

CREACT4MED Mapping: Best Practices

Application Number: BP_106

1. Basic info*	
Email Address	mobility@on-the-move.org
Title of the Best Practice	On the Move
Is the BP a registered legal entity?	Yes
Website	https://on-the-move.org/
Country	Belgium and France (registration); European and international dimension
Subsector	Arts and culture (cultural heritage, visual arts, performing arts, crafts); Media (publishing, digital, video, music).
Category	a) Cultural and creative entrepreneurship b) Ecosystem enablement
Year of establishment and duration	2002 as a website / 2005 as a legal entity (ongoing)
Target group of the BP	Artists and professionals in the CCI sector, with an international scope. We focus on all types of arts and culture mobilities' opportunities except cinema, as it is a sector that has its own distinct (mobility) functioning mechanism.
1. Best Practice Characteristics	
Problem Statement	In our increasingly interconnected world, artists and cultural professionals experience a plethora of barriers and challenges when operating internationally. These challenges include issues such as a lack of information on opportunities for mobility, difficulties in accessing funding, navigating complex visa and tax regulations, and other concerns related to international travel. Regarding information access, while the Internet offers a wealth of data, finding curated and reliable information can often be challenging. In the case of the search for funding, this phenomenon is exacerbated by the fact that many mobility opportunities (residencies, participation in festivals, training etc.) do not include travelling expenses. Furthermore, in today's world the convergence of multiple crises, from the destabilizing impacts of climate change to political instability, has reshaped the traditional concept of mobility. For many, what is (or should be) a personal choice has become an imperative dictated by external circumstances. The convergence of these crises has created an environment where movement is often mandatory for survival. In response to this complex context, On the Move as a network of 70 members has strengthened its advocacy role beyond its access to information features, promoting a fairer, more diverse and sustainable model of cultural mobility.
Mission Statement & Value proposition	On the Move supports artists and professionals in the CCI sector to operate internationally, while also working to reimagine mobility as a fairer, more diverse, and more sustainable reality. We strive to offer transparent, up-to-date, and freely accessible information on cultural mobility in Europe, Africa, Asia and Oceania, carrying out several studies focused on Africa including the Southern Mediterranean region. Leveraging the knowledge and collaborations within our extensive network, we curate open calls for opportunities on our website, furnish a repository comprising over 60 cultural mobility funding guides, and direct individuals to

	<p>external resources covering specialized subjects such as visa regulations and taxation laws.</p> <p>Furthermore, we produce thematic reports and publications, conduct research initiatives, and design professional development programmes for artists and organisations. Central to all our endeavours is a commitment to engaging with the context, environmental impacts and ethics of mobility.</p>
<p>Results and growth</p>	<p>As a project, On the Move started in 2002 in the shape of a website created by IETM – International Network for Contemporary Performing Arts. It then went on to become an independent association (Belgium ASBL) in 2005 and took its current network structure in 2009. The French association was created in 2019, as a way to specific projects supported by French (public) funders. On the Move is currently co-funded by the European Commission and the French Ministry of Culture.</p> <p>A survey related to the use of the On the Move website was conducted in 2023, receiving 93 valid responses from users based in 41 countries. The survey revealed that around half of respondents visited the website either daily or weekly, and 93.6% were satisfied or very satisfied with the site’s content, 85% with the navigation, 81.7% with the organisation, 89.2% with the ease of use, and 85% with how up-to-date the site’s content is. In addition, 42% of the respondents who had applied at least once for an opportunity they found out about through the OTM website had experienced at least one successful outcome.</p> <p>This data showcasing a high satisfaction degree among users of the OTM website is reflected in the website’s traffic numbers. Compared to 2022, in 2023 user numbers grew 46% and pageviews 34%; in the two years from 2021 to 2023, website traffic doubled. The On the Move’s monthly newsletter also increased its subscribers, passing 10.500 subscribers in 2023 and growing at a steady rate of around 7 new subscribers every day (without any paid advertisement).</p>
<p>Strategy to be financially sustainable</p>	<p>Since its inception as a free, up-to-date, accessible website, On the Move has prioritised growth that allows us to remain true to our key values. To avoid an overreliance on grants, we worked on rethinking our business model, and started to develop evaluation tasks for other projects. Added to that, we facilitated and contributed to the creation of a professional development programme, training workshops, and a mentoring program. Our flagship development programme, PARI, is delivered for the French Ministry of Culture and the Institut Français.</p> <p>We have actively avoided transforming into an agency, as it does not align with the organisation’s mission. Instead, we collaborate with various (funding) organisations that commission us to develop workshops, which are then made available for free to the target group, e.g. Artists and cultural professionals. In addition, we have a reasonable membership system that allows us to support our extensive network.</p> <p>Since 2010 On the Move has received ongoing support from the French Ministry of Culture. On the Move is co-funded by the European Union for the period 2022-2023 (Creative Europe 2021-2027 - Network Strand) with the project Mobility Spaces (MxS). We also work with government bodies, arts councils and private foundations. We can be partners or subcontracted under EU funded projects.</p>

