



# APPLIED ANTHROPOLOGY NETWORK

*playbook*



# playbook

WHAT IS APPLIED ANTHROPOLOGY NETWORK?

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# hello!

Welcome to our first Playbook! “What is a Playbook?” you might be asking. AAN Playbook contains all the basic information that builds up an organisation and a short explanation of “our plays”, i.e the approach for getting things done.

This document is intended to serve as a guide for new members of the network’s team, and anyone interested in learning how our organisation works and who is actively involved. However, nothing here is written on stone. We are happy to make changes and updates if/when members, convenors, advisors, partners and other pertinent members of the network agree.

# WHAT IS APPLIED ANTHROPOLOGY NETWORK?

Applying anthropology across disciplinary,  
professional and territorial borders

Applied Anthropology Network (AAN) is the main European platform dedicated to the exchange of information and experiences related to practical applications of anthropology and, it's principal methodology, ethnography. It enables a circular transfer of knowledge between academia, private and public sectors, NGOs, interest groups, students and other individuals. The network is part of the [European Association for Social Anthropologists](#).

## Mission

- Popularize the value of anthropological methods and theories for practical problem-solving in different areas and sectors.
- Support the work of applied anthropologists, highlighting and discussing its value in both academic and non-academic venues.
- Build bridges that foster new cross-disciplinary and cross-sectoral professional collaborations, and increasing the presence of anthropologists in non-academic spaces.
- Provide a networking platform for mutual support; facilitate job-matching, project opportunities, and guidance to the wide community.
- Enrich the discipline with experiences and tools that advance and improve our craft to better enable people to interpret and act upon the world.

## Vision

- Working towards a world, in which anthropology is a relevant discipline with significant weight in decision-making, policies, and design.
- Working towards a world, in which anthropological theory and practice in society, business, industry and governance fosters innovation based on people's needs and socio-culturally differentiating factors.
- Working towards a world, in which presence of anthropologists in non-academic spaces is bold, sought-after and on the rise.
- Working towards a world, in which relationships between academic spaces and fields of application (NGOs, companies, governments) are supportive and beneficial.

# WHAT DO WE DO?

## Organisation of the annual symposium "Why the World Needs Anthropologists (WWNA)"

The WWNA annual conference is an interdisciplinary and cross-industry meeting place, an educational hub and an opportunity to grow and amplify network activities in different local settings. The WWNA is the primary output and flagship event of the network. The network also promotes and co-organizes satellite WWNA events in different settings and languages.

## Network management

The network has an active role in sharing opportunities and events related to its key themes and mission, and convenors are encouraged to participate in public initiatives to showcase, attract members and encourage learning. The network collaborates with other EASA networks and institutions, and participates at EASA biennial conferences organizing a panel on applied anthropology.

## Editorial activity & content curation of social media

The Applied Anthropology Network seeks opportunities to publish on relevant themes in both academic, traditional publishing and social media and other outlets to disseminate key messages.



# WHO IS WHO?

## Member

A Member of AAN is a registered individual with personal interest in applied anthropology. Membership is free and all network members are invited to propose new activities, projects, and organizational moves anytime. Members are encouraged to meet in person at least once a year at the Annual or Interim Meeting. Members have the right to stand as candidates and vote in AAN elections. Anyone who is interested in applications of anthropology and/or any of the activities of the Network is welcome to join as a member. To join EASA AAN individuals must fill out a [Registration Form](#).

## Convenor

The network is run by a rotating team of volunteers that are passionate about applied anthropology and who work collaboratively and remotely. Convenors of the Network should be professionally active in academic and/or corporate worlds and deeply committed to the development of applied anthropology across borders. Serving convenors are elected by AAN members for two to up to four consecutive years at network meetings. Maximum number of convenors is five. Convenors need to be paying members of EASA and members of AAN.

## Minimum Network Convenor requirements

- Convenors should be available to attend the monthly general meetings which address updates, news, developments and WWNA planning and execution.
- Core roles concerning the network's activities will be assigned to each convenor at the start of calendrical year based on capacity, interest and rotated where possible to allow for experience in different roles

and personal development.

- All convenors will support each other on different roles whenever necessary.
- All convenors should make attending the WWNA event a priority in their agendas.

