

## **EASA Applied Anthropology Network - Activity Report 2018**

### **Applied Anthropology Network (AAN) - Key Operational Activities in 2018:**

- organisation of the annual symposium "Why the World Needs Anthropologists" (WWNA),
- applied-anthropology.com administration,
- editorial and publication activity,
- content curation of social media,
- network management.

### **Convenors:**

Dan Podjed (2011-2018, Research Centre of the Slovenian Academy of Sciences and Arts)

Meta Gorup (2012-2018, Ghent University)

Pavel Borecký (2016-current, University of Bern / Anthropictures)

Verónica Reyero (2017-current, University of Madrid / Antropología 2.0)

Laura Korčulanin (2018-current, IADE-UE / Give a Shit)

Pardis Shafafi (2018-current, University of St. Andrews / Designit)

### **Network Manager:**

Pablo Mondragón Valero (2016-2018, Antropología 2.0)

Hélène Veiga Gomes (2018-current, CRIA)

### **Europe-US Liaison:**

Carla Guerron-Montero (2016-current, University of Delaware)

In 2018, the convenors of AAN set out to execute the ambitious plan: to finalise the manuscript, to contribute to EASA's Biannual Conference, to prepare "Development Plan 2018-2021", to elect new convenors, to restructure the network management, and to professionalise the organisation of the annual symposium "Why the World Needs Anthropologists".

In an accessible and appealing style, the contributors to the first **"Why the World Needs Anthropologists" volume** will share their career paths, inquire about the social value of anthropology, and provide specific suggestions on the ways in which the discipline can contribute to the reflected social change. The manuscript featuring twelve authors, e.g. Anna Kirah, Sarah Pink, Riall Nolan, and Thomas H. Eriksen, was submitted to Bloomsbury in November. The editorial team aims to present the book at the upcoming WWNA 2019 in Prague.

In order to contribute to the academic debate stimulated by "EASA 2018: Staying, Moving, Settling", AAN circulated the Call for Panels. Out of three shortlisted proposals, two were endorsed as the official network sessions. Finally, "**The Mobility of Applied Anthropologists: In and Out of Fields and Between Jobs**" of Siew-Peng Lee (Brunel University) and Margaret Bullen (University of the Basque Country) provided the platform for the discussion of the weight and relevance our discipline has in decision-making, policies, and design across Europe. Responding to the growing interest to co-organise WWNA symposium, 20 attendees of the **Annual Network Meeting** were presented with "satellite event" concept. The general framework was approved and two of the participants volunteered to organise "small" events in 2019. At the meeting Meta Gorup officially announced her resignation from the post of AAN convenor.

In terms of **Network Management**, this year marks the end to an era shaped by the founders of the network Dan Podjed and Meta Gorup. The acting convenors therefore prepared the Call for Convenors and drafted the strategic document "Development Plan 2019-2021". The final document will be published in January 2019. Undertaking the assessment of achievements and aspirations, three main goals to be set as follows:

- 1) **STABILITY:** EASA AAN and WWNA will reach financial and organisational sustainability by sealing long-term partnerships with professional organisations.
- 2) **GROWTH:** Whereas WWNA will stabilize in the current format, "satellite events" will be organised at a national or city level in collaboration with Network members.
- 3) **ACTION:** Membership Base will be encouraged to collaborate horizontally thanks to the improved communication system.

As for the election process, three candidates expressed their interest to join the leadership of AAN. At **Interim Network Meeting** in Lisbon two new convenors Pardis Shafafi and Laura Korčulanin were confirmed in their positions by technical vote of 21 attendees. Additionally, to substitute outgoing Pablo Mondragón Valero, WWNA 2018 team member Hélène Veiga Gomes was appointed as Network Manager. The next focal points of the meeting were the assessment of WWNA 2019 and the second workshop on "satellite event" concept. Furthermore, the position of **National Ambassadors**, who are to support the organisation of Satellite Events in future, was formulated. Participants from Romania, Spain, Portugal, Canada, Denmark and the UK volunteered to take over the responsibility in their respective countries. At the meeting Dan Podjed officially announced his resignation from the post of AAN convenor.

The overdue tasks, which have been only partially fulfilled by improved registration process (120+ members) and the creation of "Applied Anthro Collab Group" at Facebook (800+ members), are: Membership Base survey and creation of online Membership Database.

Hosted by the city of Lisbon and supported by wide coalition of partners, the sixth edition of „**Why the World Needs Anthropologists**“ focused on design anthropology, methods and practical applications, and its potential for framing the future of humanity around the world. On 26-28 October, 300 participants from 33 countries (160 trained anthropologist, 140 trained designers) engaged in the timely conversation around the key message of "Designing the Future": stop accumulating “knowledge” and start making “things”. Prof. Miguel Vale de Almeida and Prof. Rosa Maria Perez (ISCTE) welcomed our guests in beautiful Museu do Oriente. The Plenary Session presented José Manuel dos Santos (Signify), Sarah Pink (RMIT University), Jamer Hunt (Parsons School of Design) and Anna Kirah (Design Without Borders), as well as Design Hotspot area with 16 companies and institutions who offer and/or seek the expertise of design and anthropology. On the second day, the record-breaking 13 Workshops and innovative "Perspectives", PechaKucha-like speedtalks, opened the floor to the audience. Finally, WWNA 2018 was crowned by the session with a former AAA president Prof. Alisse Waterston. The free-of-charge event run on voluntary basis was financially supported by 27 partners and 14 local volunteers. The videos are available here: <http://www.applied-anthropology.com/video/>.

For the first time, representatives of local organisers were not fully satisfied, which resulted in sending the official letter to EASA Executive Committee. The Organising Team met with Portuguese colleagues, examined the points raised and responded promptly in a constructive manner. Whereas the Online Survey confirmed very positive feedback we have been receiving from event participants (free admission, modern venue, good speakers, inspiring Day 2, appealing visual identity, hard-working local team), from the production perspective, it has been at times challenging for growing team to manage a growing number of activities, actors involved and expectations at stake. We have learned from it and the preparations of Prague event will be adapted accordingly.

The Activity Report was prepared by EASA Applied Anthropology convenors:

**Pavel Borecký, Verónica Reyero, Laura Korčulanin and Pardis Shafafi.**

**Website:** <http://www.applied-anthropology.com/>

**Facebook:** <https://www.facebook.com/EASAAAN/> (12 000+ followers)

**Twitter:** <https://twitter.com/AppAnthro> (700+ followers)

**Instagram:** [https://www.instagram.com/world\\_needs\\_anthro/](https://www.instagram.com/world_needs_anthro/) (500+ followers)