

EASA Applied Anthropology Network - Activity Report 2019

AAN is the main European platform dedicated to the exchange of information and experiences related to practical applications of anthropology and ethnography. The network enables a circular transfer of knowledge between academia, private and public organisations, NGOs, interest groups, students and other individuals. **In 2019, the network served 210 scholars and practitioners active in 45 countries**, and numerous social media users. **We work together to maintain and develop anthropology as a relevant discipline and respected profession with significant weight in decision-making, policies, and design.**

Convenors:

Pavel Borecký	Network Manager, 2016-current, University of Bern / Anthropictures
Verónica Reyero	Communication Manager, 2017-current, Antropología 2.0
Laura Korčulanin	Financial Manager, 2018-current, IADE-UE / Give a Shit
Pardis Shafafi	WWNA Main Coordinator, 2019-2019, Designit

WWNA Satellite Events:

Hélène Veiga Gomes	2018-current, LAA-LAVUE
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Social Media Coordinators:

Karen Langvik	2019-current, University of Oslo
Cristiana “Kika” Barreto	2019-current, Tangível

AAN Founders and current Executive Advisors:

Dan Podjed	2011-2018, Slovenian Academy of Sciences and Arts
Meta Gorup	2012-2018, Ghent University

National Ambassadors:

USA: Carla Guerrón Montero (University of Delaware), **Canada:** Aura Cruz (Eberle Media & Consulting), **UK:** Sabina Oros (UoB), **Denmark:** Steffen Jöhncke (University of Copenhagen) and Janice Pedersen (Antropologerne), **Romania:** Mihai Burlacu (University of Brasov), **Spain:** Hernán Lew (VidaCaixa) and Verónica Reyero, **Portugal:** Laura Korčulanin and Hélène Veiga Gomes

Advisory Board Members:

Ellen Bal, Sandra Bell, Alenka Bezjak Mlakar, Jurij Fikfak, Duška Knežević Hočevar, Rajko Muršič, Lawrence Agbemabiese, Lu Ann De Cunzo, Lenora Bohren, Simone Borile, Ülo Valk, Carlo A. Cubero, Kristin Kuutma, Art Leete, Desirée Pangerc, Jaka Repič, Klāvs Sedlenieks, Veronica Strang, Peter Simonič, Giulia Sinatti, Rhoda Woets, Ana Margarida Ferreira, Catherine Williams, Alisse Waterston, Sarah Pink, Paul Stoller, Morten Nielsen, Miia Halme-Tuomisaari

Main Activities in 2019

Network Management: Earlier in 2019, due to his job-related obligations, Hugo Rocha (Vínculo) stepped down as a network designer. Fulfilling requirements of social media coordinators, Karen Langvik (University of Oslo) and Cristiana Barreto (Nova University of Lisbon) became new collaborators who help the network to generate, curate and circulate anthropology-relevant content. Pardis Shafafi successfully coordinated the biggest WWNA Organising Committee to this date.

Academic and Publication Activities: In late 2018, Korčulanin and Reyeró published a paper on WWNA 2018 “[Anthropologists and Designers Co-Designing the Future](#)” in **Anthropology in Action** journal. Throughout the year, network **members** such as Ironhack Bootcamp for UX and UI research (Portugal); CASCA-AAA conference (Canada); Politecnico di Milano (Italy), or Universidade Iberoamericana (Mexico). In mid-2019, Podjed, Gorup, Borecký and Montero signed a contract with [Bloomsbury](#) to publish the first “**Why the World Needs Anthropologists**” edited volume. The manuscript will feature eleven authors, who inquire about the social value of anthropology and discuss their career paths. The editorial team aims to present the book at WWNA 2020 in Prague. To stimulate academic debate at “**EASA 2020: New Anthropological Horizons in and beyond Europe**”, AAN team headed by Verónica Reyeró proposed “[Applying Anthropology across Disciplinary, Professional and Territorial Borders: Practical and Engaging Case Studies](#)” panel, for which we received 22 paper proposals.

