



EU REGION: IMPACT STORIES

APRIL - JUNE 2019

EU REGION: OUR PRIORITIES

The roots of the British Council lie in Europe and our long-standing presence here.

We have been supporting educational and cultural relations in European countries since as early as 1937.

In all that we do, we follow two core principles: collaboration and reciprocity. This approach is all the more crucial as Europe responds to the UK's EU referendum result.

EU REGION: WHERE WE ARE

We include 30 countries in our EU region:

- Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and Switzerland
- **Priority countries:** France, Germany, Italy, Poland, Romania and Spain
- Physical presence in 24 countries
- A strategy of amplification (mainly digital) in Denmark, Finland, Norway and Sweden, with representatives based remotely.

NUMBERS: HOW WE MEASURE IMPACT

Our priority areas relate to the British Council's standard global framework that we use to measure results and impact.

This measures performance in everything we do by describing the audiences we will reach and the outcomes we are aiming for. The framework takes into account numbers of audiences, social media, press reach and other factors depending on the different areas.

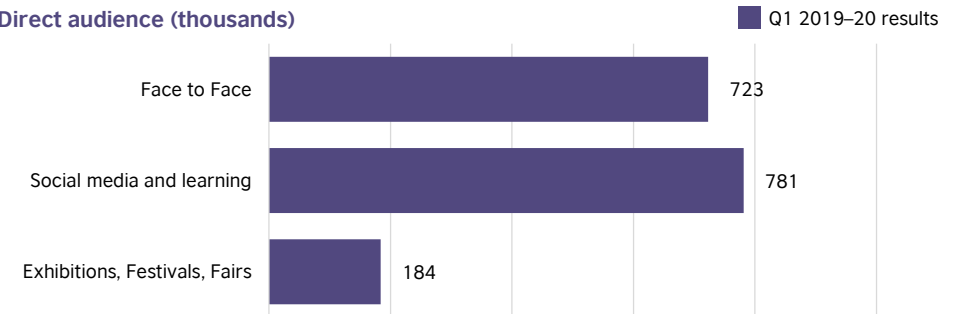
STORIES: FEATURED THIS QUARTER

In this report, we look at our impact in quarter one (April – June 2019), illustrated by case studies from individual countries:

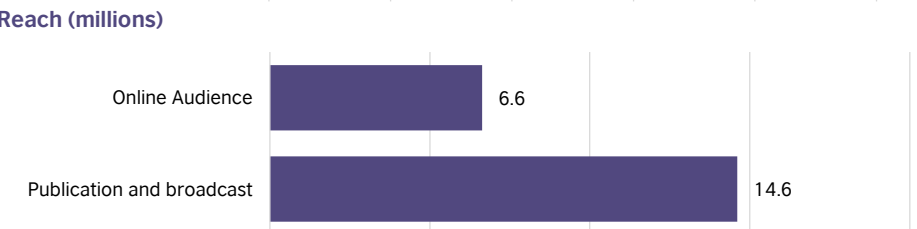
- **Arts:** Greece, Ireland, Romania, Spain
- **Civil Society and Justice:** Belgium, Czech Republic, Finland
- **English:** Greece
- **Higher Education and Science:** France, Germany, Poland
- **Skills and Enterprise:** Greece
- **Testing and Assessment:** Across the EU region

QUARTER 1: OUR REGIONAL AUDIENCE

Direct audience (thousands)



Reach (millions)





'Thank you to everyone at the British Council in Athens and London and the Public Bookstore on Syntagma Square for making the events a success last week. The students from St Catherine's British School were tremendous listeners and drawers too and made the workshop a breeze.'

David Mackintosh, Illustrator

Picture: Costas Lakatos

EU EUROPE: ARTS

FOCUS ON GREECE DRAWING WORDS

1,500
EXPERTS AT
OPENING

ONE
AWARD-WINNING
UK ILLUSTRATOR

100
WORKSHOP
PARTICIPANTS

FOUR
WEEK EXHIBITION AT
FLAGSHIP BOOK STORE

Our EU arts programme enables people across Europe to access the cultural riches the UK has to offer and create opportunities for exchange between artists from the UK and other European countries.

The UK was this year's 'country of honour' at Greece's Public Book Awards, so we brought an exhibition of some of the most exciting children's book illustrations from the UK to be part of the event. Drawing Words is curated by artist and Children's Laureate Lauren Child and