## CURRENT CONVENORS

**Pavel Borecký**

2016-current, University of Bern / Anthropictures

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**Verónica Reyero**

2017-current, Universidad de Granada / Antropología 2.0

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**Laura Korčulanin**

2018-current, IADE-UE / Give a Shit

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**Pardis Shafari**

2018-current, Designit

## PAST CONVENORS

**Dan Podjed**

2011-2018, Slovenian Academy of Sciences and Arts

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**Meta Gorup**

2012-2018, Ghent University

## Network Manager

A Network Manager is a Convenor who communicates with academic institutions (AAA; EASA) and with other relevant event organisers (e.g. EPIC) on behalf of the Network. He or she develops actions that support publication activities of the network members, coordinates at least one panel on Applied Anthropology at every EASA biennial conference. He or she holds an interim meeting at every WWNA event, and at every EASA conference.

**Pavel Borecký**

2016-current, University of Bern / Anthropictures

## Communication Manager

A Communication Manager is the main contact point for AAN members whom he or she keeps content and informed. The person manages the membership database, prepares and sends the welcome package, prepares and sends newsletter and communicates whenever necessary. He or she is responsible for calendar with key info, tasks and events of the year. Ideally, Communication Manager encourages horizontal collaboration among AAN members.

### **Verónica Reyero**

2017-current, Universidad de Granada / Antropología 2.0 / veronica.reyero@easaonline.org

## Financial Manager

A Financial Manager is a convenor who is responsible for finance-related tasks. To be specific, the person has primary oversight of financial transfers, bank account, fundraising activities, event budgeting, investment oversight and financial planning. He or she assists other convenors in securing long-term private/public partnerships, sponsors and grants for EASA AAN activities. He or she works closely with a professional accountant.

### **Laura Korčulanin**

2018-current, IADE-UE / Give a Shit / laura.korculanin@easaonline.org

## Satellite Event Manager

A Satellite Event Manager is responsible for coordinated development of Satellite Events around the world. The manager works in accordance with “Satellite Event” guide book and assists local teams in the successful implementation of events. It is the main focal point for SE Reports and quality assurance supervision.

### **Hélène Veiga Gomes**

2019-current, CRIA-ISCTE / wwna.satellite@easaonline.org

## Design Specialist

A Design specialist is in charge of managing the visual identity of AAN and WWNA. It primarily involves logo, brand image and website, both AAN and WWNA. The role supports the cohesive communication of AAN and its activities to outside partners.

### **Hugo Rocha**

2018-current, Vínculo

## Social Media Managers

Social Media Managers administer the Network's social media (Facebook page & group, Twitter, Instagram, Youtube, and LinkedIn). According to the solid strategy, the role is responsible for content-generation, curation and effective dissemination of applied anthropology relevant stories. The person will assure a regular publishing schedule to develop brand awareness and reply to messages or comments.

### **Karen Langvik**

2019-current, University of Oslo / [applied.social@easaonline.org](mailto:applied.social@easaonline.org)

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### **Stefania Cardinale**

2019-current, Lenius / [applied.social@easaonline.org](mailto:applied.social@easaonline.org)

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### **Cristiana Barreto**

2019-current, Nova University of Lisbon / [applied.social@easaonline.org](mailto:applied.social@easaonline.org)

## Advisor

An Advisor is a highly qualified specialist in the field of (applied) anthropology and related disciplines with experience working in and outside academia. The advisors form an Advisory Board of international experts who are primarily of assistance to the network's convenors. Advisors provide professional guidance on key issues such as data regulation, scholarly introductions, fundraising, applications, network strategy, objectives etc. Usually, new advisors are former WWNA Advisory Group members who expressed the interest to support the network in the long term, or were targeted by convenors with such expectations.

## CURRENT ADVISORY BOARD

### **Ellen Bal**

Faculty member of Department of Social and Cultural Anthropology, Vrije Universiteit Amsterdam.

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### **Sandra Bell**

Professor in Social Anthropology, working on energy-related issues and biodiversity conservation at the Durham University.

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### **Alenka Bezjak Mlakar**

Business Anthropologist from Slovenia.

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### **Jurij Fikfak**

Professor of Ethnology at the Institute of Slovenian Ethnology, Research Centre of the Slovenian Academy of Sciences and Arts.

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### **Duška Knežević Hočevar**

Associated Professor and Head of the Sociomedical Institute, Scientific Research Center - Slovenian Academy of Sciences and Arts, Ljubljana.

