



TELLING THE EU REGION STORY



EU EUROPE

SPAIN

THIS IS WHAT OUR ENGLISH CLASSES LOOK LIKE

MORE THAN 250 PEOPLE CAME TO OUR FAMILY FUN DAY IN MADRID, WHICH ACTED AS AN OPEN EVENT FOR OUR NEW ENGLISH LANGUAGE SUMMER CAMPS IN SPAIN.

Parents and students joined us for a day of English and activities – a taster of the camps in Somosaguas and Segovia, which will take place from June to September and offer an immersive English experience for children to fully develop their language skills. Just some of the programmes on offer include an international business summit; robotics, drama or debating in English; and English and football.

The innovative teaching approach is based on latest research and market insight, coupled with decades of experience from our own British Council School in Madrid. It distinguishes us from competitors, helping maintain the uniqueness of the UK's ELT offer.

'Our summer camps will provide our students with a total immersion experience of English. They'll be interacting throughout the day while having lunch or playing football so it will be a real all-day experience in this language for them.'

Frank O'Connor, Business Manager Wider Madrid

EU EUROPE

NINE EU COUNTRIES TO DATE

THE DEBATE OVER EUROPE

MIGRATION IN GERMANY, RUSSIA'S ROLE IN THE BALTICS, THE RISE OF THE FAR RIGHT IN THE NETHERLANDS – WE JOINED THE BBC WORLD SERVICE TO TAKE THEIR WORLD QUESTIONS BROADCAST TO NINE EU COUNTRIES SO FAR.

The show is recorded in front of a live audience where members of the public put their questions to a panel made up of figures shaping local, European and international policy, all under the expert chairmanship of veteran BBC interviewers Jonathan Dimbleby and Jonny Dymond. Recent panellists have included Zoltán Kovács, spokesperson for the Hungarian Prime Minister, Leo Varadkar, Ireland's Minister for Social Protection, and Polish film director Agnieszka Holland.

More than 2,600 people have attended the debates, and the show is broadcast three times on BBC World Service radio, reaching a weekly audience of 66 million around the globe.

'We couldn't do this without our partnership with you. Working together on the quality of the panels, securing great venues, bringing in strong audiences – these are all essential ingredients to making these important programmes.'

Mary Hockaday, BBC World Service Controller

Image credit: BBC World Service



EU EUROPE GERMANY

WRITING A NATION'S IDENTITY

THE 32ND BRITISH LITERATURE SEMINAR IN BERLIN EXPLORED HOW WRITERS FROM DIVERSE BACKGROUNDS ENRICH THE UK'S LITERARY TRADITION, AT THE SAME TIME INTRODUCING NEW AUTHORS TO GERMANY AND BEYOND.

The British winner of the prestigious German Bachmann Prize, Sharon Dodua Otoo, and award-winning author and poet Bernardine Evaristo MBE were among the writers who gave readings, discussed literary trends and took questions from the audience – not only the 100 or so people present at the seminar, but also thousands who tuned in to our #BritLitBerlin online coverage. Page views of the streaming site increased by 345 per cent compared with 2016, and #BritLitBerlin had 4.1 million hashtag impressions worldwide.

Participating writers are already reaping the rewards of the seminar, with several speaker invitations from German institutions. When it comes to sharing the richness of the UK's multicultural and multi-ethnic literary mix, BritLit Berlin is unparalleled in Germany.

'I got a much more nuanced sense of under-represented literature. I will definitely use some of the writing for teaching our BA students. Please continue this way. Enjoyed it a lot!'

University lecturer attending conference

TRANSLATING ART INTO ENGLISH

HRH THE PRINCE OF WALES JOINED US FOR THE FINAL OF THE ARTICULATION PRIZE, WHICH SEES YOUNG PEOPLE EXPLAIN WHY THEY LOVE A PIECE OF ART OR ARCHITECTURE – IN ENGLISH.

The British Council works with Roche Court Educational Trust to run the competition across Italy. Non-native English speakers aged 16 and over pit their language and creative skills against one another and upload their entries online to share ideas with the learning community.

At the final, held in the beautiful Palazzo Strozzi in Florence, we treated guests to a snapshot of our work from the British Pavilion at the Venice Biennale. We were joined by two Italian regional authorities who will take over project delivery in the future. Their participation means that, as well as promoting English and art, ARTiculation provides us with a model for working with local partners for greater sustainability.