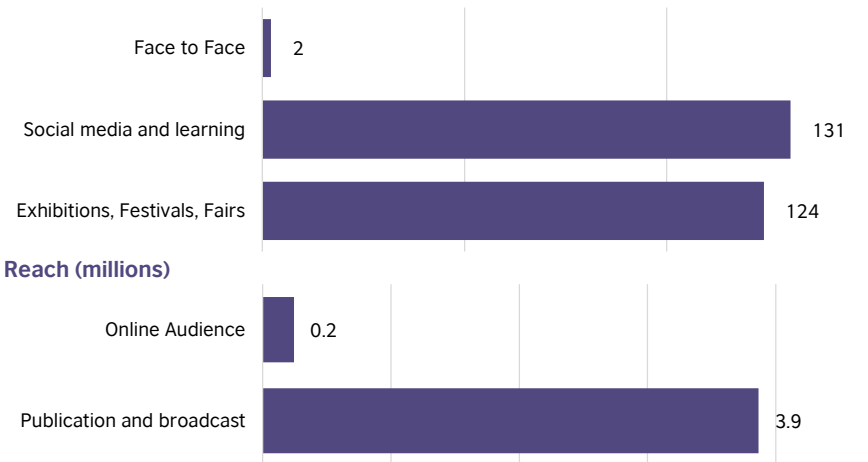
features the beautiful work of ten UK illustrators.

Award-winning British illustrator David Mackintosh led workshops and presentations for children and emerging illustrators at the awards before the exhibition moved to the flagship store of Public Bookstores, the largest book chain in Greece. This was a chance for us to inspire young readers while sharing examples of an area where the UK leads in creativity and innovation.

ARTS: OUR EU REGIONAL AUDIENCE

Direct audience (thousands)

■ Q1 2019-20 results





EU EUROPE: ARTS

FOCUS ON IRELAND

THE WORDS THAT BIND US

THREE

UK
POETS

30

IRISH
PARTICIPANTS

20

SCOTTISH
PARTICIPANTS

1.1m

MEDIA
REACH

The British Council aims to show how art can help people find common ground and build trust between countries and communities.

Our 'The Words That Bind Us' programme focuses on UK-Ireland connections in poetry. We partnered with the Scottish government, Dublin UNESCO City of Literature and the British Embassy to develop public events within the St Patrick's Festival programme. These brought together young people from marginalised communities in Ireland with established poets from Scotland and

England. Students from Trinity Comprehensive School in Ballymun took part in workshops with renowned artists, writing poems about belonging and identity. Public events included a UNESCO poetry trail, a live show at the British Embassy during the Creative Cities Summit and a performance for Scotland's First Minister Nicola Sturgeon.

At a time when the political focus is on UK-Irish borders, we are making sure that young people understand and convey a different message about the things our countries share.

ARTS: OUR EU REGIONAL AUDIENCE

Direct audience (thousands)

■ Q1 2019-20 results



www.britishcouncil.org

'I applaud this initiative which shows how words can be used to unite through a cultural lens, in particular with our nearest neighbours, with whom we share so much heritage and legacy.'

Minister Josepha Madigan, T.D., Minister for Culture, Heritage and the Gaeltacht, Ireland



'For us, this has been the best leg of the tour. The response has been incredible and the range of demographics extraordinary... We're so chuffed you have managed to get us over here. It's been a dream!'
James Meteyard,
 Artistic Director,
 Wildcard Theatre

Picture: Wildcard Theatre Company

EU EUROPE: ARTS

FOCUS ON IRELAND ELECTROLYTE

FIVE	630	40	136,400
DAYS OF PERFORMANCES	AUDIENCE MEMBERS	YOUTH WORKSHOP PARTICIPANTS	MEDIA REACH IN IRELAND

We are recognised across Europe as a trusted partner for enabling artists and institutions to develop and learn from international expertise.

In partnership with the Irish community arts centre, axis, Ballymun, we brought award-winning Wildcard Theatre Company to Dublin to perform their production 'Electrolyte'. Our launch night reception allowed emerging artists to network with senior professionals.

Wildcard's programme focused on local outreach. Workshops with young people from disadvantaged local areas introduced the concept of gig theatre, while post-show talks for 18-30 year-olds explored the relationship between art and mental health. With wide media coverage, Wildcard's visit highlighted our commitment to young people's empowerment and our support for mutually beneficial relations between Ireland and the UK.

ARTS: OUR EU REGIONAL AUDIENCE





'The United Kingdom, as Guest of Honour, programmed talks, workshops and presentations, which can be regarded as one of the most spectacular attempts seen so far at Romanian book fairs, with paper furniture and statues suspended high above the books and the guests caught in debates and readings.'

Răzvan Țupa, writer and journalist, in an article on Romanian media outlet Gandul.info

