



## Concept Note

### "Latin American and Caribbean Fall" Festival 2023

10th Edition: "10 years together".

September – November 2023

#### Context

The "Latin American and Caribbean Fall" is a festival that annually promotes coexistence and multiculturalism in the Free and Hanseatic City of Hamburg through inclusive activities that allow the population of this city to approach and participate in the social, cultural and economic expressions of Latin America and the Caribbean (LAC).

Launched in 2014, the "Latin American and Caribbean Fall" is the only festival in Hamburg that focuses on the LAC region and, since its creation, has positioned itself as a cultural reference among the rich cultural offer of the city. It is an initiative of the Hamburg Senate and the accredited LAC consular corps. Since 2017, at the request of the organisers, the EU-LAC Foundation has taken on the role of coordinating the programme's activities. Other important partners are the Instituto Cervantes, the Lateinamerika Verein e.V., the University of Hamburg, the Berlin-based embassies of the Latin American and Caribbean Group (GRULAC), the MARKK Museum and, of course, diaspora organisations in Germany.

This event is a demonstration of the indivisible ties between LAC and Germany and an opportunity to create and expand understanding and cooperation between entities and people from both regions, promoting respect between cultures. The festival has a high degree of acceptance and appeal among people with strong intellectual, emotional or commercial ties to LAC, in particular migrants, multicultural families and students. In this way, the festival supports, makes visible and catalyses the work and contribution of migrant communities to German society, and especially in the city of Hamburg.

The "Latin American and Caribbean Fall" has the following objectives:

1. To contribute to the respect of multiculturalism in the city of Hamburg by promoting the diversity and cultural richness of Latin American and Caribbean countries and their contribution to the city.
2. To be the annual platform for cultural activities and events, as well as spaces for the discussion of LAC economic, political, social and academic issues in Europe organised by a diversity of public and private institutions.
3. To give visibility and relevance to Latin American and Caribbean communities in Hamburg and to become a space of free expression to promote dialogue and integration in the society that welcomes them.
4. Consolidate the positioning and visibility of ALC in the Hamburg cultural scene.
5. Promote the image of the participating institutions in Hamburg and Germany.

The EU-LAC Foundation shares the objectives of the festival and participates constructively to promote respect, multiculturalism and dialogue between the cultural and social expressions of Latin America and the Caribbean and Europe. In this way it also contributes to strengthening migrant communities and repays the generosity of the city of Hamburg, home of the Foundation.

#### Format

The "Latin American and Caribbean Fall" has an open format that allows cultural, gastronomic, literary, commercial, academic and other types of activities to take place between September and November in the city of Hamburg, which are organised based on a guiding theme chosen by consensus by the organising entities. The events can be face-to-face, hybrid or virtual, according



to the preference and objectives of the entity or person who is responsible for the organisation of each activity.

The EU-LAC Foundation, in its capacity as a coordinating entity, will provide its dissemination platforms and networks equally to all, supporting the participating entities in the organisation of individual activities. It will also contract advertising to complement the dissemination carried out by the organisers in order to reach the greatest number of people.

### Theme of the 2023 edition

As every year, the theme aims to be a source of motivation and a meeting point for the participants to contribute from their experience, while at the same time allowing an attractive and diverse programme to be structured around a central message.

With 2023 being the tenth edition of the Fall Festival, it is fitting that the theme should be:

### "10 years together"

This edition is one of celebration and integration, promoting those activities and initiatives that unite Latin American and Caribbean countries with Germany and at the same time contribute to the respect for social and cultural expressions in Latin America, the Caribbean and Europe.

It aims to celebrate this decade with a wide range of creative activities, such as music, literature, theatre, poetry, art, film and others, and to give outstanding recognition to the creativity and contribution of migrant communities in Hamburg and Germany. This edition is also an occasion to appreciate and celebrate the many relationships and joint projects that have been formed over the past ten years within the framework of the festival.

It is also proposed to highlight Hamburg as the host of various organisations and historical events that link Germany in general with Latin America and the Caribbean, such as trade, exports, migrations, student exchanges and cultural expressions, among others, which is also reflected in the decision of the Senate of the Free and Hanseatic City to contribute to founding this festival and to support it year after year.

### Coordination schedule (tentative)

Dates	Tasks
May-July	<ul style="list-style-type: none"> <li>Contact, guidance and follow-up with participating entities.</li> <li>Sending the registration form for activities carried out within the framework of the festival.</li> <li>Public call for the recruitment of an external consultant to support the festival.</li> <li>International public tender for the design of promotional material.</li> <li>Design of the advertising strategy.</li> </ul>
July	<ul style="list-style-type: none"> <li>First cut-off point for the presentation of activities.</li> <li>Follow-up with participating entities.</li> <li>Initial configuration of the festival programme</li> </ul>
August	<ul style="list-style-type: none"> <li>Deadline for submission of activities. (15.08)</li> <li>First edition of the LAC Herbst 2023 Programme.</li> </ul>



	<ul style="list-style-type: none"><li>• Advertising campaign.</li></ul>
September	<ul style="list-style-type: none"><li>• Start of LAC Herbst 2023 activities</li><li>• 20.09.2022: Inauguration ceremony organised by the Senate of Hamburg and attended by the city authorities and participating entities: EU-LAC Foundation, Consular and Diplomatic Corps, Instituto Cervantes, Civil Society organisations.</li></ul>
September-November	<ul style="list-style-type: none"><li>• “Latin American and Caribbean Fall” activities, e.g. literary and academic discussions and round tables, film cycles and art exhibitions, performing arts and music.</li><li>• 3rd October: German Unity Day</li><li>• October: Latin American and Caribbean Culinary Route</li><li>• Continuation of advertising campaign.</li></ul>
November	<ul style="list-style-type: none"><li>• Ibero-American and Caribbean Film Week</li><li>• Celebration for the “Día de los Muertos”</li></ul>
December	<ul style="list-style-type: none"><li>• Conducting an internal satisfaction survey.</li><li>• Preparation of the internal report.</li></ul>