'I have been really impressed by the students' presentations and the wonderful English some of them have! We would be very interested in spreading this project among our high schools.'
Attilio Galimberti, USR Lombardy

BIG DREAMS, GREAT ACHIEVEMENTS

GREECE'S FIRST UK ALUMNI AWARD CEREMONY MOBILISED THE VAST COMMUNITY OF FORMER STUDENTS OF UK UNIVERSITIES TO REACH OUT TO THE NEXT GENERATION FOLLOWING IN THEIR FOOTSTEPS.

The event was part of the British Council's global Alumni Awards, which this year took place in 14 countries. Three winners in each country were selected for awards in professional achievement, entrepreneurship and social impact. They will take part in outreach activities to inspire future students to choose a UK education.

Renowned designer Jimmy Choo, Global Ambassador of the Alumni Awards and himself a UK alumnus, joined us for the ceremony in Athens. With a combined digital and print media reach of over 1.4 million, the awards pay tribute to continued relations between Greece and the UK in higher education.

'Studying in the UK was a unique opportunity which helped me, among other things, to develop long-lasting professional relationships with distinguished professionals in my field.'

Dr Maria Roubelakis, winner of the Professional Achievement Award

Image credit: Chryssanthi Papadopoulou / Acropolis Museum





EU EUROPE

ALL EU COUNTRIES

WHERE DO EUROPE'S BOUNDARIES LIE?

AS THE DEBATE OVER THE FUTURE OF EUROPE CONTINUES, WE PARTNERED WITH THE GOETHE-INSTITUT LONDON AND THE VICTORIA AND ALBERT MUSEUM (V&A) ON A PROJECT EXPLORING EUROPEAN IDENTITY PAST, PRESENT AND FUTURE.

Collecting Europe began with a display at the V&A, featuring the works of 12 international artists commissioned by our three organisations to respond to the question 'How will today's Europe be viewed 2,000 years from now?' Responses ranged from an immersive performance piece in the Grand Entrance of the museum to a carpet interwoven with seeds from the Svalbard Global Seed Vault.

Over the next two years the project will see further commissions, teaching resources and educational programmes – all featured on a Collecting Europe website, which also hosts an interactive game. This game invites users to answer 20 questions to 'build' their own shape that reflects their vision of Europe. Find out more at collectingeurope.net.

'Having this online questionnaire that creates this visual identity is a starting point for discussion, debate, and specifically for reflection.'

Eva Schmitt, Head of Culture, Goethe-Institut London

A LIFETIME OF TEACHING INSPIRATION IN ONE DAY

OUR FIRST EVER TEACHERS' CONFERENCE IN THE NETHERLANDS BROUGHT ELT PROFESSIONALS FROM ACROSS THE COUNTRY TO UTRECHT TO DISCUSS INNOVATION IN ENGLISH LEARNING.

Nearly 70 teachers attended the day-long programme of presentations, discussions and workshops to develop their teaching skills. Participants were able to meet and share ideas and best practice methods for breathing life into lessons, especially around preparation for exams.

The conference positioned us as an essential partner for teacher training and improvement; nearly 95 per cent of participants said they were likely to attend a future event of ours. It also helped confirm the importance of the English language and English qualifications in the Netherlands.

'I truly enjoyed both the inspiring workshops and the opportunity to meet the British Council team and to speak to my colleagues from all over the country. I do hope this tradition will be kept up in the coming years.'

Kseniia de Ridder-Ivanchykova, English teacher and Cambridge English Excellence Programme Coordinator



EU EUROPE POLAND

TURNING A NEW PAGE ON A LAND OF LITERATURE

WITH POLAND AS THE MARKET FOCUS AT THE LONDON BOOK FAIR, WE PARTNERED WITH THE POLISH BOOK INSTITUTE TO PROFILE THE COUNTRY'S REMARKABLE WRITERS.

As well as bringing Polish literature to the 25,000 people who came to enjoy the fair, our programme of seminars, interviews and panel discussions introduced a face-to-face audience of some 1,000 to authors such as Poland's most translated woman writer, Olga Tokarczuk, and bestselling fantasy author Andrzej Sapkowski. We also held networking events for Polish and British writers, publishers and translators.

The effect of the festival has been impressive. Twice as many Polish books are coming out in translation this year as in 2016, and we know of many contracts signed as a result of this higher profile. Plans are also underway for a British focus at festivals in Poland.

'Your work has made and is making a huge difference to Polish literature in English – thank you very much for that. I've been trying to tell people about it for so many years, and it's just incredible to have all this support and special attention for my work and for authors who deserve to be much better known in English.'