Picture: Inquam Photos

EU EUROPE: ARTS

FOCUS ON ROMANIA BOOKFEST: UK GUEST OF HONOUR

50	1,000	60	100,000
BRITISH COUNCIL EVENTS	PARTICIPANTS AT OUR EVENTS	EXPERT PANELLISTS	BOOKFEST AUDIENCE

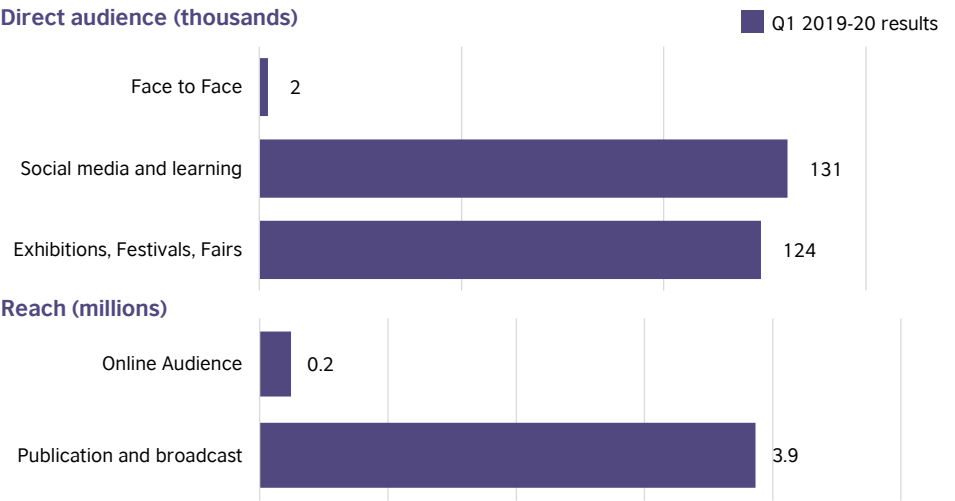
Our EU arts programme enables people across Europe to access the cultural riches the UK has to offer. At the same time, it builds exchanges between the UK and other European countries.

publishing houses. The stand shed a light on the diversity of voices and styles in contemporary UK literature. Our survey showed that 65 per cent of visitors felt UK culture was more varied and richer after attending Bookfest.

We organised a programme of 50 events for the UK's 'Guest of Honour' feature at 'Bookfest', Romania's biggest international book fair. Our activities with over 60 authors and creative industry professionals resulted in new partnerships between UK and Romanian

Romania has a strong affinity for UK literature, and Bookfest was a chance to remind people of this, build cultural connections and promote a vision of the UK beyond clichés.

ARTS: OUR EU REGIONAL AUDIENCE





EU EUROPE: ARTS

FOCUS ON SPAIN

#WEAREEQUALS MUSIC ACADEMY

35,000

CONCERT
AUDIENCE

FOUR

HOURS OF
LIVE MUSIC

17

EMERGING DJS
AND PRODUCERS

3.1m

MEDIA
REACH

Our arts programme promotes and showcases UK cultural expertise and creativity to other European countries. Such exchange supports economic and social development and builds trust between the UK and countries of Europe.

June saw the launch of the first edition of the #WeAreEquals Music Academy in Madrid. The project offers training, networking and visibility to emerging electronic DJs and producers to foster gender equality and diversity in the

sector. The British Council in Spain brought five UK artists to Spain for workshops at the academy, providing emerging Spanish DJs with the opportunity to develop the skills they need to build their careers. Participants then performed at the local MADO Madrid Orgulla festival to an audience of 35,000 people.

The programme gave visibility to the best of UK and Spanish artists and highlighted our commitment to supporting inclusion.

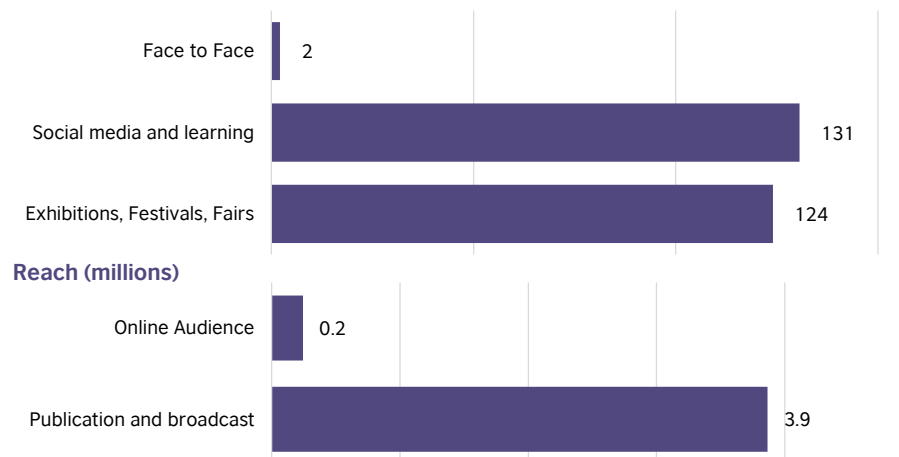
'Thanks to the academy we've discovered that we can make our dream come true. The support creating our own brand has given us confidence when promoting our DJ set and getting new shows. The network of all the students is helping us learn from each other and giving our music a long-term and ambitious vision.'

Two students selected to perform at the #WeAreEquals concert

ARTS: OUR EU REGIONAL AUDIENCE

Direct audience (thousands)

■ Q1 2019-20 results



Picture: Domingo Fernandez / British Council



'People were very much interested in the weaving demonstrations on handlooms that I did during EDDs... I am grateful for the British Council's support.'

