

An aerial, wide-angle photograph of Rome, Italy, showing a dense urban landscape with numerous domes, terracotta roofs, and classical architecture. In the background, modern skyscrapers of the EUR district are visible through a light haze. A semi-transparent white banner is positioned at the bottom of the image.

TELLING THE **EU** REGION STORY



## A FITTING MEMORIAL

FOR THE 600 YOUNG PEOPLE THAT STOOD WITH WORLD LEADERS ON 1 JULY 2016 TO HONOUR STRANGERS WHO DIED MORE THAN 100 YEARS AGO, IT WAS THE EXPERIENCE OF A LIFETIME.

The event brought together more than 10,000 people, including Heads of State, members of the British Royal Family, serving military and a global television audience to remember one of Europe's worst tragedies. Coming from 24 French, UK and Irish schools, the children represented their generation with respect and dignity. They had worked together for six months to learn about the history and lasting legacy of the First World War, helping them to understand the significance of the day.

In the French Parliament, the Minister of Education cited the British Council's programmes as examples of the approach required to nurture future global citizens. As well as a fitting memorial to those that died in 1916, the 1 July was testament to that future.

*"The ceremony was beautiful. I was thinking of the fallen, the heroic men that had given up their lives for us. What about his family? Did they know? Did they get a telegram? How did that feel? A tear was released, without me realising it, as I placed my bouquet at the foot of the grave."*

Pupil, 11 years old





## EU EUROPE ITALY

### WHO OWNS THE FUTURE?

THAT WAS THE QUESTION AT THE 24<sup>TH</sup> PONTIGNANO CONFERENCE IN SIENA IN SEPTEMBER 2016. PARTICIPANTS DISCUSSED ANSWERS FROM FOUR DIFFERENT ANGLES: MIGRATION, INCLUSION, TECHNOLOGY, TERRORISM AND INEQUALITY.

The conference is a powerful example of the ability of our Italian operation to leverage networking opportunities within the bilateral relationship. The conference is organised annually in collaboration with the British Embassy, St. Anthony College Oxford and Siena University. Co-chaired by Lord David Willetts and Enrico Letta (former Italian Prime Minister) the Conference has developed, since 1993, a network that includes ministers, prime ministers, presidents and leaders from the business, media and academic world.

The Conference brings together current and future leaders from the UK and Italy to address common challenges and develop networks and close relationships. Both the themes discussed and the Pontignano network has led to high level business support and participation. This year corporate sponsors included Google Italia, Vodafone, Jaguar, GSK, CER, and Lloyd's Register.

*"Thanks to Chatham House Rule and the commitment of the participants to strengthening our important bilateral links, the Conference always sees an open, and often quite lively, debate. This year, after the referendum, it was even more open and productive."*

Paul Sellers, British Council Country Director Italy





## **EU EUROPE**

GREECE, LATVIA, GERMANY, CYPRUS & HUNGARY

## **DEBATING EUROPE'S CHALLENGES**

EUROPE IS FACING GREAT UNREST. IN PARTNERSHIP WITH THE BBC WORLD SERVICE WE HAVE TAKEN THEIR WORLD QUESTIONS RADIO BROADCAST TO FIVE COUNTRIES SO FAR, TO DEBATE THE ISSUES AFFECTING EACH OF THEM.

Topics discussed include the Greek economy, Russia's role in the Baltics, migration in Germany, the prospect of reconciliation in Cyprus, and Hungary's recent referendum. Recorded in front of a live audience, members of the public have put their questions to panels that have included the Greek Finance Minister, the Mayor of Riga, the German Migration Minister, the Leader of the Governing Party of the Republic of Cyprus, and Hungary's Government spokesperson.

Over 1,400 people have attended the five broadcasts to date, with 60,000 people listening to the show online. Broadcast live, 2.4m people tuned in for the Nicosia show. Next stop Dublin!

*"Getting local knowledge, access to networks and the opportunity to add a social element to the event itself – that's what we value most in our collaboration with the British Council."*  
BBC Executive Producer



## BRINGING SHAKESPEARE TO EVERYONE'S DOORSTEP

WE JOINED FORCES WITH THE ATHENS OPEN AIR FILM FESTIVAL AND BRITISH EMBASSY IN ATHENS TO PRESENT THE SHAKESPEARE IN THE CITY FILM FESTIVAL.

It was a cinematic tribute comprised of six film adaptations of the Bard's work, as interpreted by the creative talents of British directors. The festival visited venues around the Greek capital including parks, squares, museums and archaeological sites.

Each of the six films screened were watched by an audience of circa 400 people. Every event was free, and the locations chosen ensured new audiences were reached by visiting different neighbourhoods each time - including those in disadvantaged communities. At the same time, the festival helped contribute to the revitalisation of public spaces in Athens.

