

Caribbean Cultural Training Hub
 3rd round of courses
Design, music and crafts

Face-to-face courses
 Havana, Cuba | October - November 2023

132 Scholarships Available

Open Call
Until 23 June 2023

TRANSCULTURA
 SCHOLARSHIP SCHEME

Call for Applications, 3rd round of courses

Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity is the largest-scale UNESCO programme in Latin America and the Caribbean, launched in 2020 and due to end in 2023, funded by the European Union (EU). It aims to harness diversity and build bridges between people and cultures from different linguistic areas. It is built on two components: the first focusing on strengthening the skills and capacities of young cultural professionals and the second on enhancing opportunities through knowledge transfer and exchanges.

This will be achieved through the establishment of a Caribbean Cultural Training Hub in Cuba, linked to relevant Caribbean institutions and supported by scholarships to ensure equal access to training. The programme creates opportunities for entrepreneurship, socio-economic projects and collaboration in the cultural and creative sectors, heritage and tourism within the Caribbean region and with the EU.

In the framework of the implementation of the UNESCO Transcultura Programme, the categories of cultural and creative industries identified reflect those defined by UNESCO (terminology and classification adopted by the [UNESCO 2009 Framework for Cultural Statistics](#)):

- A. Cultural and Natural Heritage (Museums, Historical places, Archeological sites, Cultural landscapes, Natural heritage)
- B. Performance and Celebration (Performing arts, Live Music, Dance, Festivals, Feast & Fairs)
- C. Visual Arts and Crafts (Fine Arts, Photography, Crafts)
- D. Books and Press (Books, Newspapers, Magazines, Libraries, Book Fairs)
- E. Audiovisual and Interactive Media (Film, TV and Radio, Streaming, Podcasts, Videogames)
- F. Design and Creative Services (Architecture, Fashion design, graphic design, Interior design, Advertising)

Through call for applications, candidates have the opportunity to be enrolled in short capacity-building courses on cultural and creative industries, offered by the Caribbean Cultural Training Hub. In the first 2 calls for applications, a total of 448 scholars of the 17 countries covered by the programme have been trained.

The Caribbean Cultural Training Hub is delighted to launch the 3rd call for applications to *Transcultura* Scholarships Scheme and to offer 132 scholarships to attend a face-to-face capacity-building programme in Havana, Cuba, specifically designed for the Caribbean youth. It will offer participants the chance to gain first-hand experience of Cuban cultural training institutions and will provide them with the necessary knowledge and skills to fully unfold their potential as culture professionals.

Who can apply?

1. Culture professionals (a certified degree in any of the cultural and creative domains covered by the programme, or specialized training in any of the cultural and creative domains covered by the programme, or working experience in any of the cultural and creative domains covered by the programme)
2. People aged between 18 and 35
3. People who are nationals and permanent resident of one of the following 17 Caribbean countries:



Note:

4. The *Transcultura* Programme Scholarship Scheme supports equal opportunities for the promotion of cultural diversity and intercultural dialogue. Thus, applications from young cultural professionals of any ethnicity, caste, creed, gender or with disability are welcome.
5. Priority will be given to applicants who have not received any previous funding from the European Union and/or international organizations.
6. Beneficiaries of previous calls within the *Transcultura* Programme are not eligible.

What is provided?

The UNESCO *Transcultura* Programme Scholarship Scheme will cover the academic and hospitality services expenses for a total of 132 participants selected from this call, which include:

- Course tuition fee and course material
- Roundtrip flight from one of the 16 beneficiary's countries
- Transit visa (if applicable).
- Accommodation in Havana
- Transfer in/out to International Airport
- Medical insurance

- 3 meals per day
- Transfer in/out to the province (if apply, for Cuban participants only)

Note: visa to Cuba will be graciously offered by the Cuban government.

About the capacity-building offer

The capacity-building programme consists of 11 face-to-face courses (2-week duration, 42 hours each, double session) on the topics of design, music, textile production, traditional trades for heritage restoration, blacksmithing, glass working and plasterwork.

The courses will be delivered at the University of the Arts (2 courses), the Higher Institute of Design (3 courses), the Cuban Fund for Cultural Assets (2 courses) and the Workshop School of Havana “Gaspar Melchor de Jovellanos” (4). Each course will accept 12 participants.

