch office of Living Arts International (LAI). LAI's other branch office in Asia is Cambodian Living Arts. The new Mekong Cultural Hub organization builds on 20 years of Living Arts International's work in Cambodia, and collaboration and exchange within greater Asia. Living Arts International has been running cultural leadership programs in Cambodia since 2013.

<https://mekongculturalhub.org/portfolio/about/>

**The British Council** is the UK's international organization for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. In East Asia we are present in 14 countries, ranging from developed markets with sophisticated infrastructures (Australia, Hong Kong, Japan, New Zealand, Singapore, Korea, Taiwan) and developing markets with fledgling but growing infrastructure (China, Burma, Indonesia, Malaysia, Philippines, Thailand and Vietnam).

Our Arts work currently focuses on developing more inclusive, prosperous and creative societies and on strengthening the creative sector through stronger connections between the UK and the regions. The British Council has been involved in cultural leadership development for over 15 years. In East Asia we have been running cultural leadership programs with local partners in Australia, Singapore and Hong Kong.

<https://www.britishcouncil.org/arts>

### **More about Helvetas**

Helvetas is an independent organization for development based in Switzerland with affiliated organizations in Germany and the United States. They support poor and disadvantaged women, men and communities in more than thirty developing and transition countries in Africa, Asia, Latin America and Eastern Europe. A core aim of SEAD is to understand the contribution that arts and culture can make to sustainable development. Helvetas will support SEAD in this aim through being involved at all stages during SEAD. They will be hosting the 10 Fellows in 3 groups during the SEAD Create phase.

The Helvetas country programs in Southeast Asia began in Vietnam in the early 1990s, expanding to Laos in the early 2000s and to Myanmar in 2013. Helvetas' programs in the region support sustainable and inclusive and sustainable economic development, climate change and environment, governance and peace, and education and skills development.

The host program for the fellows is the **Regional Biotrade Project** in South East Asia, which assists companies and rural communities in Laos, Vietnam and Myanmar to protect species by sustainably using the native resources of the Southeast Asia biodiversity hotspot. While accompanying Helvetas' project teams in their day to day work, and visiting people and communities, the fellows will see and experience the lifestyles of rural people, and how they interact with the ecosystems around them. The Fellows will be working closely with the lead Project Managers from each country of the Bio Trade project:

- **Ms. Nguyen Dieu Chi, VIETNAM**
  - Chi is an experienced project manager who spent 10 years managing institutional development and education projects for Oxfam in Vietnam. Following her time with Oxfam, Chi spent three years working for Vin Group, one of the largest and fastest growing companies in Vietnam. Chi recently joined Helvetas as manager of the Biotrade project in Vietnam, and also manages a parallel project supporting women's equitable involvement in tea and herbal medicine value chains.
- **Ms. Niphaphone Nampanya, LAOS**
  - Has worked for Helvetas in Laos for almost 10 years. During that time she has worked on and managed projects improving rice production and marketing, strengthening the voice and function of farmer groups and communities and promotion of sustainably produced exports.
- **Mr. Zaw Min Oo, MYANMAR**
  - Previously worked as a manager for the international social enterprise, Population Services International. Zaw joined Helvetas a Project



Manager for Myanmar in early 2018, and has been responsible for this country program rapidly becoming the largest in the Helvetas Biotrade portfolio.



**2019-20 SEAA Program  
APPLICATION FORM**

This application form together with full supporting documents must reach Mekong Cultural Hub Office via E-mail before the specified deadline, July 14<sup>th</sup> 2019. Applications should be submitted to [jennifer@mekongculturalhub.org](mailto:jennifer@mekongculturalhub.org)

Each application should consist of the following:

1. APPLICATION FORM for Admission with signature and date
2. CV – clearly explaining experience in arts and culture sector
3. PERSONAL INFORMATION COLLECTION STATEMENT FORM with signature and date

**SECTION A: Basic Information about you**

1. PERSONAL INFORMATION	
Family name:	First Name:
Sex:	<input type="checkbox"/> F <input type="checkbox"/> M <input type="checkbox"/> Other _____ <input type="checkbox"/> Prefer not to say
I have a valid passport: <input type="checkbox"/> Y <input type="checkbox"/> Not yet	
Nationality:	
City and country of residence:	
Telephone (including country-code):	
E-mail Address:	
Any other basic information you think we need to know?	
UK and Taiwan applicants only: I meet the relevant eligibility criteria and have a current professional connection to South East Asia, with plans to grow this in future, and I have made details of this clear in my CV/ application form: <input type="checkbox"/> YES <input type="checkbox"/> No	

2. CV (resume)
<ol style="list-style-type: none"> <li>1) Please attach your CV to the application.</li> <li>2) Your CV should include the following: <ul style="list-style-type: none"> <li>• Any academic and Professional Qualifications (not essential to have these)</li> <li>• Work Experience in Arts, Cultural, Social or Other Related Fields</li> </ul> </li> </ol>

### 3. REFEREES

The SEAD Selection Panel might contact your referees if necessary, please confirm that they understand why they are contacted by SEAD, and they are willing to respond for your references of SEAD application.

