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
SEAΔ 2020-2021
What is SEAΔ?

SEAΔ 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 2020-2021, is Biotrade (more details on page 4).

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

Who is SEAΔ for?

SEAΔ 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 of the SDGs (sustainable development goals)
- Creating partnerships and collaborations with peers around and within 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
- Working with people from outside the arts and culture sector

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 SEAΔ?

SEAΔ 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 SEAΔ 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 SEAΔ 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 SEAΔ Fellows a practical experience of working with non-arts partners and communities to solve social and development challenges.
How does SEAΔ work?

The approach of SEAΔ 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 SEAΔ 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. SEAΔ 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 SEAΔ 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.
### SEAΔ in detail

<table>
<thead>
<tr>
<th>What</th>
<th>SEAD EXCHANGE</th>
<th>SEAD CREATE</th>
<th>SEAD SHARE</th>
<th>SEAD REFLECT</th>
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<tbody>
<tr>
<td><strong>What</strong></td>
<td>Exploring the role of arts in society in South East Asia. Personal reflection and development.</td>
<td>Practical action and regional collaboration</td>
<td>Connecting with other sectors to explore regional issues.</td>
<td>Personal reflection and development. Where do you want to go next?</td>
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<tr>
<td><strong>Where</strong></td>
<td>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 SEAΔ CREATE.</td>
<td>During SEAD 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 follow up for SEAΔ SHARE.</td>
<td>At SEAΔ 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.</td>
<td>The 10 Fellows come together a final time for SEAΔ REFLECT. During this closing event there will be facilitated reflection and sharing, with sessions run by the Fellows, facilitators and speakers. The group will reflect on their learning and develop future plans for individual development and collaborations. Helvetas project managers will also attend giving insights into how arts and culture practitioners engage with development issues.</td>
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<td><strong>Where</strong></td>
<td>Hanoi, Vietnam</td>
<td>Laos, Myanmar or Vietnam (various provinces)</td>
<td>Manila, Philippines</td>
<td>Kuala Lumpur, Malaysia</td>
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<tr>
<td><strong>When</strong></td>
<td>November 12th – 16th 2020</td>
<td>Between Jan and March 2021</td>
<td>June 14th - 17th, 2021</td>
<td>September 14th-16th 2021</td>
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<tr>
<td><strong>Duration</strong></td>
<td>5 facilitated days, plus travel days</td>
<td>Approx. 3-4 days, plus travel</td>
<td>3-4 facilitated days, plus travel</td>
<td>3 facilitated days, plus travel</td>
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1 Due to the COVID-19 Pandemic and its related effects (e.g. on international travel, practices for social distancing and so on), the above details are subject to change. The overall steps of the program will not change, and nor will the dates, but some implementation details might need to be adapted. If so Fellows will be kept informed and consulted through the changes. We will make as much information available as possible at the time of making the offer of a place on the program.
Who is eligible for SEAΔ?
To be eligible to apply to SEAΔ 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 in making projects or programs happen 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 via experience in the 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 before the end of 2021, 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 ROEUN Rina: rina@mekongculturalhub.org
What benefits will SEAΔ offer you?
The program is an opportunity to 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 SEAΔ 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:

- **SEAΔ EXCHANGE:** 5 facilitated days, in Hanoi, November 21st – 25th 2020
- **SEAΔ CREATE:** Estimated 3-5 days, but exact duration and location determined by the Fellows and their Helvetas counterpart. January - March 2021
- **SEAΔ SHARE:** 4 facilitated days, in Manila, June 14th-17th 2021
- **SEAΔ REFLECT:** 3 facilitated days, in Kuala Lumpur, September 14th-16th 2021

**Reminder:** As noted on page 4, some elements of the program might need to change if there are restrictions or constraints from COVID-19. However, these dates are fixed, and will not change.

How to apply for SEAΔ?
If you feel you fit the criteria and want to apply, please prepare:

- Completely filled application form (see page 11 of this document)
- CV with time/period description of professional experiences of arts and culture

**SEAΔ Brochure, Application Form and Personal Statement Form can be found at:** [https://mekongculturalhub.org/portfolio/sead-program/](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 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 ROEUN Rina, Program Officer Mekong Cultural Hub: rina@mekongculturalhub.org

Application Deadline: July 15th 2020

Interviews for shortlisted candidates: Week starting 17th August 2020

Notification of Acceptance: August 30th 2020

Enquiries: rina@mekongculturalhub.org
Phone, WhatsApp, LINE and Telegram: +855 (0)10 755 922

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 SEAΔ created by?

