

## Music for social impact: practitioners’ contexts, work and beliefs

### Dissemination event report – Colombia

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As part of the scheduled products from the MFSI project, Colombia’s team hosted one national academic event which main goal was to socialize specific results from Colombia’s case within the general MFSI research and offer a formative space for SIMM practitioners designed from our research outputs.

#### General information about the event

This was an open access three day event that took place between the 25<sup>th</sup> and the 27<sup>th</sup> of October at the Paiba Campus at Bogotá’s District University Francisco José de Caldas. This event was planned in association with the District University’s Institute for Peace and Citizenship Research (IPAZUD) as a joint venture and was named “*Seminario Internacional: IPAZUD 20 Años – Cátedra UNESCO en Artes, Educación y Cultura de Paz*”. This event included conferences, workshops, music performances and performative talks that articulated music and art works with peacebuilding and social transformation.



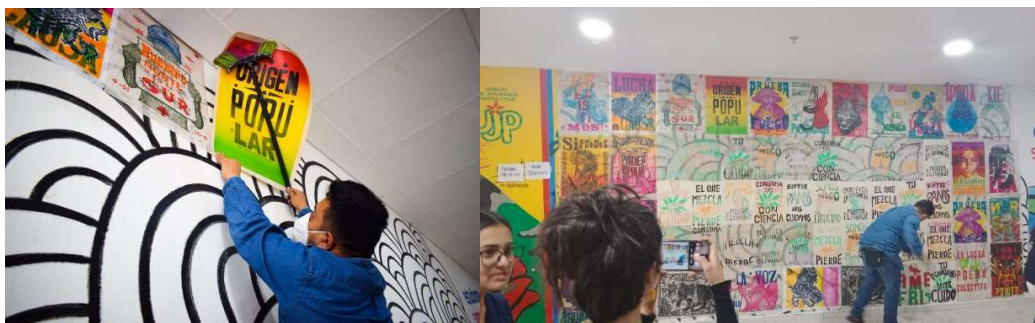
1. Paiba Campus. Bogotá, Colombia / Flyer of the event.

We started with a pre-seminar workshop that included a total of 20 undergraduate and graduate school students from Juan N Corpas University and District University Francisco José de Caldas. This workshop took place on the 25<sup>th</sup> of October and was about serigraphy and visual arts to be used as a public health tool to educate on responsible drug use.



### 2. Pre-seminar workshop

In this workshop we put together students from the Arts Faculty and the Health Sciences Faculty at both universities in a creative exercise that led to a public space intervention at District University's campus. The process was documented by our organizing team and we made a visual exposition of this work during the next two days of the seminar and on the closing event, we had a discussion session on this and other activities during the event.



### 3. Intervention at District University



### 4. The process / the Result

This intervention was made on one of the inner walls at the Faculty of Education which reported a specific issue within their student’s community of drugs abuse. As part of our workshop we discussed the importance of transdisciplinary work between health sciences and arts and with this action we expect to impact the +7.000 students from this particular faculty and some more from the rest of the University’s schools and centers.

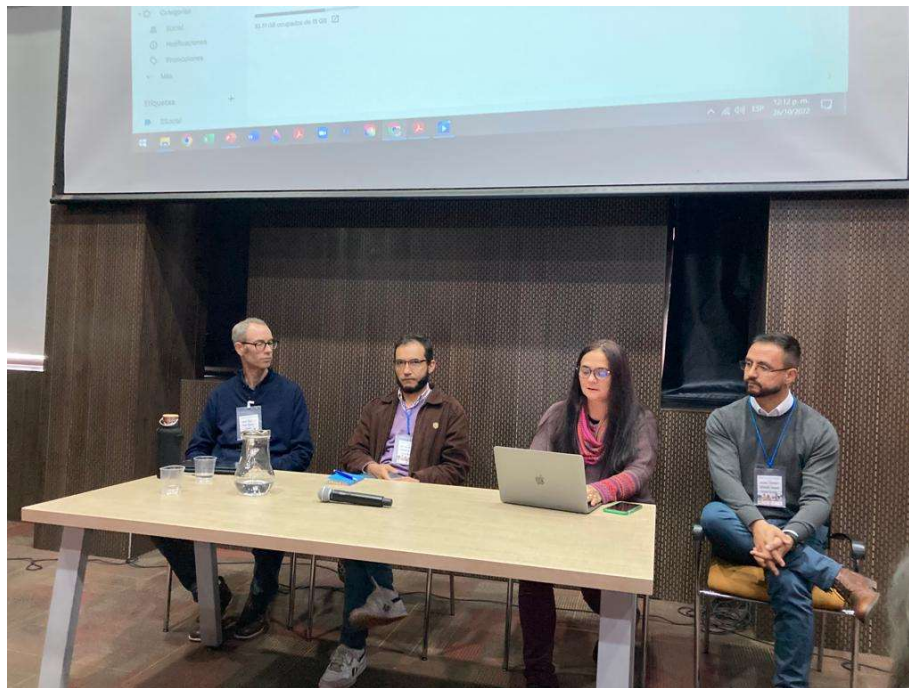
On the first day of the seminar, we had our keynote speaker from Siena University, Professor Carlo Orefice that gave a conference on the “Relationship between transdisciplinary work and violence overcoming”. He is a colleague from another UNESCO Chair and his conference was a perfect framework for us to present the MFSI project as an example of social sciences and music education articulation aiming for social impact in Colombia.



