EUNIC Cluster Strategy

Template

*Note: Refer to the “Accompanying document” for instructions/guidance on how to use this template. This template aims to facilitate the development of four-year cluster strategies. It is general and indicative and can be adapted to best suit the cluster’s objectives and needs. Relevant conclusions or preparatory work (such as for instance the SWOT analysis) may be included as an Annex to your strategy.*

EUNIC cluster in: [*enter the city/country*]

Period covered: [*enter year when the strategy becomes effective. EUNIC cluster strategies cover a four-year cycle*.]

Vision

[*You can create your own vision for the cluster*.]

Mission of the cluster

EUNIC – European Union National Institutes for Culture – is the European network of organisations engaging in cultural relations. Together with our partners [*specify your main partners, if needed* ], we bring to life European cultural collaboration in [*city and/or country your cluster is active in* ], drawing on the broad experience of our members from all EU member states and associate countries.

[*Complete the mission statement with the overall goal of the cluster, and the thematic priorities of the cluster.*]

Values

EUNIC’s work is based on the **principles of cultural relations**. We aim to build fair partnerships by practising mutual listening and learning and engaging in dialogue, co-creation, and joint capacity building.

EUNIC’s **understanding of culture** includes the arts, creative industries, development cooperation, digitalisation, education, gender, heritage, human rights, language and multilingualism, social inclusion, sports, sustainability, tourism, youth, and others.

[*These paragraphs should remain as basis. You can add more if you feel there are additional values that define your cluster.*]

Local context

[*Enter a description of your local context*.]

Strategic objectives

Objective 1: EUNIC strengthens cultural relations by fostering cooperation between its members and local stakeholders worldwide. [*modify if different for the cluster, or split it up into several objectives if too general for your cluster’s range of activities*]

**Main actions under objective 1:**

* ...
* ...
* ...

Objective 2: EUNIC advocates a prominent role for culture in international relations and is a strategic partner of EU in cultural relations. [*modify if different for the cluster or if you focus only on a certain part of this objective*]

**Main actions under objective 2:**

* ...
* ...
* ...

Objective 3: EUNIC enhances its capacity as a network to continue to be a reliable cooperation partner in cultural relations. [*modify if different for the cluster*]

**Main actions under objective 3:**

* ...
* ...
* ...