Jirapat Changlek, taking part in the Crafting Futures Programme

Picture: Boris Hamilton

EU EUROPE: CIVIL SOCIETY AND JUSTICE

FOCUS ON BELGIUM CRAFTING FUTURES

9,000	19,412	TWO	SEVEN
ATTENDEES	SOCIAL MEDIA REACH	DAYS	BRITISH COUNCIL EVENTS

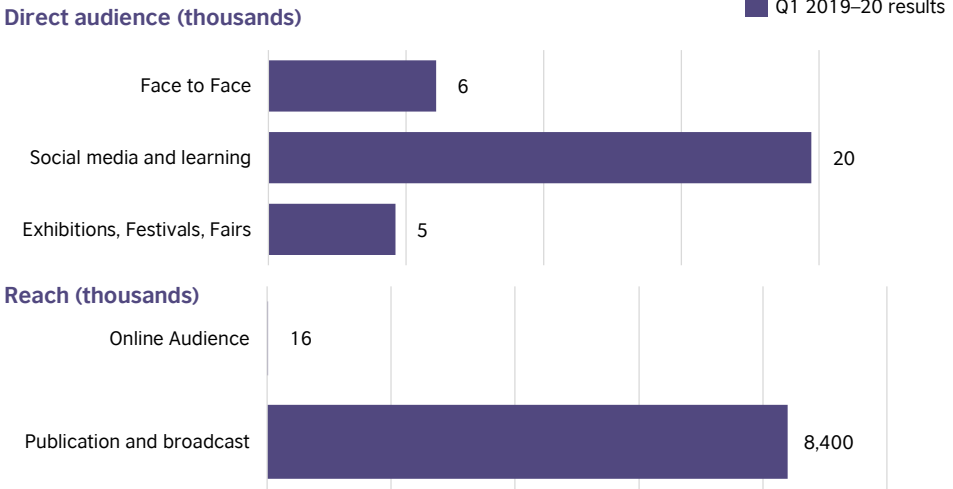
We ensure that the UK's commitment to international cultural development continues to be represented at the most important European occasions.

European Development Days (EDDs), organised by the European Commission, is Europe's biggest forum that unites the development community. This year, we hosted three lab debates, three exhibition stands and a brainstorming session, focusing on projects that spanned the education, society, arts and cultural sectors. Our lab debate,

'Breaking the cycle of inequality', was attended by 70 people. Our exhibition stand focused on the Crafting Futures project, which addresses sustainability in the fashion industry.

Our presence at EDDs demonstrated our innovative approach and the impact our projects have to attendees and to the wider European policy community based in Brussels. It allowed us to highlight how the UK continues to work with European partners to find innovative solutions for pressing global issues.

CIVIL SOCIETY AND JUSTICE: OUR EU REGIONAL AUDIENCE





'This working approach may be replicated with different marginalised groups across the Czech Republic [...], where there is a desperate need to bridge gaps between various societal groups and for people to handle their own work, education and needs proactively. Creative art may be a good trigger for this.'
DOX Centre for Contemporary Arts

Picture: Jan Slovák

EU EUROPE: CIVIL SOCIETY AND JUSTICE

FOCUS ON CENTRAL EUROPE PEOPLE-TO-PEOPLE CULTURAL ENGAGEMENT

SEVEN | **THREE** | **ONE** | **1,077**
 PERFORMANCE HOURS | EVENINGS | EXPERT SEMINAR | PEOPLE-TO-PEOPLE PARTICIPANTS (CE)

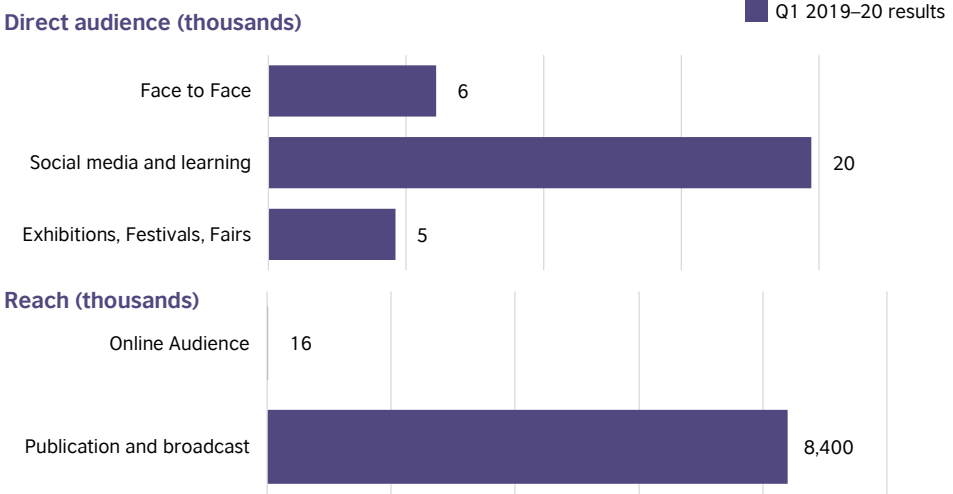
On behalf of the Foreign and Commonwealth Office, we run 'People-to-People' (P2P) projects in Central Europe (CE) and the Baltic states that promote community cohesion, skills development and resilience against destabilising influences.

issues such as immigration, bureaucracy and marginalisation, based on shared experiences of participants from NGOs, cultural centres, Roma leaders and private companies. We also hosted a seminar with UK experts encouraging arts professionals to take greater risks to explore socially-driven art.

