

Swiss Cultural Programme

UNITED EXPERTS ®



Country / region or city(ies):

Romania and wider region

Name of the Cooperation Project:

United Experts ®

Partner organization:

SCP Romania / Arts Manager

Coaching/monitoring partner:

**Egger Consulting/ Solothurn,
Switzerland**

Duration of the project:

**January 2007 - December
2008**

This project aims to build up a successful brand of cultural services owned by the label United Experts ®.

Organized as a pool of cultural experts, with seven representatives from Romania, two from the Ukraine and one each from Bulgaria and Moldova, United

Experts will offer coaching and cultural expertise to institutions, organizations and private companies in Romania and in the region.

A preliminary market-study conducted in different regions of Romania showed a big need for organizational development of cultural organizations, public and private ones. The interviewees also stated a clear preference for local providers. On the other hand, cultural operators need to be informed and encouraged in order to access available services. Stimulating the demand of the private and public sector for specialized cultural services is therefore one of the prerogatives of the project.

The members of United Experts have various specified experience in the cultural field of their country, either as founders and cultural



managers of competence centers, as advisors and coaches to other projects and even as prominent artists. Most of them have been partners of the Swiss Cultural Programme already before, be it for shorter assignments, be it in connection with a cooperation project.

The United Experts label is being built up the following way:

United Experts
13, Spiru Haret Str.
RO-010147 Bucarest 1
office@unitedexperts.ro
www.unitedexperts.ro

Pro Helvetia
Swiss Cultural Programme
Hirschengraben 22
CH-8024 Zürich
info@prohelvetia.ch
www.prohelvetia.ch

Link:
www.deza.admin.ch
(Swiss Agency for Development
and Cooperation SDC)

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- **trainings:** a set of 3 one-week trainings in Bucharest for the Romanian and regional participants, based upon a needs-assessment of the participants. Main topics of the trainings will be coaching / role of a coach, strategic planning of projects (including the United Experts label), consultancy in change-management and knowledge and accessibility to EU-funding. For the latter, the participants will do a study trip to a similar organization in Berlin and/or Amsterdam.
- **coaching of cultural institutions:** Through an open call for proposals 6-8 cultural institutions from Romania (both independent and state) will be offered coaching by United Experts. Preference is given to organizational development projects. The grantees will also receive a small grant for the implementation of a cultural project. Each member of United Expert additionally has to acquire at least one coaching-mandate.
- **regional network of experience:** Two regional meetings of United Experts, for exchanging experience, peer-coaching and internal review and planning issues.
- **sponsorship model for a private bank:** United Experts has the aim to formulate and establish at least one culture sponsorship model for a private bank in Romania.

United Experts has a Swiss coach, Monika Egger/Egger Consulting, who is responsible for the training-modules, the assessment of the participants and for the overall coaching and monitoring of the project.

The Swiss Cultural Programme is a joint initiative of the Arts Council of Switzerland PRO HELVETIA and of the Swiss Agency for Development and Cooperation SDC. The SCP encompasses Albania, Bosnia & Herzegovina, Bulgaria, Macedonia, Romania, Serbia, Kosovo and the Ukraine.

It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP cooperation projects focus on the capacity building and institutional development processes of cultural organizations. ■