

**Norwegian partner searches in CLT03 call
EEA Grants 2014-2021**

The filled in form shall be sent to eeagrants@vlada.gov.sk. All partner requests must be sent minimum three weeks before the deadline of the call to be considered, but we encourage applicants to start their search as early as possible, and to involve the potential partner in the project development. We also encourage applicants to address potential partners directly.

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<p>Your organisation Please describe your organisation and your areas of activity.</p>	<p>Our Beelong NGO aims at supporting people, especially women aged 40-60 in their middle age crisis/transformation. Our objective is to provide proper information, guidance, educational/mentoring activities and support in order to improve their quality of life and status in society. We also promote and catalyse co-operation among middle-aged women from different fields, e.g. business, arts, culture, NGOs and state administration through various workshops, webinars, networking and artistic activities. We connect experts and individuals who are willing to share their hands-on experience with dealing with the transformation, using especially art therapy.</p>
<p>Project idea Please give a brief description of your project idea, what you want to achieve and how you plan to achieve it.</p>	<p>The objective of Reinventing Yourself through Contemporary Art & Culture project is:</p> <ol style="list-style-type: none"> 1. to increase awareness, to demystify middle age crisis/ transformation, especially of women aged 40-60 2. to promote development, to increase involvement in public life and to increase the quality of lives of middle- aged women 3. to encourage co-operation, support and inclusion of women, including women from different countries through creation, presentation and reflection of arts and through cultural, creative, educational and personal development activities, workshops, etc. <p>The activities carried out under the Reinventing Yourself through Contemporary Art & Culture might include:</p> <ol style="list-style-type: none"> 1. Organising an international event/ conference about the middle age transformation and its challenges for interinstitutional audience. This will include active participation of the target group through creative and contemporary art activities. 2. Creating of virtual library of works of art related to middle age transformation, in co-operation with Slovak Ministry of Culture and Norwegian partner. That might include music, dance, film, literature, visual arts, etc.

3. Creating of **original audio-visual series** – 20 short interviews and/or one **documentary** with women who have undergone the mid-life transformation, streaming/publicity on the relevant events (conferences, festivals) and through media channels.
4. Publishing of the **original book** about middle age crisis by the group of international authors, combining real life stories, expert advice and original visual works of art that have been created under the project.
5. Organising **series of 10 workshops** to enhance creativity, sense of belonging and self-esteem of women aged 40. This might include various types of art therapy incl. dance, drama, visual arts, new forms of artistic expression.
6. Developing of **communication strategy and communication plan** to increase awareness about the topic. Planned and long- term publicity in relevant media incl. social digital media in the form of expert articles, studies, real – life stories, podcasts, video stories, works of art recommendations, etc.
7. **Organising an international event/ conference** about the middle age transformation and its challenges for interinstitutional audience. This will include active participation of the target group through creative and contemporary art activities.
8. Creating of **virtual library of works of art** related to middle age transformation, in co-operation with Slovak Ministry of Culture and Norwegian partner. That might include music, dance, film, literature, visual arts, etc.
9. Creating of **original audio-visual series** – 20 short interviews and/or one **documentary** with women who have undergone the mid-life transformation, streaming/publicity on the relevant events (conferences, festivals) and through media channels.
10. Publishing of the **original book** about middle age crisis by the group of international authors, combining real life stories, expert advice and original visual works of art that have been created under the project.
11. Organising **series of 10 workshops** to enhance creativity, sense of belonging and self-esteem of women aged 40. This might include various types of art therapy incl. dance, drama, visual arts, new forms of artistic expression.
12. Developing of **communication strategy and communication plan** to increase awareness about the topic. Planned and long- term publicity in relevant media incl. social digital media in the form of expert articles, studies, real – life stories, podcasts, video stories, works of art recommendations, etc.
13. Translating of **relevant studies** and/or **works of art** (e.g. movies, documentaries, literature, design) about the middle age crisis and their dissemination through relevant media and/or presentation on events.
14. Creating of **specialised web page/portal** to gather expert information and real-life stories about middle age transformation in participative, creative and artistic ways.
15. Developing of concise **mentoring program** for the target group by the experts, widely using the art therapy.
16. Creating and running of a **community space (both physical and virtual)** to encourage sharing, co-operation and artistic expression of women from different fields. The physical space (e.g. co-working café) could be used to host regular community discussions, book clubs, art therapy workshops and to exhibit works of contemporary arts that have been created under the project

	<p>17. Nation-wide research about current women/middle aged people issues in Slovakia with active engagement of target group, in-cooperation with relevant Slovak state authorities (e.g. Ministry of Social Affairs)</p> <p>18. Publishing the results of the research in nation-wide media and on relevant events, e.g. conferences and workshops</p>
<p>Relevance of potential partner: Please describe the type of organisation/partner profile you are looking for.</p>	<p>We are searching for artistic, cultural and educational organisations/institutions that:</p> <p>1/ Promote artistic expression of women aged 40 – 60 in different fields, e.g. music, film, literature, performing and visual arts</p> <p>2/ Carry out art therapy programs/ artistic workshops/seminars for women, especially aged 40-60 to promote their inclusion into social, political, business and artistic life</p> <p>3/ Specialise in research, studies, guidance, educational, mentoring programs for women aged 40 -60</p> <p>4/ Promote co-operation among women aged 40 - 60 in the artistic, creative, and business fields, incl. co-operation among countries to improve their status in society</p>
<p>Partner role: What role do you foresee for the partner in the project?</p>	<p>1/ Help in preparation and active participation in any of the activities stated above</p> <p>2/ Co-creation of works of arts and mutual exhibition/performance, co-creation of virtual library</p> <p>3/ Transfer of knowledge and best practices</p>
<p>Other comments:</p>	<p>We believe that middle age crisis is an issue, at least in Slovak society. There is no proper research/study about specific problems or needs of Slovak middle-aged women. From our experience we can say that women of this age face many issues, ranging from losing their status in the society (e.g. when children leave their homes) to difficulties in finding a proper job or starting their business. This happens despite the fact that the socio-demographic trend suggests that this group is getting larger and thus more important.</p> <p>In addition to this, our project is relevant in the worldwide, after the COVID pandemic context. 20 years of research from MIT suggests that middle - age, personal transformation follows the same “U” curve as the transformation of companies, institutions, nations. “Theory U” suggests that all the world might undergo the same “U” curve as a result of Covid pandemic. More information here: https://www.presencing.org/aboutus/theory-u.)</p>