

Culture is Strength. Education Alliances Project in the field of Cultural Education by the GMA

As a national interest group, the German Museums Association initiates and implements a range of projects, such as "Von uns – für uns! Die Museen unserer Stadt entdeckt" (rough translation: From us - for us! Discover the museums of our city), which is part of "Culture is Strength. Education Alliances", a major ongoing project aiming at educational disadvantaged children and youth.

The program: ***Culture is Strength. Education Alliances***

Access to quality education is one of the key factors for Germany's position in global competition, for the prosperity of our citizens, and social cohesion. Reducing educational deprivation is therefore one of the major challenges of our time. In Germany, almost **four million children under the age of 18** – more than 25 percent of this age group – are **growing up with at least one social, financial, or cultural risk factor**, which diminishes their opportunities to receive a good education. To ensure that disadvantaged children and young people are well equipped for their educational careers, the **Federal Ministry of Education and Research** (BMBF) supports out-of-school "Education Alliances" across Germany. The Education Alliances include projects related to cultural topics, amongst others: music, dance, theatre performances, sports and museums, which introduce young people to those fields.

www.buendnisse-fuer-bildung.de

The GMA and the project "Von uns – für uns!"

The German Museum Association as a project partner of the BMBF receives for the project "Von uns – für uns!" for a **five-year period** (2013 -2018) a total of **5 Mio. €**.

This project enables the local alliances to implement programs in the **extracurricular field** of cultural education.

Museums (together with their partner organisations) can apply 3 times/year. For each activity they conduct, they can get max. **15.386 Euros!**

The **Five-step-format** of the German Museums Association is compulsory:

- (1) **Outreach project** in order to find the target group (at least 5 children or young people between the ages of 5-18)
- (2) So called Peer-Teamer will be **trained in the Museum** as guides (2 workshops: one museum-related and one media-related workshop)
- (3) **Reach other children**: the Peer-Teamers pass on their new skills and experience to their peers (min. 40 children) in order to spread the knowledge. Furthermore the peer-guides develop their own **portrait of the museum** (e.g. film, photo collage etc.)
- (4) **Public presentation** of the results
- (5) **Evaluation**

→ **A jury decides upon the selection of the applicants.**

→ **Projects are generally carried out for 3 to 8 months.**

→ **to this date: more than 60 education alliances with more than 120 activities (all over Germany)**

www.museum-macht-stark.de