	Our most recent funding with the EU allows us to invest more efforts in conducting advocacy tasks and other activities that we previously were not able to carry out due to a lack of funding.
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2. Impact (please complete at least 3 of the 6 sub-sections)

Economic significance	
Replicability and upscaling	
Employment generation	Since receiving EU funding, the On the Move initiative has created the equivalent of 2 full-time jobs (FTE). Additionally, it has generated numerous professional opportunities, particularly for young people and women, with two of the beneficiaries being under the age of 40. This focus on creating jobs and opportunities highlights the initiative's commitment to supporting emerging talents and fostering gender equality within the cultural sector.
Inclusiveness	Societal inclusiveness is at the core of the On the Move initiative. This approach is reflected in the diverse and inclusive nature of its membership, as well as in the subjects it addresses, such as mobility and parenting and the forced relocation of artists. Furthermore, On the Move emphasizes inclusiveness in its advocacy work, developing papers and policy recommendations that prioritize equitable access and support for all cultural professionals, regardless of their personal circumstances.
Social impact	
Innovation	On the Move's most important innovation so far can be considered its ability to remain true to its core values of providing free and regular access to mobility opportunities for artists and cultural professionals, while simultaneously diversifying its memberships and partnerships. By providing a centralised platform that aggregates information on funding, residencies, and travel opportunities, the initiative has significantly lowered the barriers to international mobility. The impact of this innovative solution is reflected by the empirical steady growth of OTM's website and newsletter, which is also the product of a major website update that was conducted in 2023. This update entailed the implementation of better aggregation and reduction of http requests; the optimisation of page size and rendering; and the reduction of image sizes and switching to the web image format. The product of these changes was a drop in page load times, which led to an increase in website search traffic.
Environmental sustainability	<p>On the Move has been working on the issue of environmental sustainability since 2011 through:</p> <ul style="list-style-type: none"> - The co-production of guides - participation in advocacy events <p>And more recently through active participation in:</p> <ul style="list-style-type: none"> - The SHIFT eco-certification for networks - The building of argumentation towards climate justice and cultural mobility <p>References: Resources: https://on-the-move.org/network/working-groups/green-context-specific-mobility</p>

	OTM environmental sustainability policy: https://on-the-move.org/about/sustainability-policy
3. Challenges and lessons learned	
Challenges	<p>While in the post-pandemic world environment and sustainability is a common theme for mobility projects, this activity is overwhelmingly concentrated in Europe. In 2022, 93.2 % of environment and sustainability themed calls with organisers in specific countries had at least one organiser based in Europe. Therefore, the new model of green mobility appears to be Eurocentric, and fails to take into account the needs and challenges of other world regions. It is in this context that we try to identify funding opportunities globally, diversifying the sources of funding that we share. To do so, we engage in data collection tasks, publishing our findings in the form of a Cultural Mobility Yearbook. Nevertheless, it is challenging to find a balance that can overcome the European-centric mobility approach. At On the Move we aim to enhance our focus on regional initiatives, which motivated our launch of activities such as the recent workshops dedicated to artists at risk that we carried out in Tunisia.</p> <p>Added to that, 20% of our members are working outside of Europe, and it is imperative that we are active in keeping this international dimension of our organisation alive. This entails working in a cross-sectional manner, dealing with issues of non-voluntary mobility that are increasingly relevant in a world with rising conflict trends. For the past 5 years we have been working on this dimension, locating CCI workers in exile, as well as thinking of the potential long-term relocation and reintegration of these artists.</p>
Lessons learned	<p>It is paramount to always take into account that we are not in a static world, but rather in a fast-changing, ever-evolving one. As a result, one needs to be able to adapt to this constant change, keeping updated with the latest trends and developments.</p> <p>Through the Mobility Spaces (MxS) project funded by the European Union, we have come to realize that both on-site and virtual spaces of exchange are necessary and have a significant positive impact on the community. Beyond promoting the visibility of artists, these spaces serve as forums for discussion that enhance dialogue and the exchange of perspectives on various issues. It is easy to fall into the misconception that our reality is the same for everyone else, but listening to other voices and engaging in meaningful discussions reveals that this is not the case. What might seem right in one context can be particularly disastrous in a different one.</p>
4. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	49