**Mekong Cultural Hub** (MCH) offers personal and professional development opportunities for creative cultural practitioners in Cambodia, Laos, Myanmar, Taiwan, Thailand and Vietnam. Programs will include workshops, exchange and networking, and will involve other 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/](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](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 SEAΔ is to understand the contribution that arts and culture can make to sustainable development. Helvetas will support SEAΔ in this aim through being involved at all stages during SEAΔ. They will be hosting the 10 Fellows in 3 groups during the SEAΔ 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.

- **Mr. Sisavan Phimmasan, LAOS**
  - Spent several years working for local and international companies as a project manager with a focus on design, strategic planning, and development areas. Sisavan also had experience working with slum upgrading and community planning in Laos, before joining the Bio Trade project under Helvetas organization in 2020.

- **Mr. Zaw Min Oo, MYANMAR**
  - Zaw joined Helvetas a Project Manager for Myanmar in early 2018, and has been responsible for the value chain country program rapidly becoming the largest in the Helvetas Biotrade portfolio. Zaw previously spent 16 years working for international social enterprise, Population Services International as a Senior Manager, as well as two years as Chief Operation Officer of a private sector FMCG distribution company.
This application form together with full supporting documents must reach Mekong Cultural Hub Office via E-mail before the specified deadline, July 15th 2020. Applications should be submitted to rina@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

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<thead>
<tr>
<th>1. PERSONAL INFORMATION</th>
</tr>
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<tbody>
<tr>
<td>Family name:</td>
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<tr>
<td>Sex: □ F □ M □ Other_________________ □ Prefer not to say</td>
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<tr>
<td>I have a valid passport: □ Y □ Not yet</td>
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<tr>
<td>Nationality:</td>
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<tr>
<td>City and country of residence:</td>
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<td>Telephone (including country-code):</td>
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<tr>
<td>E-mail Address:</td>
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<tr>
<td>Any other basic information you think we need to know?</td>
</tr>
<tr>
<td>UK and Taiwan applicants only:</td>
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</tbody>
</table>

2. CV (resume)

1) Please attach your CV to the application.
2) Your CV should include the following:
   - Any academic and Professional Qualifications (not essential to have these)
   - Work Experience in Arts, Cultural, Social or Other Related Fields
3. REFEREES
The SEAΔ Selection Panel might contact your referees if necessary, please confirm that they understand why they are contacted by SEAΔ, and they are willing to respond for your references of SEAΔ 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.

Signature:

Date:
SECTION B: Essay questions

5. Please introduce yourself, your work and why you want to join this program.

You can extend this box, but please don’t have your total answer exceed 3 pages.

A reminder: we do need you to write in English, but spelling and grammar doesn’t matter. Please just be as clear as you can and if you want to use diagrams or pictures to explain yourself, please feel free.

- Tell us about your current professional creative practice and some of the challenges and opportunities you are facing

- Why are you interested in the SEAΔ program and what do you want to learn from it? How will this learning inform the work that you do or want to do?

- How could your participation in SEAΔ benefit others in your community?

- What kind of opportunities and challenges do you see from working with people from outside arts and culture sector?

- Anything else you want to say or share with us?
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 15th** at 11:59pm in Singapore.

If you are offered a place on SEAΔ, you will be notified by email on **August 30th 2020**, and you have to sign back your acceptance and confirmation within 5 days.

**Enquiry/Contact Us:**
MCH Program Officer: ROEUN Rina
Phone, WhatsApp, LINE and Telegram: +855 (0) 10 755 922
E-mail address: rina@mekongculturalhub.org

**FAQs**

1. **I can’t commit to all the parts of SEAΔ, can I still apply?** Sorry, no. You must be able to engage with all parts of SEAΔ.

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 rina@mekongculturalhub.org to discuss.

3. **How does the program actually work?** The SEAΔ 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 LEE** 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 SEAΔ mean?** The name SEAΔ 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.
Personal Information Collection Statement

This is a statement to inform every applicant of their rights regarding personal information collection.

Personal information is provided by the applicant for the application to the SEAΔ program. By the completion of application forms which are designated for various purposes, including: getting admission to SEAΔ, 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 SEAΔ 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 SEAΔ Program, I have fully noted the points above about the collecting and using my personal data. Therefore here I authorize MCH, British Council and SEAΔ 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 SEAΔ.

(end of declaration)

Signature: __________________________________________

Date: _______________________________________________