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### **Rajko Muršič**

Professor at Department of Ethnology and Cultural Anthropology, University of Ljubljana.

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### **Lawrence Agbemabiese**

Urban Affairs and Public Policy Associate Research Professor at the University of Delaware.

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### **Lu Ann De Cunzo**

Professor and Chair of Anthropology at the University of Delaware.

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### **Lenora Bohren**

Senior Research Scientist, Director of the National Center for Vehicle Emissions Control and Safety (NCVECS) and the Research at Colorado State University (CSU)

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### **Simone Borile**

President and Director of University Campus CIELS.

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### **Ülo Valk**

Faculty Member at Estonian and Comparative Folklore Department, University of Tartu.

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### **Carlo A. Cubero**

Associate Professor of Social and Cultural Anthropology and Head of Study Programme, School of Humanities, Tallinn University.

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### **Kristin Kuutma**

Faculty member of Department of Ethnology, University of Tartu.

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### **Art Leete**

Professor of Ethnology, Department of Ethnology, University of Tartu.

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### **Desirée Pangerc**

Prof. Dr. in Anthropology of Development in emerging countries and in post-conflict areas, CIELS University Campus - Padua.

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**Jaka Repič**

Professor of Cultural Anthropology, Department of Ethnology and Cultural Anthropology, University of Ljubljana.

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**Klāvs Sedlenieks**

Assistant Professor and Head of Study Programme, Department of Communication Studies, Riga Stradins University.

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**Veronica Strang**

Executive Director of the Institute of Advanced Study and a Professor of Anthropology, Durham University.

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**Peter Simonič**

Associate Professor at the University of Ljubljana

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**Giulia Sinatti**

Faculty member at Department of Social and Cultural Anthropology, Vrije Universiteit Amsterdam.

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**Rhoda Woets**

Assistant Professor at African Studies Center, Utrecht University.

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**Ana Margarida Ferreira**

Assistant Professor of Design and Innovation, UNIDCOM/IADE, ID:Co.Lab.

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**Catherine Williams**

Design Anthropologist and Founder of Future Footwear.

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**Alisse Waterston**

Professor of Anthropology, City University of New York, and immediate past-President of the American Anthropological Association

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**Sarah Pink**

Distinguished Professor at RMIT University

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## Executive Advisor

An Executive Advisor is an ex-convenor who wishes to stay close to the Network and supports its further development. In line with his or her advisory role, the person assists the acting team of convenors. The Executive Advisors form an Executive Advisory Board.

**Dan Podjed**

2011-2018, Slovenian Academy of Sciences and Arts

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**Meta Gorup**

2012-2018, Ghent University

## Network Partner

A Network Partner is an organisation that has common interests in terms of mission/vision/activities of the network and that collaborates with the network contributing to its development. Usually, a partner pledges to be involved in a specific way for a specific time period. In exchange AAN, represented by Network Manager, offers to reciprocate in a way which is beneficial to the common project.

### CURRENT NETWORK PARTNERS

**Vrije Universitet**

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**ZRC-SAZU**

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**University of Delaware**

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**University of Liubljana**

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**KULA**

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**Antropología 2.0**

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**Give a Shit**

# INTERNAL ORGANISATION

## How does the team communicate?

The team is organized in a **Slack** channel divided in chat rooms. Please stick to the descriptions and considerate that not all team members are necessarily inside of every chat room!

Use Teamline when appointing a task. Type /teamline followed by the task and it will give you options to add a deadline, reminder, team member etc. You can also check the list of tasks you have pending.

For emergency or urgent issues, communication may also happen on Facebook's Messenger. Regular meetings are held via Skype. Task-specific meetings are organised via Skype.

## How does the team collaboratively work?

- **Trello** will be used for planning and coordination purposes (i.e. WWNA).
- **Google Drive** will be used for collaborative writing (proposals, letters, etc)
- Where should I store network's important files?

*Also in Google Drive, one can find all of the information regarding the network's past activity, important documents, templates, passwords, etc. Working teams will be created for specific tasks (i.e. Development Plan, etc.)*

- How do I get access to network's communication infrastructure i.e. logins, passwords etc.?



*Open Google Drive and open “EASA Applied Anthropology Network” folder. There you will find shared file “EASA Access Information”. Keep in mind that all information in the file are private and must be kept confidential. An appointed convenor is responsible to keep the file updated.*

- When does the team hold general meetings?