*"Speaking to us through his plays, Shakespeare comments on his lifetime and culture as well as our own contemporary world. People's impressive response to this tribute offers proof that the popular playwright's timeless words still speak to the hearts of audiences today."*

Paschalia Mytskidou, Freelance Writer



## AN ELECTRIFYING, CREATIVE EXPERIENCE

ON 2 OCTOBER, THE NEW MUSEUM OF ART, ARCHITECTURE AND TECHNOLOGY OPENED IN LISBON, DESIGNED BY BRITISH ARCHITECT AMANDA LEVENTE.

Between midday and midnight 15,000 people visited the new tile-covered museum, located on the river Tagus. A museum that can be enjoyed inside, outside and on top - as people can “walk over culture”, a 3D experience which will encourage more people to visit the spaces. No other museum crosses the disciplines of art, architecture and technology in the same way.

As a partner of MAAT, we both supported the official opening and the subsequent programme, presenting “Where Shapes Come” by UK artists Semiconductor. This was followed by a master class from the artists. UK involvement is further strengthened as Pedro Gadanho, MAAT’s Artistic Director, studied in the UK, and the museum is part of the EDP Foundation, encouraging the exchange of art and artists internationally, and with the UK in particular.

*“I thank you in advance for your collaboration and support to this new museum!”*  
Inês Grosso, MAAT Museum international curator





## #SHAKESPEARENOFILTER

SHAKESPEARE LIVES IS A MAJOR GLOBAL PROGRAMME FOR 2016 CELEBRATING BOTH HIS WORKS AND INFLUENCE ON CULTURE, EDUCATION AND SOCIETY ON THE 400TH ANNIVERSARY OF HIS DEATH.

Since launching during the summer with its unique re-telling of 'A Midsummer Night's Dream' via Instagram, #ShakespeareNoFilter has reached 5.6m people across Europe including hundreds of thousands of people who interacted directly with the campaign by leaving comments and sharing posts with their friends. People are enjoying a fresh look at the Prince of Denmark himself, 'Hamlet', as he fights to keep control of a fast-paced digital magazine! By following the story on social media, audiences across Europe are able to engage with Shakespeare's themes of love, friendship and jealousy in a fresh way, and connect with talented young UK performers. Follow the story on Instagram @britishcouncileurope.

*"Instead of just showing pictures of a play, this is Hamlet on Instagram sharing his worries. His encounter with his uncle about the family company feels very real. Hamlet took place in Elsinore 400 years ago, but this shows it could be anywhere - at any time!"*

Sara Peuron-Berg, Project Co-ordinator, Elsinore - Home of Hamlet





## WE MADE OURSELVES OVER

2017 SEES THE DANISH CITY OF AARHUS BECOME THE EUROPEAN CAPITAL OF CULTURE. THE BRITISH COUNCIL IS SUPPORTING TWO KEY PROGRAMME ELEMENTS: BLAST THEORY'S 2097: WE MADE OURSELVES OVER, AND THE CITY'S OFFICIAL ARTIST IN RESIDENCE AT LARGE, ANOHNÍ.

The European Capital of Culture aims to strengthen the sense of community in Europe and highlight the richness and diversity of cultures across the continent. The support of the British Council will allow audiences to build stronger links between UK, Denmark and the Nordics, and amplify the British Council's profile in Denmark.

The partnership will also help place Aarhus and the surrounding region on the European map. By supporting two out of more than 400 projects, the British Council will help showcase a diverse cultural environment. The events programmed for the year will lay the foundations of further cultural and economic growth and development internationally.

*"Danes together with our international friends and visitors alike, will be able to experience a unique, daring and joyous year of arts and culture"*  
Rebecca Matthews, Chief Executive Aarhus 2017



## BRIT UP! WORKSHOPS FOR TEENS

BRIT UP! WORKSHOPS ARE AN EXCLUSIVE OFFER FOR SCHOOLS. IT IS A ONE-DAY LINGUISTIC AND CULTURAL PAID WORKSHOP FOR STUDENTS FROM LOWER AND UPPER SECONDARY SCHOOLS RUN IN ENGLISH BY THE BRITISH COUNCIL.

The workshops are available throughout the school year. They started in January 2016 and up until June groups from 20 schools visited our Warsaw office to take part in the project.

The workshop consists of two parts: a cultural workshop on a chosen topic - Shakespeare Lives (Hamlet, Romeo and Juliet); Passport to the UK - how to write a successful Personal Statement; Top Tips for Matura Exam - how to be successful in Matura; The Lord of the Rings and How to think like Sherlock and taking an Aptis for Teens exam.