Please find hereafter information on the courses:

University of the Arts (ISA)	
<p>Musical instruments and performance on stage Date: 2 – 13 October 2023</p>	<p>The body and the instrument are an indivisible duo. Using body, emotional and sensory resources, the course will develop skills for performing on stage, including focus and self-control. Without them, a musician is incomplete. Students will understand the neurological mechanisms involved in the act of performing. They will develop skills and techniques to manage scenic anxiety and optimize body muscles and functions before, during, and after performing. Knowing your body map will make you get the most brilliant notes out of your instrument! The course will develop skills for an appropriate relationship between the instrument and the body, and will enhance onstage performance (focus, self-control, etc.) for increasingly wider and diverse audiences.</p>
<p>Cuban traditional and popular percussion Date: 30 October – 10 November 2023</p>	<p>The course will approach the essential instruments in the sonority of Cuban popular music: <i>claves</i>, <i>maracas</i>, <i>güiro</i>, <i>bongos</i>, bells, <i>congas</i>, and <i>timbal</i>. Students will become familiar with various beats and rhythms that will enrich the music they make in their countries of origin, gaining better access to the music market. They will develop skills to play instruments typical of Cuban popular percussion, perform musical genres typical of Cuban popular music, and expand their possibilities to adapt to different formats.</p>

Higher Institute of Design (ISDi)	
<p>Brand design for small and medium-sized enterprises Date: 2 – 13 October 2023</p>	<p>In developing a new venture, consideration should be given to brand design, as it will support its products and/or services. The course will provide students with a methodology that has been implemented in Cuba and with the basic knowledge necessary for the generation of new brands. The course will be based on the use of real-life examples. Participants will advance their business ideas and eventually formulate relevant branding and communication strategies.</p>
<p>Brand management for small and medium-sized enterprises Date: 16 – 27 October 2023</p>	<p>The course will provide students with basic tools for business management and expansion. They will learn about marketing, promotion, and advertising techniques for better results in a highly competitive world. They will develop skills for project implementation and learn why good design management can have a positive impact on business growth. They will also learn about how important competitiveness is to boost small and medium-sized enterprises. The course will help them formulate design strategies and programmes on a business scale, assess the design situation in production enterprises and sectors, and lead teams of professionals in the implementation of design projects.</p>
<p>Advertising in hypermedia scenarios Date: 30 October – 10 November 2023</p>	<p>The course will develop hypermedia advertising strategies for effective business visibility in traditional media and social networks. Students will explore support media, message typologies and, above all, the formulation of hypermedia communication strategies to enhance advertising by small and medium-sized enterprises. They will learn how to engage in better negotiations with companies in charge of business advertising and/or how to become publicists themselves. The course will build capacities to evaluate any advertising strategies and develop specific hypermedia advertising strategies, focusing on social networks.</p>

Cuban Fund for Cultural Assets (FCBC)	
<p>Needlework for clothing (use of hemstitch and easy stitches) Date: 16 – 27 October 2023</p>	<p>The course will make a foray into the world of needlework. Students will learn the differences between openwork, crochet, and embroidery for fashion or lingerie pieces. They will develop skills to master these techniques, specifically hemstitch, through learning and application in clothing. The course will build capacities to learn how to use different needlework techniques for new artistic works and engage in new ventures that promote the use of needlework, while preserving this tradition.</p>
<p>The tie-dyeing technique for textiles transformation Date: 30 October – 10 November 2023</p>	<p>This course will deal with the main techniques of the colour dyeing process and help students become familiar with textiles transformation. New objects or garments can be designed using this technique, which involves both natural and industrial dyes. After a colour change process is introduced, an object can become something completely new. The course will build capacities to master the principles of the tie-dyeing technique, create new objects and garments, and promote ventures involving the use of this technique.</p>

Workshop School of Havana “Gaspar Melchor de Jovellanos”	
<p>Traditional trades based on the restoration of the built heritage Date: 2 – 13 October 2023</p>	<p>The course is aimed at the theoretical-practical teaching of traditional trades such as stonemasonry, blacksmithing, plasterwork and glasswork. The same will be carried out through the development of practical skills in workshops and real works. It also aims to link the practice of these trades with the restoration of architectural heritage. For this, it includes in its organization, the approach to the world of restoration from its beginnings and the different criteria that currently govern this specialty. Bearing in mind that most of the cities in the Caribbean region have buildings of heritage value, and in which the wide use of elements developed by these trades is appreciated, the course allows the training of trained operators capable of proposing and applying with competence, solutions to certain problems during the process of intervention and conservation of these buildings. It is also a space for the development of the cultural traditions of the peoples of the region in the field of construction. Offering the tools for each Caribbean culture to relate and adapt the knowledge they will receive to their traditional methods and techniques will allow the rescue of this cultural heritage. Contributing in this way to the conservation of Caribbean cultural diversity and the protection of its built heritage.</p>

