

**EUROPEAN DIPLOMA
IN CULTURAL PROJECT MANAGEMENT**

GUIDING PRINCIPLES FOR THE WRITTEN REPORT

The report will be between 20 and 25 pages (not including the abstract and annexes), typed and written in English. An abstract of 1 page will also be added. It will include five key words describing the nature of the project.

Proposed content structure

You are free to structure and design your report as you wish but it should clearly show your role in the project and include the following elements:

Compulsory elements to be presented:

- Your vision
- Mission statement
- Goals
- Strategy to achieve your cultural cooperation project

Presentation

What were the concepts, values, ideas and theoretical debates inspiring the project? Which kind of changes do you want to foster? This section should also briefly describe how the project relates to established "ways of doing things" in your field and mention the sources of your innovative ideas.

Context description in which your project is developed, for example:

- Historical and territorial context
- Relevant socio-economic data
- Institutional and political framework
- Main trends of cultural policy in your sector
- Local and regional cultural trends
- Cultural cooperation patterns in your region

Project framework

- Identification of the project, public targeted, local, regional and international partnerships
- Who takes part in the project: public, partners, other organizations, etc
- Needs, problems, obstacles and challenges
- Hypothesis and cultural policy at stake
- Short, medium and long term goals
- Expected results and indicators of success
- Expected input of the cultural cooperation you are setting up
- Implementation: risks and strengths (swot or other methods of analysis)

Comparative study in another European country

Relevance and impact of the case study related to your project.

Programming/Implementation of the project

- Structure of the project
- Time and space frameworks
- Budgeting and fundraising (public and private)
- Human resources and staff management
- Marketing and communication plan
- Strategy developed to reach your goals

Evaluation

Taking into account your indicators of success, make a qualitative and quantitative evaluation (goals, public, artistic input, partnerships, cultural policies, impact, etc.)

Conclusions

- Follow up of the project, new hypothesis
- Main results and achievements
- Role of the European Diploma
- Impact on your professional development

Bibliography and Documentation

References should be indicated in the text using either the footnote or endnote system. The complete reference should be mentioned in the bibliography. Examples:

- A) Jameson, F. (1991) *Postmodernism*, London, Publishing House, date.
- B) Ignatieff Michael (1990) *Thinkers still cling to their angst*, The Observer, date

Abstract of 1 page maximum (to be provided with the report but separately)

The main objective of the abstract, which will be distributed to the members of the Orientation Board as well as to your colleagues at the beginning of the evaluation session in Delphi, is to provide all participants with an overview of the various elements of your project. The abstract should include the following items :

- 1) Your name and title of the project (title must include the cultural cooperation dimension)
- 2) 5 key-words
- 3) Contextual setting of the project
- 4) Implementation of the project
- 5) Comparative study
- 6) Project analysis
- 7) Evaluation and conclusions including the impact of the European Diploma
- 8) Your scanned photo

Any material requested to clarify the project should be annexed.