**5. Opening conference**

We had to adapt our event in response to the low in person attendance in comparison with what was expected. In addition to the 20 participants of our pre seminar workshop, we had approximately 70 to 90 people attending in person the different activities of the two days of the event. A main reason for this is that most of the people that expressed interest in participate in our event explicitly asked if this seminar would have a streaming option. Considering what has become normalized since the COVID-19 pandemic, online, or at least hybrid events are more appealing for the general audience of this kind of events in Colombia and has to be considered for future dissemination events.

After the opening conference we had our MFSI focused activities of the seminar. We managed to enable a streaming for the main panel in which the whole Colombia's team presented their main insights from our data analysis for the specific Colombian case. Our Principal Investigator, John Sloboda also gave an overview of the MFSI project via prerecorded video.



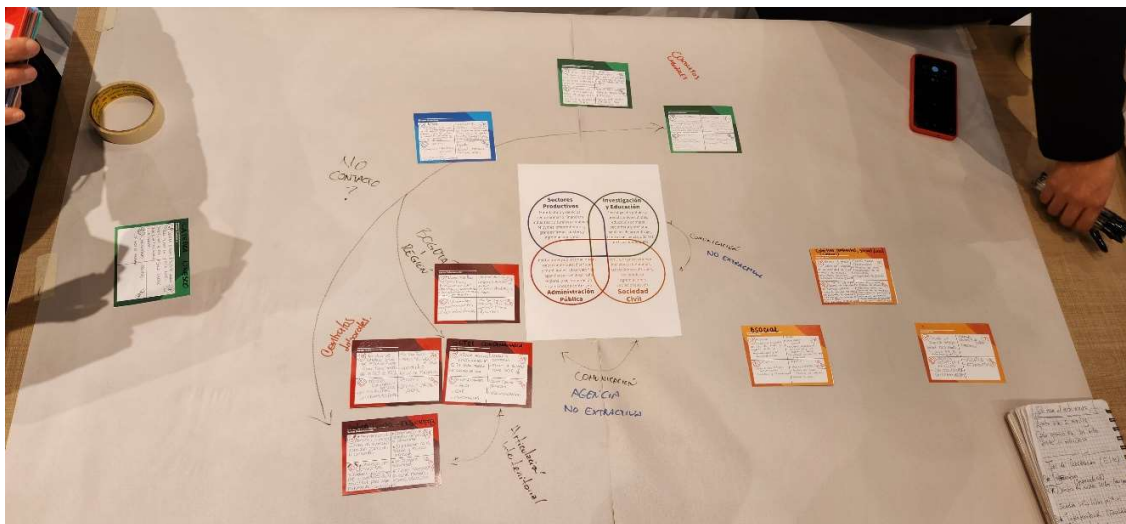
#### **6. Main panel of MFSI - Colombia**

In contrast to the low in person attendance, we had +300 viewers on our live stream. Mainly Music Education undergraduate students from Colombia. The whole session was recorded and we can use this material as part of the project website and add proper English translations to make this discussions accessible to more people interested.

At the afternoon of the first day, we offered our Practitioners Workshop. Sadly most of the practitioners from several locations in Colombia weren't able to travel to Bogotá to participate in our event. This is another thing to consider for future outputs from the project. In country displacement is really difficult so we need to make more accessible our research products.

Nevertheless, we managed to have a very productive session. This workshop was focused in "How to build networks to develop SiMM projects?" as we found from our Phase C data analysis that practitioners need support in building knowledge about how to make their projects more sustainable on a financial and strategical level.

In consequence, we invited to this workshop the practitioners and other key actors from the private productive sectors (entrepreneurs, industry), civil organizations (NGO's, social leaders) and public sector (local and national government). And fortunately we had at least one person from each type of actor.



**7. Colombia's Practitioners Workshop.**

Then, our workshop consisted in the use of a set of tools based on the concept of the quadruple helix in a gamified dynamic to explore paths of cooperation. Our practitioners learned how to plan inter-sectorial and inter-territorial cooperation around SiMM work. Having in mind that we didn't reach as much practitioners as we wanted in our event, we decided to include this as part of a practitioner's tool box in the project's website.

On the second day of our event we had the interdisciplinary art sessions which included performances, panels and the exposition of our pre-seminar workshop. We also had enabled our live streaming and had an average of 80 viewers per session in a total of four sessions on this day.



**8. Second day of the Seminar.**

In conclusion, we learned that in person only dissemination events are not a good idea and if we want to reach more people and offer something that benefits them, we need to consider alternative formats for this kind of research result communication. We had roughly a total of 90 people attending in person on three days of very varied activities and almost 800 people actively engaged with our live streaming for the event. With the advantage of not being only from Bogotá, but in other main cities from Colombia as Cali, Medellin and Bucaramanga.

We reached mainly Music Education Undergrad Students, but we had a good amount of public sector workers and social leaders that came to our event in person and we hope to replicate our workshop in places beyond Bogotá or putting this as a tool for the practitioners to replicate this workshop in several places in Colombia.

**In a nutshell...**

 **+90**  
IN PERSON

 **+800**  
VIEWERS

 **MOSTLY FROM**  
**BOGOTA**

 **TOOLS**  
+ COOPERATION  
+ ARTICULATION  
SIMM WORK