*A general meeting will be held on the first Friday of every month. Team members should secure good conditions to join the call in the best quality (read any bullet points or message left to look through before the meeting, be in a place with not too much noise and good wifi connection). If one of the team members cannot attend the meeting, they will notify as soon as they can so that the rest of the team members can discuss if the meeting should be postponed or not. If a notification arrives on the same day that the meeting was scheduled, the meeting will be held anyways. Calls are usually carried via Skype or messenger call. Working groups will have side calls for any communication needed. Minutes should be taken at the meeting and shared on Drive.*

- Proposed dates for meetings in 2019:

*January 4th, February 1st, March 1st, April 5th, May 3rd, June 7th, July 5th, August 2nd, September 6th,...*

- How are internal decisions made?

*In general, the team of convenors should act as an Executive Board, which is accountable to the Membership Base i.e. Annual or Interim meeting. The team of convenors favours horizontal decision-making structure, to which network members are invited to propose new activities, projects, and organizational moves anytime. Any relevant proposition, collected either by convenors themselves or Communication Manager will be discussed at the upcoming meeting.*

*Individual convenors shall be familiar with development priorities, work collaboratively on agreed-upon tasks and decide according to demo-*

*cratic principles. Seniority might be taken into consideration, however, the power of reasonable argumentation shall prevail. Non-convenor positions can be involved in decision-making as consultants, where specifically relevant.*

- How many hours of work per week does it require?

*Workload and weekly hours are forecasted at the first general meeting of each new year and depend on the activities of that year. The capacity of the convenor and their personal and professional circumstances will be taken into consideration when assigning roles but as a rule of thumb one hour per week should be regarded as a bare minimum of availability to respond and take part in network correspondence.*

- Is it necessary to report anything to anyone?

*Yes, according to EASA rules, the team of convenors is obliged to submit an annual report of network activities to EASA Network Liaison. You can find all previous reports in Google Drive. More detailed info on the general framework is online: <https://www.easaonline.org/networks/>*

# WHY THE WORLD NEEDS ANTHROPOLOGISTS

## What is WWNA?

WWNA is the event that explores the different applications of anthropology beyond traditional academia. Over the years attracting more than 2500 participants, the flagship event of EASA Applied Anthropology Network has been providing a platform for opening-up the anthropological discipline since 2013.

## Why do we do this event?

The goal of the event is to communicate the importance of applied anthropology to a wide audience from a range of disciplines and sectors while creating a community around the network.

## WWNA Satellite Events

From 2019 on the network is also, together with local partners, promoting Satellite events which are opening more spaces for smaller, endorsed local events to take advantage of WWNA's benefits in different settings, languages and themes.

## How much does it cost?

The budget for the event is usually app. 15.000 €.

## Where does the funding come from?

The Organising Committee is in charge of raising the funds every year to hold the event.

The network may receive funding from EASA and apply for other grants (i.e. Wenner-Gren Foundation). It may seek sponsorship from companies, universities, and other institutions.

### How many events took place so far and what the topics were?

2013: New Fields for Applied Anthropology in Europe (Amsterdam)

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2014: Coming out of the Ivory Tower (Padua)

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2015: Burning Issues of our Hot Planet (Ljubljana)

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2016: Humanize IT (Tartu)

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2017: Powering the Planet (Durham)

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2018: Designing the Future (Lisbon)

# PEOPLE AND ROLES IN WWNA

## WWNA Main Event Coordinator

WWNA Main Event Coordinator is a convenor who serves as the main organization lead for the annual symposium. He or she manages members of Organising Committee and communicates key messages between the team and AAN convenors. The coordinator takes a lead on programme content, provides regular updates to the network convenors and escalates important decision points. Ideally, he or she represents the network in the respective city or country where the event is to take place.