The feedback from participants was extremely positive. The workshops are also an opportunity to build further, long-lasting relationship with teachers and inform them about our wider offer.

*"I liked the fact I can learn more about British culture and that the workshop was delivered by a native speaker. The atmosphere was great!"*  
Workshop Participant



## THE FIGHT AGAINST CYBER-BULLYING

OVER 240 STUDENTS FROM THE BRITISH COUNCIL SCHOOL (MADRID) TOOK PART IN THE FIRST SPANISH HACKATHON TO FIGHT CYBER-BULLYING.

Did you know that 1 out of every 4 cyber-bullying cases take place on social media networks? As part of our commitment to Child Protection, we held a thematic week to raise awareness about this harsh reality. Cyber-bullying experts from companies such as Microsoft, Telefónica, Pantallas Amigas and StopCyberbullying delivered sessions and workshops for our students and their parents.

The hackathon was the culmination of five days of reflection and group work amongst families, students and experts. Children and teenagers aged 8-17 years presented 30 app designs and proposals to detect and stop cyber-bullying cases. Three were selected by a panel of experts and will be taken forward by Parry Aftab's digital privacy and cybercrime lawyer, and his company, StopCyberbullying.

*"When people are young they don't realise that the world may not be as perfect a place as they hope it is. We take their enthusiasm and optimism to take what they know about digital technology and we use it to change the world."*

Parry Aftab, Digital Privacy & Cyber-crime Lawyer



## WHAT PEOPLE DO FOR MONEY

THIS WAS THE THEME OF “MANIFESTA 11”, WHICH TOOK PLACE IN ZÜRICH THIS SEPTEMBER.

Despite operational constraints, our Swiss office utilised existing external and internal networks to support this European biennial of contemporary art. Manifesta 11 attracted over 200,000 visitors, and took place with the involvement of both UK artists, and arts administrators, including 20 young curators attending with the support of Wales Arts International.

*“Manifesta was valuable for the whole group to see and experience a complex event and a wide breadth of work by international artists which led to very rich discussion. The opportunity to connect with the local arts scene provided an additional opportunity to develop networks and share ideas and practices between peers from other countries. There was a strong feeling of advocacy from the participants as they got to share what’s going on in Wales with their new contacts, as well as learn about different contexts and ways of working in Zürich. There was a strong realisation that what we have going on here can also compete on an international level.”*

Elen Roberts, Development Officer, Wales Arts International



## A GREAT FEAST OF LANGUAGES

TOGETHER WITH SHAKESPEARE'S GLOBE EDUCATION, WRITERS' CENTRE NORWICH, BRITISH CENTRE FOR LITERARY TRANSLATION, WE PRESENTED A WEEK OF TRANSLATION WORKSHOPS IN COLOGNE.

27 participants from Germany, Poland and Romania focussed on "consensus" translations of famous passages from Shakespeare's Hamlet, Romeo & Juliet, and King Henry IV, part 1. With Patrick Spottiswoode's expert advice, themes emerged around the translation of Shakespeare into different languages and cultures. Study of the texts was enhanced by recordings of Globe actors performing the speeches, panel discussions, and a trip to the Shakespeare Festival Neuss. The new translations were performed by professional actors and filmed in the beautiful environment of Schloss Wahn, Cologne. The Berlin EUNIC cluster provided a platform at the Polish Institute for further discussion of the continuous demand for new Shakespeare translations.

*"Translating Romeo and Juliet took us on a pilgrimage – the destination being a kiss of inspiration. We were hoping to unite both the beauty of Shakespeare's language and its theatrical potential."*

Christian and Yvonne, Workshop Participants





## ENGLISH FOR ECOTOURISM

WITH THE ROMANIAN AMERICAN FOUNDATION, BRITISH COUNCIL ROMANIA IS CURRENTLY DELIVERING A PROGRAMME WHICH AIMS TO DEVELOP THE SKILLS OF THE YOUNG POPULATION FROM NINE COUNTIES, EACH IN THE PROXIMITY OF NATURAL PARKS, AND THEREFORE POSSESSING THE POTENTIAL TO BECOME ATTRACTIVE ECOTOURISTIC DESTINATIONS IN THE FUTURE.

The project supports communities to become aware of the resources they can build on, and to acquire an understanding of ecotourism while equipping them with the necessary skills to become involved in this field (i.e. English language or entrepreneurship).

Such skills are essential as a significant part of the target group for eco-tourism consists of tourists from other countries. The project aims to equip children and youth living in the selected areas with the right skills so they choose not to leave their community (to work abroad or larger cities), but to stay and develop ecotourism businesses.