**Referee 1:**

Name:

Suggested Salutation:

Position:

Organization (if applicable):

Telephone:

E-mail Address:

**Referee 2:**

Name:

Suggested Salutation:

Position:

Organization (if applicable):

Telephone:

E-mail Address:

### 4. DECLARATION

***Please carefully read the declaration and then sign with your confirmed agreement***

I declare that the information and documents provided in support of this application are accurate and complete. I also understand that my application will be disqualified if any information or document provided is found to be false one.

<b>Signature:</b>	
<b>Date:</b>	



**6. Please share an example of a cultural project you have previously implemented that was related to the areas identified in the [Sustainable Development Goals](#).**

*Explain the aims, main activities, and the budget of the project.*

*Please keep your answer to 1 page or less. Feel free to include links to images, videos, websites etc. Example projects do not need to be large scale.*

## Important notes

Application deadline will be on **July 14<sup>th</sup>** at 11:59pm in Singapore.

If you are offered a place on SEAD, you will be notified by email on **August 30<sup>th</sup> 2019**, and you have to sign back your acceptance and confirmation within 5 days.

### **Enquiry/Contact Us:**

MCH Program Coordinator, Jennifer LEE

Tel & Whatsapp: +886(0)922-641571

E-mail address: [jennifer@mekongculturalhub.org](mailto:jennifer@mekongculturalhub.org)

## FAQs

- 1. I can't commit to all the parts of SEAD, can I still apply?** Sorry, no. You must be able to engage with all parts of SEAD.
  - **But you haven't listed the dates?**
  - Confirmed dates will be published by July 31<sup>st</sup>, and if selected for shortlist you will be asked to make a commitment before continuing your application.
- 2. My English isn't great, can I still join?** If you are able to understand this form, write, listen and present in English, then that is all that is required. If in doubt, please email [jennifer@mekongculturalhub.org](mailto:jennifer@mekongculturalhub.org) to discuss.
- 3. How does the program actually work?** The SEAD sessions are run by two very experienced creative facilitators, [Nicola Turner](#) and [Sudebi Thakurata](#). They will organize creative and practical activities to help the Fellows to share experiences, exchange ideas and try out new concepts. They will be with you throughout the program, along with Jennifer from MCH.
- 4. I work on social issues, but I don't know about the SDGs, is this a problem?** No problem at all, please apply and ensure to describe the issues you work on.
- 5. I want to know more about the SDGs, where can I look?** The [UNDP website](#) has a large selection of resources that give background and insight.
- 6. What does SEAD mean?** The name SEAD has several meanings. SEA is commonly used to mean South East Asia. It also stands for Society, Education, Environment and Arts. The Δ symbol is the Greek letter delta (equivalent to "D"), which is used as a mathematical symbol



to mean change or difference. A “sea change” means a profound or notable transformation.

**Mekong Cultural Hub and British Council  
2019-20 SEAD Program**

**Personal Information Collection Statement**

This is a statement to inform every applicant of her/his rights regarding personal information collection.

Personal information is provided by the applicant for the application to the SEAD program. By the completion of application forms which are designated for various purposes, including: getting admission to SEAD, receiving support from MCH and British Council, accepting the provision of all facilities or services provided by MCH and British Council. All data collected will be used specifically for the purposes prescribed in the application forms and will serve as:

- (1) a basis and reference for the selection of applicants, and will be kept confidential and handled by the MCH and British Council and SEAD related staffs and members.
- (2) Anonymous data may also be transferred to appointed researchers or evaluators for academic research and program evaluation reasons.

**Declaration**

As an applicant to the SEAD Program, I have fully noted the points above about the collecting and using my personal data. Therefore here I authorize MCH, British Council and SEAD to use and check my data as required for the application. I agree for those purposes described above, my data could be used internally and publicly by MCH, British Council and SEAD.  
(end of declaration)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_