

## CULTURAL PARTNERS

### **Rationale:**

The purpose of the World Youth Congress is to communicate to those with their hands on the levers of power in the world that young people are an amazing resource, not a problem... - especially in the field of development and making poverty history. Artists are the world's best communicators as they communicate the truth in the most colourful, compelling and impactful way possible. The World Youth Congress wants to get artists involved so that they can help us communicate the messages of this Congress with the loudest trumpets, the strongest colour and the most emotional intensity. In addition, as the World Youth Congress series was started by PCI - a cultural organisation – we seek the participation of other cultural groups to support us in our effort to communicate the issue of Youth and Development more effectively, and to provide artists for the excellent cultural programmes we have come to enjoy and expect at each World Youth Congress. To find them, we seek the partnership of performance groups and cultural organisations.

### **What are Cultural Partners:**

Artist's unions, art institutions, Art schools, Theatre groups or cultural festivals. We want a lot of different kinds of young artists to attend to the Congress : we want music, dance, theatre, mime, performance art, installations, creative use of film, TV and internet, etc., so we need a lot of different partners to reach them. Events and contests that gather the best youth artists : writers, sculptors, singers, composers, etc. All cultural partners must gather artists for the quality of their art but also for some of the themes of the Congress : the position of youth in society and the most effective ways in which young people can make a difference in society. Cultural Partners must be able to recruit and to support young artist's delegates to the Congress and to suggest groups who will perform at the Congress.

### **What Cultural Partners are Not:**

For Cultural Partners, we are not seeking single young artists or music groups - they should apply as delegates. Cultural Partners are organisations that network and support these artists. Artists don't have to be Cultural Partners to participate in the Congress as delegates and Cultural Partners don't necessarily come to the Congress.

### **What PCI can offer to the Cultural Partners (CPs):**

- **Recognition:** PCI will link any CP with this major international youth event by putting the CP's Name and logo on the websites (with links), in the Congress Book, and on the larger promotional materials prepared for the congress. In the Congress Exhibition, the CPs will be acknowledged next to any projects they have funded;
- **Proposing delegates:** In the selection of the delegates for the Congress, PCI will give a special attention to the applicants (active youth who are doing a project) who present a letter of recommendation from a CP;
- **Workshops:** PCI will invite the CPs to propose skills workshop(s) at the Congress about your organisation's approach to, or experience of, working on arts projects linked to development;

- **Participation in Shaping the Congress Series:** any CP is welcome to become a part of the international family that is shaping the content and development of the Congress series around the world. They will be kept updated with regular news updates about the Congress Series development, and be invited to contribute their thoughts and, if possible, send a representative to international planning meetings etc.
- **Co-Promotion Opportunities:** The International Congress Secretariat is keen to develop promotional opportunities with its CPs. For example, if there is a conference or a major youth event, we would be pleased to send a representative to speak or run a workshop to support our Partners in explaining/promoting the Congress to young artists;

#### **What PCI expects from CPs:**

- **To Promote the Congress:** the CPs will promote the Congress and the Virtual Congress through all appropriate performances and appearances - trying, through any creative means possible, to get young people excited about their contribution to make poverty history and improving their local and national communities.
- **To Endorse:** a letter welcoming the initiative of the World Youth Congress and its goals.
- **To Catalyse/facilitate some excellent performances on the Congress themes:** The best thing a CP can do is to support and finance the young artists of their network to produce excellent performances on the Congress themes.
- **To secure the application of young artists** to the Congress by spreading the information on this event through their networks.
- **CP are also invited to sponsor the travel of the accepted delegates** which would be issued of the projects they have supported;
- **Taking Part in the Virtual Congress:** CPs are expected to link in to the Virtual Congress, both to display their work on the website, and to invite the youth of their communities to join in the Virtual Congress “Drumming-around-the-World” - and other performance events.