In the Czech Republic, we worked with DOX Centre for Contemporary Arts to host a three-day 'Night in the City' event. This included evenings of performances by award-winning local theatre company Farm in the Cave and discussions on

As part of the wider Central Europe P2P programme that also runs in Hungary and Slovakia, the initiative helped us to promote community empowerment and social change by working together.

CIVIL SOCIETY AND JUSTICE: EU REGIONAL AUDIENCE





‘Jonathan Dimbleby is a legend, I’m a huge fan, I can’t wait to listen to and share the podcast itself.’
Pauliina Staahlberg,
 Producer at Dionysus Films and audience member.

EU EUROPE: CIVIL SOCIETY AND JUSTICE

FOCUS ON PARTNERSHIPS BBC WORLD QUESTIONS VISITS HELSINKI

6,000	4.2m	15	189
LIVE AUDIENCE ACROSS SERIES	LISTENERS PER EPISODE	EU REGION EPISODES	PARTICIPANTS IN HELSINKI

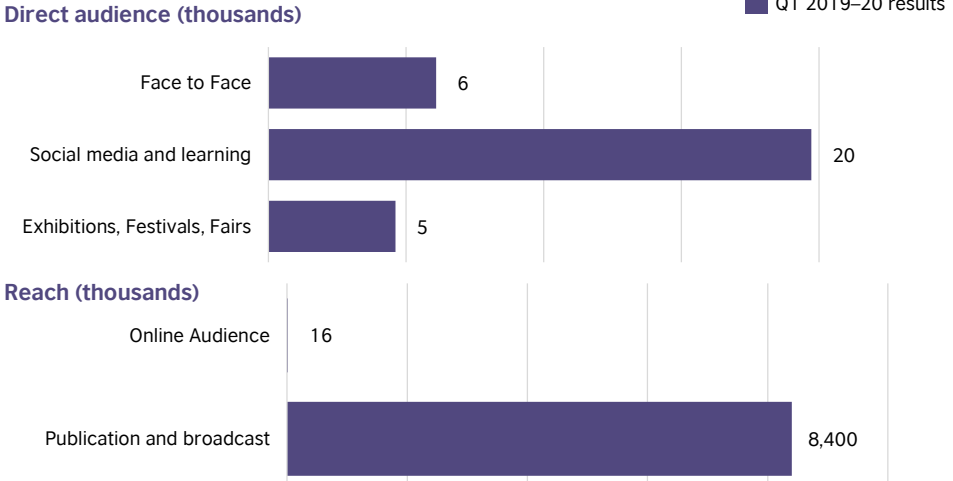
Our ‘World Questions’ programme that we run in partnership with the BBC World Service provides a platform for debate on local and global issues in countries around the world.

National Coalition Party, and well-known journalist and actor Jari Hanska. The packed audience challenged them about Finland’s newly formed government and their approaches to politics, the environment and mental health among the young and old.

Members of the public put questions to experts on local and international politics. In June, we brought the series to the Finlandia Hall in Helsinki. Panellists included the Vice Chairman of the ruling Social Democratic Party, representatives from the nationalist Finns Party and the

Our partnership with the BBC World Service is an important demonstration of the UK’s commitment to free speech, ensuring those in power can be openly questioned by their public.

CIVIL SOCIETY AND JUSTICE: OUR EU REGIONAL AUDIENCE



Picture: BBC World Service



'A really fun and engaging way to learn English.'
Mother of a child who participated in Bobos Kids Art Festival.