Network Development - Organisational Stability: In early 2019, AAN convenors led by Pavel Borecký prepared a strategic document called “[Development Plan 2019-2021](#)”. In the area of **Organisational Stability**, a brand-new visual identity was developed by Hugo Rocha. Verónica Reyeró successfully directed the creation of “[Applied Anthropology Network Playbook](#)”, 26-page-long document, which explains the structure of AAN and elaborates on our key activities. Laura Korčulanin delivered on fundraising tasks for WWNA 2019, while convincing four sponsors to become long-term partners of the network, and facilitating the exploratory conversation with Ed Liebow, Executive Director of AAA. On behalf of the network, Borecký negotiated a closer collaboration of AAN and EASA Executive Committee. The general support was granted and EASA representative Miia Halme-Tuomisaari presented at WWNA in Oslo. The final decision on legal subjectivity and further long-term fundraising actions will be executed in 2020.

Network Development - In terms of **WWNA Growth**, the team of convenors did not manage to secure sufficient funding for WWNA Organising Committee in 2019. “**The Award for the Contribution to Engaged Anthropology**” was given to Thomas H. Eriksen for his outstanding lifelong support of “anthropology beyond academia”. In 2020, “**Apply Award**” ceremony for the best-applied anthropology projects will be hosted in Prague at WWNA. Furthermore, the “WWNA: Mobilizing the Planet” application for Wenner Gren Conference Grant was successfully submitted in late 2019.

Network Development - Networked Action: As far as **Networked Action** programme of the plan is concerned, we are still to develop “Apply Clubs”, establish community-run AAN newspaper, and improve the member-oriented functionality of www.applied-anthropology.com website (GDPR-compliant AAN Membership Database). Still, we did celebrate the first two well-attended **WWNA Satellite Events**, which took place in Romania and Portugal, both under the supervision of Hélène Veiga Gomes.

Social Media: Thanks to the contributions of Karen Langvik and Cristiana "Kika" Barreto, we have defined a **clear vision for our social media channels** and adapted to the particularities of each platform. In general terms, we aim to stimulate fruitful communication through digital means by spreading knowledge and participating in debates regarding the theoretical and practical implications of applied anthropology.

WWNA 2019: Sustaining Cities: The seventh edition of “[Why the World Needs Anthropologists](#)” focused on how to design and build cities for sustainability (Oslo, 25-27 October). Winning the official title of *Oslo: European Green Capital*-event, WWNA set out to bring together hands and minds that build our cities to inspire and incite action, foster fruitful collaborations and exchange ideas. **300 participants from 42 countries** discussed the propositions of four speakers: **Marianne Saetre** (Snohetta), **Morten Nielsen** (National Museum of Denmark), **Gareth Doherty** (Harvard University) and **Gemma John** (Human City). The City Hotspot hosted 18 companies and institutions who offered and/or sought the expertise of city-builders and anthropologists. The second day, **13 Perspective presentations and 14 action-oriented Workshops** on urban sustainability opened the floor to the audience. Finally, WWNA 2019 was concluded by the talks of **Miia Halme-Tuomisaari** and **Thomas H. Eriksen**, who was genuinely surprised by the Award. For the first time, participants were asked to purchase a ticket (12 EUR for students, 30 EUR standard ticket). The event was supported by 17 partners, 11 sponsors and 3 media partners.

Network Meeting: 45 participants joined the **Network Meeting at WWNA 2019** in Oslo (historically the highest number). The convenors reported on their activities in 2019. Hélène Veiga Gomes introduced WWNA Satellite Events, the current “scaling-up impact” model of AAN, and the results of two “satellites” were presented by Anna Berza and Laura Korčulanin. The participants split into four workshop groups to generate momentum for the next stage in the execution of “Development Plan 2019-2021”. No special elections were held in Oslo. [The full Meeting Report is available here.](#)

Activity Report 2019 is co-authored by EASA Applied Anthropology Network members:

Pavel Borecký, Verónica Reyero, Laura Korčulanin and Cristiana “Kika” Barreto

Website:	http://www.applied-anthropology.com/	
Facebook:	https://www.facebook.com/EASAAAN/	13000+ users
LinkedIn:	https://www.linkedin.com/company/easa-applied	1400+ users
Twitter:	https://twitter.com/AppAnthro	1000+ users
Instagram:	https://www.instagram.com/world_needs_anthro/	1000+ users