## WWNA Main Event Coordinator

### **Pardis Shafafi**

2018-current, Designit / [pardis.shafafi@easaonline.org](mailto:pardis.shafafi@easaonline.org)

## Past WWNA Main Event Coordinators

### **Laura Korčulanin**

2018, IADE-UE / Give a Shit

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### **Dan Podjed**

2013-2017, Slovenian Academy of Sciences and Arts

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### **Meta Gorup**

2013-2017, Ghent University

## WWNA Organising Committee

The backbone of any successful WWNA event is Organising Committee which is the main decision-making and program-making body of the event. Each year it consists of “local” organising team members and “translocal”

AAN convenors who are assigned specific tasks and responsibilities. Local team members are primarily responsible for ground-level work (face-to-face communication, venue hunting, institutional meetings etc.) whereas trans-local team members provide services that can be outsourced and managed off-location (registration, designing, curation etc.). Furthermore, other AAN personnel can be in charge of particular roles.

## **TENTATIVE ROLES COULD INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING**

### **Main Event Coordinator**

This person is in charge of leading the Organising Committee.

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### **Registration Administrator**

This person is responsible for WWNA registration process.

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### **Perspectives coordinator**

This person is responsible for Pecha Kucha format.

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### **Hotspot coordinator**

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### **Workshop coordinator**

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### **Volunteers coordinator**

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### **Fundraising Strategist**

## **WWNA Advisory Group**

The Advisory Group is composed of professionals from both a practitioner and academic background. The members are personally invested in the success of the event and change according to the location of WWNA. They will be instrumental in supporting the Organising Committee in creating the academic and industry bridge and in providing valuable guidance towards the shaping and execution of the event. If agreed upon by the team of convenors, WWNA Advisory Group member/s may be offered a permanent AAN Advisory Board position, which is to be announced at the first general meeting of each year.

## WWNA Organiser

WWNA Organiser is a host institution or institutions which are involved in the organisational aspects of WWNA. Usually, the body is represented by collaborators who are actively engaged in the preparations and successful execution of the event plan.

## WWNA Institutional Sponsor

WWNA Institutional Sponsor is an institution which contributes to the event financially. Usually, this title is designated for those WWNA Organisers who fall in the category of “academic institutions” and “non-private bodies” to highlight their monetary contribution to the event.

## WWNA Workshop Organiser

WWNA Workshop Organiser is an institution, company or individual which provides a workshop-related content of the event. It covers lecturer’s fee, transportation, accommodation, etc.

## WWNA Premium/Golden/Silver Sponsor

WWNA Premium/ Golden/ Silver Sponsor is an institution, company or individual which contributes to the event financially. Usually, these are private companies whose primary target is to participate at the event’s visibility and value exchange, as predefined in a respective Sponsor Pack. Commercial bodies tend to be always “sponsors”.

## WWNA Partner

WWNA Partner is an institution, company or individual which, having “common interests” in terms of themes of the network, contributes to the event in a non-financial way. Usually, these are the bodies which are not closely involved in the event organisation, yet they provide assets significant to its success through in-kind donations in exchange for brand visibility. “Network Partner” automatically becomes “WWNA Partner”. In case of financial contribution, “Network Partner” additionally becomes “WWNA Premium, Golden or Silver Sponsor”.

## WWNA Media Partner

WWNA Media Partner is an institution, company or individual which reports on the event through traditional and/or online media. Usually, Media Partner is offered a certain type of exclusive access in exchange for the resulting media exposure.

## WWNA National Ambassador

WWNA National Ambassador is locally endorsed volunteer who wants to introduce “Why the World Needs Anthropologists” concept in his or her country and local language. While coordinating activities, assuring cross-promotion and exchange of relevant information, the Ambassador is the key responsible person for the realisation of WWNA Satellite Event. National Ambassador will communicate with AAN team through the Satellite Event Manager who is superior to him or her. If approved by the team of AAN convenors, National Ambassador can involve more members in developing other activities as well. National Ambassadors are elected for up to 2 years. If they want to retain the position, they need to reapply.

## Requirements

- Personal bio (max. 250 words)
- Motivational Letter (max. 1 A4)
- CV

## CURRENT AMBASSADORS

### UK

Sabina Oros, UoB

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### Denmark

Steffen Jöhncke, University of Copenhagen; Janice Pedersen, Antropologerne

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### Romania

Mihai Burlacu, University of Brasov

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**Spain**

Hernán Lew, VidaCaixa; Verónica Rejero, Antropología 2.0

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**Portugal**

Laura Korčulanin, IADE-EU; Hélène Veiga Gomes, CRIA-ISCTE

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**US**

Carla Guerrón Montero, University of Delaware

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**Canada**

Aura Cruz, Eberle Media & Consulting Corporation

**AAN**

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