Picture: Katerina Dala

EU EUROPE: ENGLISH

FOCUS ON GREECE A HEAD START IN ENGLISH AND SCIENCE

FIRST	1,000	4,000	80th
PARTNERSHIP WITH A KID'S FESTIVAL	VISITORS TO OUR BOOTH	TICKETS SOLD	ANNIVERSARY IN GREECE

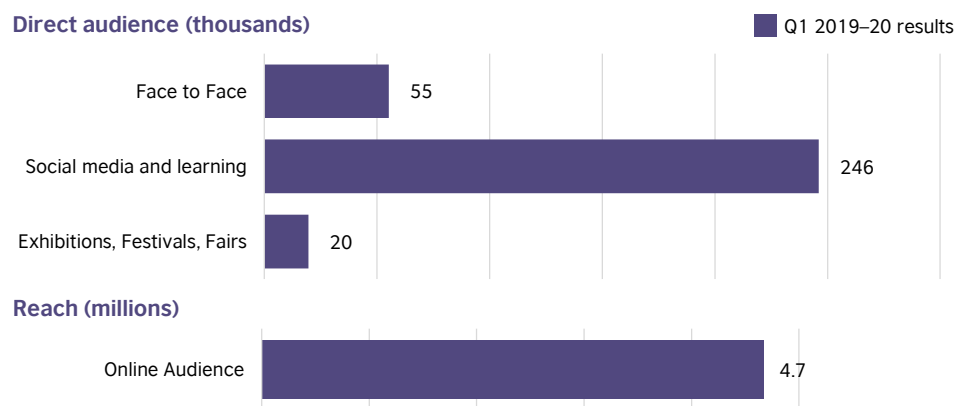
Our English courses in 60 EU teaching centres help learners develop confidence – for example, Primary Plus, which is designed to enable children aged six to 11 to learn English while building social, personal and emotional skills.

crafts. Our teachers introduced the interactive 'slime experiment', which allows children to expand their English vocabulary and learn about science in a fun way. Some 300 children took part in the experiment – the most successful event of the sell-out festival.

As part of our 80th anniversary celebration in Greece, our teaching centre joined Bobos Kids Arts, one of the biggest children's festivals in Athens. We offered young learners and their parents the chance to explore science, arts and

This was an example of how we bring together our English teaching expertise with our cultural offer, encouraging creativity and innovation in education and building relationships with new partners.

ENGLISH: OUR EU REGIONAL AUDIENCE





‘There’s nothing to beat personal interaction to maintain our strong links with Europe. Being here today and hearing great support for UK universities and collaboration is a positive experience for me.’

Maggie Dallman,
Vice President International,
Imperial College London

EU EUROPE: HIGHER EDUCATION AND SCIENCE

FOCUS ON FRANCE INTERNATIONAL EDUCATION DIALOGUES

80 ATTENDEES | **13** EXPERT PANELLISTS | **TWO** NATIONAL STRATEGIES | **5m** STUDENTS WORLDWIDE

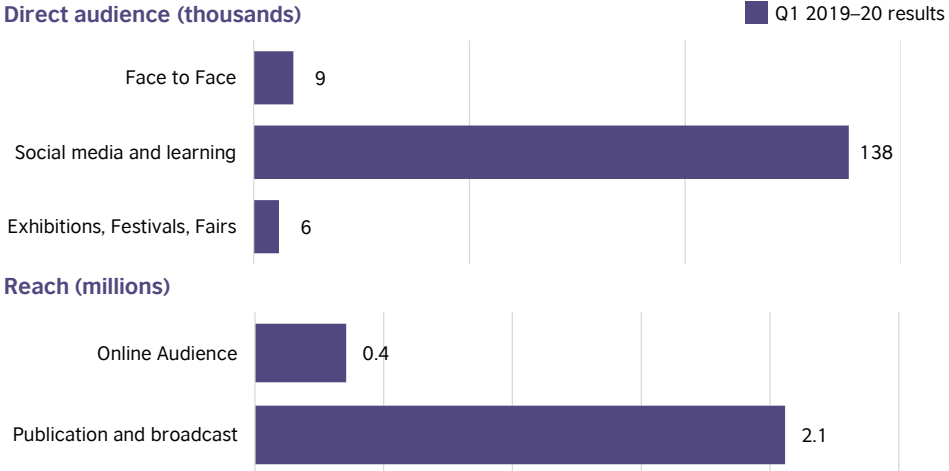
As the UK’s relationship with the European Union changes, the British Council’s priority is to ensure that educational and cultural links continue to grow stronger. Working with partners, governments and institutions, we provide and promote opportunities for dialogue.

education from a European perspective. Senior stakeholders from the UK, France and other countries shared priorities, experiences and approaches.

We partnered with Paris Sciences et Lettres (PSL), one of France’s most prestigious university groups, to hold a forum on internationalisation of higher

The event was a case study of our ability to convene influencers from all sides of the education landscape, legislators and practitioners alike. Participants could see the mutual desire among UK, French and European partners to continue to build collaborations with the UK.

HIGHER EDUCATION AND SCIENCE: OUR EU REGIONAL AUDIENCE



Picture: British Council



'Cape Town, London, Kuala Lumpur and now Berlin – I am delighted that the British Council has chosen this creative German metropolis for this important education conference.'

Anja Karliczek, Federal Minister of Education and Research, Germany

EU EUROPE: HIGHER EDUCATION AND SCIENCE

FOCUS ON GERMANY

KNOWLEDGE DIPLOMACY AT GOING GLOBAL

13th EDITION OF GOING GLOBAL	950 EXPERT ATTENDEES	85 COUNTRIES REPRESENTED	90% OF DELEGATES FORMED NEW CONTACTS
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We provide platforms for the UK higher education and research sectors to build international connections. There is no better example for this than Going Global, the world's largest open conference for international tertiary education.