<p>The art of forging or the conquest of iron Date: 2 –13 October 2023</p>	<p>The course aims to offer an overview of the forging trade, the basic techniques for cutting and shaping metals and their application in the restoration of buildings with heritage value. To this end, it will provide the participants with theoretical-practical tools taking as a reference the experience of the Havana Workshop School of the Office of the Historian of the City of Havana, recognized both by citizens and by dissimilar international actors. The course is designed to provide students with basic knowledge and to recognize the tools, classification of metals and their properties, and how they are formed or restored for their insertion in buildings. It is organized in such a way that an overview of the four essential aspects of the trade is given: classification of ferrous and non-ferrous metals, fundamental operations of the mechanical workshop, tools, basic forging techniques. Once completed, students will be able to recognize the technical possibilities for shaping steel and assess the advantages and weaknesses of using this technique in both restoration and contemporary construction.</p>
<p>The Glass. The legendary craft of light and color Date: 16 – 27 October 2023</p>	<p>This course aims to provide a direct approach to the glassmaker's trade from the understanding of basic concepts to the development and evolution of its main techniques. At the end of it you will have developed practical skills in terms of glass cutting and making pieces in any of its main techniques such as mosaic, lead or Tiffany; each one with its very specific peculiarities. You will also have the knowledge for the intervention of pieces of a patrimonial nature in pursuit of a fair and professional restoration.</p>
<p>Plasterwork in the restoration of heritage works in the historic center Date: 16 – 27 October 2023</p>	<p>The course aims to offer a general vision about the restoration of ornamental plaster elements, inside and outside the historic center. To this end, it will provide participants with theoretical-practical tools and takes as a reference the experience of the Office of the Historian of the City of Havana (OHCH), recognized both by citizens and by dissimilar international actors. The course is designed to provide students with the theoretical knowledge and develop the basic practical skills for plastering and restoration work. It is also made so that students know and identify the different types of pieces, decorative elements that can be made with plaster, as well as the elaboration of different types of molds for their preparation. Once completed, students will be able to critically analyze the importance of plaster work in the restoration of heritage works, combining theory with practice based on the skills developed. The objective of the course is to train qualified operators in the plastering trade. Mastery of this activity will allow these operators to apply appropriate procedures in the restoration of decorative plaster elements. Bearing in mind that all our Caribbean cities have a historic center that is a cultural reference for the nations, the course offers the opportunity to train workers who contribute to the conservation of built heritage and</p>

	its transmission to future generations. Likewise, the course will allow, once they graduate, to transmit the knowledge to countrymen interested in the conservation of the plasterwork trade.
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The course includes conferences, seminars, weekly reading material, multimedia files as well as discussion boards exchanging views with fellow participants and facilitators. In addition, the courses will be complemented by several practice and self- study hours.

Conditions to participate include:

- Committing to travel to Havana on the dates of the course and to attend to 42 hours of presential learning and associate activities organized by the Programme and hosting institutions.
- Professional working or native fluency in either English or Spanish.
- Committing to timely provide any documents requested by the *Transcultura* Programme, in order to guarantee the participant attendance.

How to apply?

1. An online application should be submitted via the following link: <https://forms.office.com/e/ibbA3Gk7HL>
2. The application deadline is Friday, 23 June 2023, 23:59 hrs, GMT-5
3. The pre-selection results will be sent by email between 10 July and 14 July 2023.
4. Pre-selected fellows will receive a Letter of acceptance which should be signed and sent back to UNESCO within the subsequent 72 hours. Failure to do so will result in the withdrawal of the offer by UNESCO.
5. Further onboarding and participation information, including the pre-test, and other travel documents will be shared with the candidates who accepted the scholarship and its conditions. The fellows will be sent the pre-test and the other required documents in the subsequent 72 hours. Failure to do so will result in the withdrawal of the scholarship by UNESCO.

*Note: Please be advised that selected participants must be completely free of any additional obligations or responsibilities throughout the program, so that they can attend the program's itinerary in full. Should they fail to attend the official activities (including academic field trips) without a reasonable excuse and/or prior notice, they will not receive the Certificate of Completion at the end of the program.

Further questions?

For any further questions about the present call, please contact us at: transcultura.programme@unesco.org