Antonia Lloyd-Jones, translator

Image credit: British Council



EU EUROPE
FRANCE

FREE MOVEMENT OF ARTISTS ACROSS BORDERS

THE FRANCO-BRITISH FLUXUS MOBILITY PROGRAMME HAS CREATED INTERNATIONAL OPPORTUNITIES FOR 120 VISUAL ARTISTS TO DATE, INCLUDING NOMINEES AND WINNERS OF THE TURNER PRIZE AND PRIX MARCEL DUCHAMP.

The artistic exchanges that the programme supports result in exhibitions, curatorial visits and residencies that are often the first time that participants exhibit outside their home country.

As the UK's main institutional partner, the British Council works with venues such as Tate Modern, together with our French counterparts in ministries and at the Institut Français. Not only does the project help artists develop an international portfolio, but it also ensures bilateral cooperation in the arts as the UK redefines its relationship with the EU.

'Artists from both sides of the Channel have everything to gain through comparing their practice. This is where Fluxus brings something more than financial support – it contributes to the fruition of bold projects, creating strong connections with new partners in real exchange with the institutions, artists and audiences of our two countries.'

Kristin Scott Thomas, patron of Fluxus Art Projects

Image credit: Laura Aldridge



EU EUROPE

BULGARIA, CYPRUS, FRANCE, GERMANY, GREECE, POLAND, PORTUGAL & SPAIN

A WARM WELCOME TO FUTURE EUROPEAN STUDENTS

THE PROSPECT OF STUDYING IN THE UK BROUGHT MORE THAN 50,000 STUDENTS TO OUR EDUCATION FAIRS ACROSS EUROPE THIS YEAR.

Innovation was at the heart of the 37 events we held, ensuring both students and UK university clients had the best possible experience. In Greece, we held our first business-to-business ELT fair; in Poland we live-streamed sessions with UK alumni; and across Europe, we replaced paper catalogues with apps.

With 130 individual UK institutions joining one or more of our events, the message was clear: the UK is a welcoming and international place, as well as home to the world's best universities. We supported Universities UK International's #WeAreInternational campaign that celebrates international students. This collaboration saw campaign videos reach over 40,000 people in the EU. Despite the uncertainties for students following the referendum, trust remains strong in our services and in the exceptional education that the UK offers.

'The exhibition app is amazing! I was able to find the university I was looking for in no time, well done British Council!'

Student attending Greece exhibition

Image credit: British Council

ARTISTS IN THE NIGHT

WE SUPPORTED BRITISH ARTIST AND AUTHOR EDMUND DE WAAL AS HE PRESENTED HIS WORKS AT THE KUNSTHISTORISCHES MUSEUM (KHM) IN VIENNA IN A PROGRAMME THAT INCLUDED AN EXHIBITION AND AN ALL-NIGHT EVENT.

De Waal is the second international artist invited by KHM to develop a display based on personal selections from the museum's collection. His exhibition included the small Japanese *netsuke* or figurine that was the subject of his international best-seller *The Hare with the Amber Eyes*. De Waal joined visitors on the night-time exhibition tour with live music, readings, workshops and talks by curators, writers and psychoanalysts.

More than 209,000 people visited the exhibition between November and January. It was an example of how our smaller offices can achieve great things by helping to amplify the work of talented British artists overseas, at the same time as lending support to our cultural counterparts across the world.

'I want to thank the British Council for supporting the Kunsthistorisches Museum's 2016 programme so generously.'

Dr Sabine Haag, General Director of the Kunsthistorisches Museum

SCHOLARSHIPS FOR UK STUDY

WE'VE AWARDED 388 SCHOLARSHIPS TO TURKISH CYPRIOT STUDENTS SINCE 2014 – WITH AROUND 74 PER CENT OF OUR SCHOLARS CHOOSING THE UK AS THEIR FINAL DESTINATION.

The British Council was sub-contracted by the European Commission to deliver the EU Scholarship Programme in 2013 under two contracts with a total value of €11.5 million. Scholarship recipients are Turkish Cypriot students, graduates and professionals in the northern part of Cyprus, who historically have had limited opportunities to study abroad and engage with the international community.

As part of the selection process, candidates take British Council exams such as the Aptis test, raising their level of English to an internationally recognised standard. As well as benefiting more than 1,000 Turkish Cypriot individuals, the programme has raised the profile of UK education institutions in an emerging student market.

'The EU Scholarship Programme is a unique opportunity for Turkish Cypriots to have access to Europe through education and/or work experience after being in a closed society faced with isolation for many years.'