This year, we held Going Global in Berlin. Leaders in higher education, business and government participated in three days of discussion focused on knowledge diplomacy and the release of our latest 'Shape of Global Higher Education' report

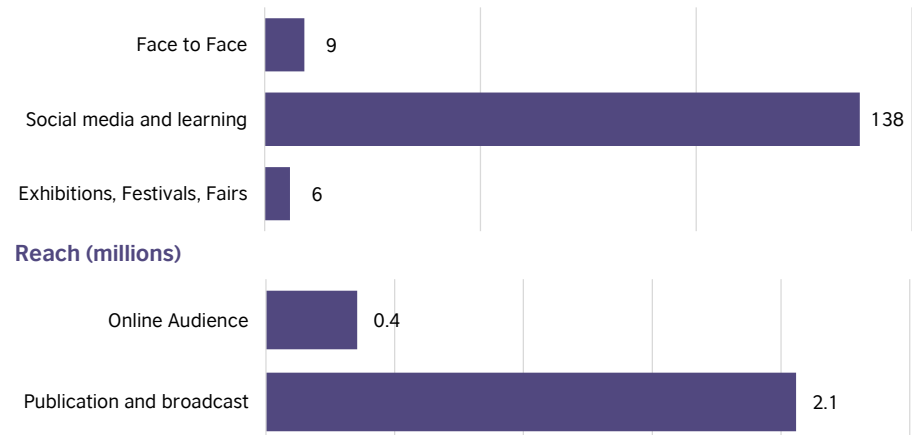
and our research into the role of universities in European 'smart cities'. We held a specific networking event for EU and UK universities in partnership with the British Embassy in Berlin.

9 in 10 delegates surveyed have made new contacts for collaboration at the conference proving Going Global's success at promoting education collaboration. Holding it in Berlin sent a powerful message that UK-European collaboration remains at the heart of the international education picture.

HIGHER EDUCATION AND SCIENCE: OUR EU REGIONAL AUDIENCE

Direct audience (thousands)

■ Q1 2019–20 results



Reach (millions)




 International
 Relations
 Offices
 Forum

'The three pillars of international higher education – international student mobility, international research collaboration and transnational education – are interconnected and create synergies and complementary benefits for the parties involved.'

Janet Ilieva, Vangelis Tsiligiris and Pat Killingley, co-authors of the British Council's 'Shape of Global Higher Education' report

EU EUROPE: HIGHER EDUCATION AND SCIENCE

FOCUS ON POLAND

PROMOTING UK-POLAND ACADEMIC EXCHANGE

SIXTH	72,743	386	800+
LARGEST EU HIGHER EDUCATION SYSTEM	INTERNATIONAL STUDENTS	HIGHER EDUCATION INSTITUTIONS	PROGRAMMES IN ENGLISH

We provide platforms for UK higher education and research institutions to connect and collaborate with their counterparts in European countries.

partnerships and are supporting efforts to increase the quality of higher education in Poland with our Academic Teaching Excellence training sessions.

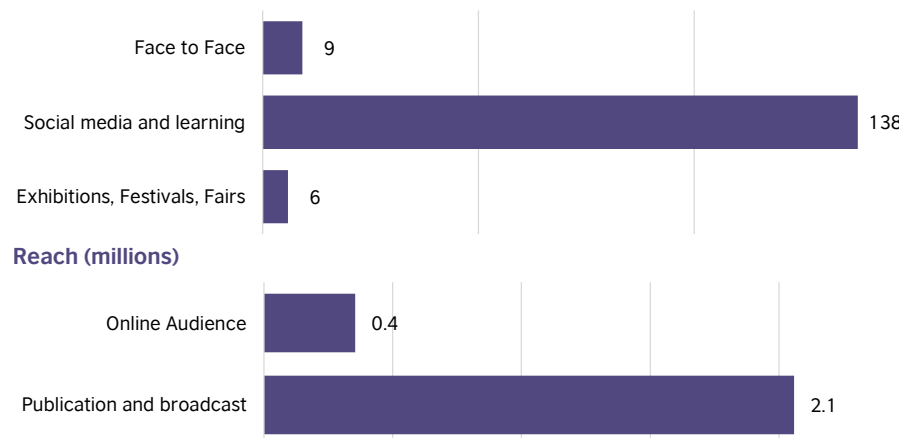
In Poland, we are supporting the internationalisation of higher education institutions in both countries by collaborating closely with NAWA, the National Agency of Academic Exchange. We run joint networking sessions for UK and Polish institutions to build transnational education (TNE)

Our recent report 'The Shape of Global Higher Education' revealed that Poland is the sixth largest higher education system in the EU and set to become a key TNE player. Our work with NAWA supports this process by building strong partnerships in higher education between Poland and the UK.

