

## Communiqué

### **KEA wins, for Goethe Institut, the EC bid to advise on Culture and External Relations**

*Brussels, 23 October 2012*

KEA was mandated by the Goethe Institut to prepare the successful offer to advise the EC on Culture and External Relations. The latter was awarded 91 out of 100 points by the European Commission for its clear and solid methodology and strong and experienced team. In total 9 tenderers submitted an offer to the DG EAC of the European Commission this summer. KEA is also member of the consortium team in charge of implementing the 19 months project with EU funding of almost 500.000 Euros.

The Consortium consists of eight members: the Goethe Institut as lead partner, British Council, Danish Culture Institute, European Cultural Foundation, Institut Français, Institut für Auslandsbeziehungen, KEA and Bozar. All members are convinced that culture will play a decisive role in the development of the EU's external relations in the near future. They are committed to bringing new knowledge and evidence to the attention of policy-makers on national, European and international levels.

The team will collect data and information on culture activities linked to external actions in 53 countries throughout the world, including China. The aim is to provide an overview of strategic approaches to culture in external relations in the different countries and produce a clear set of recommendations for the development of a EU strategy. An international conference will also be organized in Brussels mid 2014 to discuss with stakeholders the preliminary conclusions of the mapping and consultations process before the final results are presented in a report to the European Commission.

KEA is a Brussels-based strategic consultancy and research center providing advice, support and research in relation to creative industries, cultural, entertainment, media and sport sectors. KEA has conducted landmark studies for the European Commission on the "Economy of Culture in Europe" and on "The Impact of Culture on Creativity". KEA is specialised in providing advice to different clients from the creative industries on copyright policies and issues around the world. For more information please consult: [www.keanet.eu](http://www.keanet.eu)

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