*"I would love to be part of this project which seems to be "Funenglish" and I'm looking forward to learning new things, that I can pass it on to my students and to the community."*

Oana Mihaela Tănăsescu, English teacher, Sibiu county



## TRAINING FOR ACADEMIC TEACHING EXCELLENCE (ATE)

SLOVENIAN UNIVERSITIES WANT TO ATTRACT MORE INTERNATIONAL STUDENTS, BUT NEED TO TRAIN THEIR STAFF TO HAVE THE CONFIDENCE TO COMMUNICATE IN ENGLISH EFFECTIVELY.

The ATE course is for non-native English speaking academic staff who teach in English. It is a foundation course that addresses the linguistic challenge of teaching and learning in a second language, co-developed by the British Council and the University of Oxford's Department of Education.

We partnered with the National Erasmus+ agency CMEPIUS and University of Ljubljana to run six ATE courses in two weeks. 64 teachers, representing all Slovenia's Universities were trained, to the benefit of their 4,800 students. The training positions the UK as a partner for Slovenia in raising education standards, and at the same time helps strengthen Slovenian institutions, helping them to forge stronger links with the UK and its institutions.

*"There were obviously benefits to participants' language use and, more generally, their awareness of language during the courses. The most notable impact, though, was in terms of pedagogy, which for most was an area they were very keen to explore and learn more about."*  
Rob Lewis, ATE course trainer





## EU EUROPE

SPAIN

### THE 500 MOST COMMON QUESTIONS ABOUT ENGLISH

No matter what the level of English, all learners have questions when it comes to having to find the right word, verb tense or grammar structure in their school essay, work email, or day-to-day conversation. In association with Espasa publishing, Madrid teachers Daniel Brint, Mick Green and Kay Welsh have written a book to answer some of these questions: *The 500 most common questions about English*.

Written in a question and answer format the book is divided into sections, including obvious suspects like spelling and verbs, as well as trickier areas such as style and language conventions. There is certainly a need for the book - according to CIS Centro de Investigaciones Sociológicas, while 60% of Spaniards feel that being able to communicate in English is essential, only 12% feel comfortable doing so. Hopefully, having the answers to many of their most common questions will give our learners in Spain a real confidence boost.

*"By finding the answers to our questions we make progress, but even more importantly, these answers tend to throw up even more questions that need answers. Learning, therefore, becomes an enjoyable journey of discovery and continuous progress."*

Mick Green, Co-Author and Teacher



## **INTEGRATING OUR OFFER TO SATISFY A SINGLE CUSTOMER**

TOGETHER THE UK & IRELAND EMPLOY THOUSANDS OF NURSES FROM ELSEWHERE IN EUROPE EVERY YEAR. NEW REGULATIONS IN 2016 MADE AN IELTS 7.5 COMPULSORY FOR ALL EU NURSES WISHING TO WORK IN EITHER.

As a result, we were contacted by a Portuguese agent wanting to put nurses through IELTS before they left Portugal. In response, we put together an offer that spans our education services, including APTIS (to establish language training needs), face-to-face teaching through our Teaching Centers across Portugal, extra online support (Road to IELTS and Learn English pathway) and finally accreditation (IELTS). As many agents work across Europe, a comprehensive “education services” approach allows us to offer a standardised solution to the healthcare recruitment industry, a comprehensive proposal that can be used by any country working with a healthcare recruitment agent, as we are in Portugal.

*“Considering that Portuguese candidates have a high level of English knowledge we believe the best solution is to invest on their training in Portugal so they can register on the different councils and start working with the appropriate professional recognition abroad.”*

Nuno Pinto, Head of Vitae Professionals





**EU EUROPE**  
GREECE

## **ARE YOU PASSIONATE ABOUT WRITING?**

RESPONDING TO A GROWING INTEREST IN UK LITERATURE IN GREECE, IN 2013 WE JOINED FORCES WITH KINGSTON WRITING SCHOOL TO LAUNCH THE INTERNATIONAL CREATIVE WRITING SCHOOL.

Held annually in Athens, the school comprises of specialist workshops suitable for students at all levels wishing to enhance their writing skills while enjoying a unique learning experience. Approximately 200 talented writers from around the world, practicing in various literary genres, have participated in the Summer School courses so far.

The students work through a programme which includes writing activities, readings, group/class discussions and one-to-one tutorials. In addition, a series of parallel events open to the public are organised (Literary Saturday mornings), focusing on British literature's latest trends and developments, with the participation of the British writers and creative writing experts.

*"Together ... we discovered techniques, new points of views, useful methods, different and interesting ways to share our passion and stories ... we discovered whole worlds."*

Participant, International Creative Writing School