HIGHER EDUCATION AND SCIENCE: OUR EU REGIONAL AUDIENCE

Direct audience (thousands)

■ Q1 2019–20 results



Reach (millions)



'I am grateful for the opportunity the British Council provided with the implementation of the programme for our apprenticeship schools and students. The training [...] provided students with the opportunity to become familiar with the concept of social entrepreneurship. [...] Teachers also suggested the establishment of such actions on a regular basis.'

Ms Natassa Sakka, Manpower Employment Organisation

EU EUROPE: SKILLS AND ENTERPRISE

FOCUS ON GREECE DEVELOPING SOCIAL ENTREPRENEURS

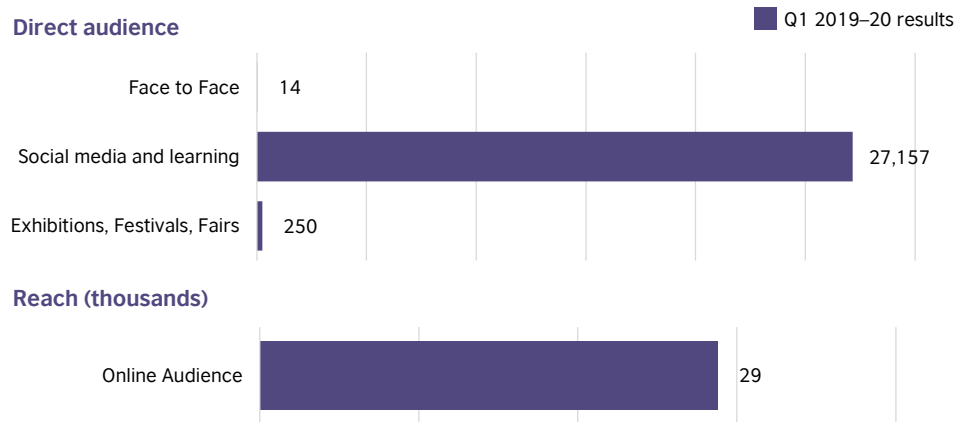
FOURTH	2,150	12,000	TWO
PROGRAMME YEAR	TEACHERS	STUDENTS	MAIN PARTNERS

We aim to connect with young people from across Europe and support them by sharing UK expertise in innovation and social entrepreneurship.

In Greece we have been running 'Life Skills: Developing Social Entrepreneurs' in partnership with HSBC and Manpower Employment since 2016. The project promotes awareness of social entrepreneurship by introducing it to young people from disadvantaged backgrounds. This year's winners from

vocational schools in Greece put their prize money towards school equipment and supplies. Since 2016, thousands of students and teachers taking part in the programme have acquired the practical skills they need to set up their own social enterprises, learning from UK experts and through our social enterprise competition. The project brings long-term social benefit to Greece and provides a positive environment for partnership and investment from the UK.

SKILLS AND ENTERPRISE: OUR EU REGIONAL AUDIENCE



Picture: Dimitris Michalakis

'I really appreciate the caring and calm attitude of staff towards participants even though they had a full exam timetable. I want to say thank you to the staff members who created this opportunity for the computer-delivered IELTS exam.'

Test taker in Cyprus

EU EUROPE: TESTING AND ASSESSMENT

FOCUS ON THE EU REGION INTRODUCING COMPUTER-DELIVERED IELTS



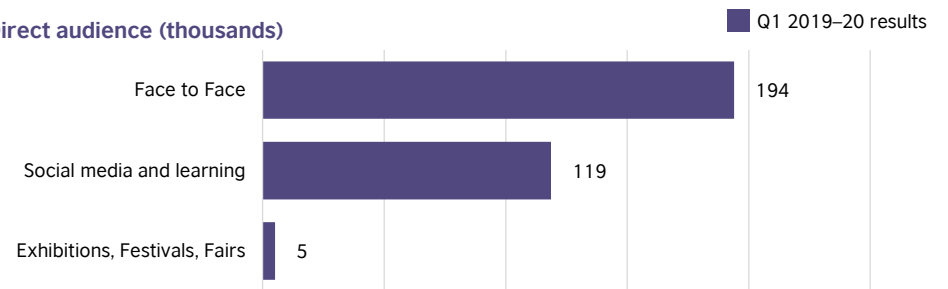
Our exams provide thousands of people access to development, study and employment opportunities. We are continually enhancing our IELTS tests to improve the experience for our test takers.

This year, we introduced computer-delivered IELTS tests in Cyprus, France, Germany, Greece, Italy, Poland, Portugal, Romania, Spain and Switzerland. Delivering our IELTS exams on

computers offers candidates more test dates and a faster release of results and 80 per cent of candidates in Italy named this as one of the main reasons for choosing computer-delivered IELTS. In Germany, 91 per cent of candidates who tried the tests said they would prefer the computer version for a future test. In the coming months, we will introduce computer-delivered IELTS tests in nine further EU countries to provide more opportunities for our test takers.

TESTING AND ASSESSMENT: OUR EU REGIONAL AUDIENCE

Direct audience (thousands)



Reach (millions)



Picture: Mat Wright