Fikri Toros, President of the Turkish Cypriot Chamber of Commerce

Image credit: Tijen Erol



EU EUROPE
SPAIN

ALL ABOARD FOR THE BEST OF BRITISH

THE BRITISH COUNCIL HIT THE ROAD WITH THE EMBASSY'S GREAT BRITISH BUS TO PROMOTE STUDY, TOURISM AND BUSINESS OPPORTUNITIES IN THE UK.

Joined by representatives from UK universities, we rode the bus between the cities of Zaragoza, Pamplona, La Coruña, Santander, San Sebastián, Oviedo and Mondragón, speaking to more than 400 young people about UK education. In parallel, British Ambassador Simon Manley met representatives from cities, regional development agencies, schools and universities.

The initiative has helped us strengthen our relationships with education authorities in Spain and build trust with people in numerous cities, as well as developing our work with UK education institutions.

'We have been more than pleased to participate in the British Council events in Galicia this year, where we have met great students... By bringing out the information to new cities and regions, the British Council and the British Embassy in Spain are supporting our vision that every student should be given the chance to achieve his or her potential.'
Francois Vielhescaze, Coventry University

Image credit: British Embassy Madrid

A SEVEN YEAR SERIES OF DISCOVERIES

A COMBINED AUDIENCE OF OVER 7,000 CAME TO OUR BRITISH DOCUMENTARY SCREENINGS IN 2016 – A FAR CRY FROM THE 30 OR SO FANS WHO SHOWED UP TO WATCH THE AVERAGE DOCUMENTARY IN ROMANIA WHEN WE BEGAN IN 2010.

Through British Documentary, we link up with local partners to present the best factual films from the UK that have been nominated or awarded at the Grierson Awards and for other prizes. The seventh edition included Joanna Lipper's double award winning spotlight on the Nigerian pro-democracy movement, *The Supreme Price*, and Kim Longinotto's Sundance Award winner *Dreamcatcher*.

The project has expanded from just three cities in 2010 to 14 in 2016-17, a testimony to the high demand for British documentaries in Romania, as well as to the appetite from local organisations for working with us on public cinema programming.

'This event is one of the most popular among moviegoers in Târgu Mureş – the always-full cinemas stand as a testimony to that. I can't wait to do another edition!'

Eliodor Moldovan, Executive Director of K'ARTE Association (partner in Târgu Mureş)

TAKING ACTION IN OUR COMMUNITY

TWO YEARS ON FROM THE ACTIVE CITIZENS PROJECT AND SCHOOLS WE WORKED WITH ARE CONTINUING TO BUILD THEIR COMMUNITIES USING SYSTEMS WE DEVELOPED TOGETHER.

From 2012 to 2014, Active Citizens introduced 1,200 young people in 37 Czech schools to ideas of community co-operation and development, training more than 70 teachers to run local projects. This year, our review showed that many of the schools still use the Active Citizens model – one, for example, runs the Duke of Edinburgh Award, with a trip to the ceremony at Buckingham Palace for successful students, while our main partner People in Need is taking part in ESIF-funded work.

By staying in touch and working closely with the Ministry of Education and our partners, we'll ensure the lasting legacy of Active Citizens and encourage more schools to work with their communities.

'Knowledge that I gained in the Active Citizens project became an integral part of my teaching competencies... I have learnt to give more space to students to discuss ideas about what can be changed and what is their level of responsibility.'
Petra Burdova, teacher, Technical School in Most



EU EUROPE ROMANIA

TURNING UNIVERSITIES INTO CENTRES OF REGENERATION

OUR GLOBAL EDUCATION DIALOGUE IN BUCHAREST DREW TOGETHER EXPERTS IN URBAN AND EDUCATION POLICY FROM THE UK AND ROMANIA TO EXPLORE HOW COMMUNITY PARTNERSHIPS CAN DEVELOP AND ENHANCE 21ST CENTURY CITIES.

We ran the event in cooperation with the University Politehnica of Bucharest to enable leaders from higher education sectors in Romania and the UK to meet policy makers and practitioners. Participants explored ways for education institutions to work with local governments and businesses.

The event was as a precursor to our Going Global higher education conference in June, which focuses on cities and education institutions. More broadly, it helped us share UK expertise and facilitate partnerships between British education institutions and their counterparts in Romania.

'I had the opportunity to create stronger connections with the academic partners involved, which may in turn lead to greater impact and successful projects...This is a strong example of how the British Council acts as a catalyst and facilitator across the UK and Romania.'

Irina Paraschivoiu, Urban INCO (local NGO)