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THE BRITISH COUNCIL'S PROGRAMME FOR LONDON 2012 – INTERIM REPORT

DECEMBER 2012

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Front cover: Children play with hula hoops from specially designed sports kits in Chiputo, eastern Mozambique.

Photograph © International Inspiration/2012/Rebecca Hearfield

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The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

When London won the right to host the Olympic Games in 2005, Lord Coe famously promised to inspire young people around the world: 'London's vision is to reach young people all around the world; to connect them with the inspirational power of the Games'. He also said he wanted to put culture at the heart of the Games. The UK has clearly delivered on these promises.

It soon became clear that the London Organising Committee of the Olympic Games (LOCOG) was absolutely committed to the educational and cultural dimension of the Games. It quickly developed imaginative educational programmes with a focus on 'inspiring a generation' and set about reinvigorating the Cultural Olympiad with a four-year nationwide programme. This culminated in the London 2012 Festival which was designed to inspire creativity across all forms of culture, bringing together artists from all over the world.

Inspired by this vision and the sheer scale of the ambition, the British Council gave its full support. As the UK's body for international cultural relations, we recognised a clear role for ourselves to support the educational and cultural ambitions of the London 2012 Games and to help ensure that the Games touched the lives of people all around the world. We recognised that the Games offered a once-in-a-lifetime opportunity to showcase the UK's cultural strengths, to enhance positive perceptions of the UK and develop new and lasting international collaborations and connections.

This report summarises the British Council's contribution to the success of the London 2012 Games. All of our activities around the Games were carried out in close collaboration with the culture and education teams in LOCOG and with a variety of partners. In some cases we were the junior partner, providing an additional international dimension to large-scale projects. In other cases, we took a leading role. This has been a major programme for the British Council, cutting across our work in education, arts and English language.

Our report on the British Council's Programme for the Olympic and Paralympic Games is divided into three main sections:

- **CULTURE AT THE HEART OF THE GAMES**
- **INSPIRING A GENERATION**
- **A GLOBAL PROGRAMME**

These three sections draw on a combination of qualitative and quantitative evidence to provide a comprehensive summary of how the British Council delivered a programme that reflected the core aims and principles of not only the Olympic and Paralympic movement, but also what we stand for as a cultural relations organisation.

'Most of us will remember the moment London was declared the host city for 2012. For me the most striking image was the sight of jubilant young people amongst the official UK delegation celebrating with David Beckham, Lord Coe and Princess Anne.'

PAUL DOCHERTY, BRITISH COUNCIL, DIRECTOR UK 2012

133

countries participated in the British Council's London 2012 programme

500,000

people attended international arts events in the UK which were supported by the British Council

1 MILLION

children took part in new international school partnerships supported by the British Council

11 MILLION

learners of English used language materials inspired by the London 2012 Olympic and Paralympic Games

14 MILLION

children worldwide were inspired to take up sport through International Inspiration

CULTURE AT THE HEART OF THE GAMES

'I made the commitment in Singapore to revitalise the Cultural Olympiad because actually culture sits absolutely at the heart of the Olympic ethos.'

LORD COE

The Cultural Olympiad and the London 2012 Festival formed the largest cultural celebration ever seen in the history of the modern Olympic and Paralympic movements. The Cultural Olympiad was spread over four years and was designed to give everyone in the UK a chance to be part of London 2012 and inspire creativity across all forms of culture. The culmination of the Cultural Olympiad was the London 2012 Festival, a 12-week nationwide celebration bringing together leading artists from across the world along with the very best from the UK.

Our contribution concentrated on ensuring an international dimension. A total of 5,000 UK and international arts professionals were directly involved with our cultural programme for London 2012.

500,000
people attended international arts events in the UK which were supported by the British Council

UK–international artistic exchange

The British Council supports international artistic exchange as it develops artistic practice both in the UK and overseas. The Olympic and Paralympic Games offered a valuable opportunity to connect artists worldwide and draw them into a closer relationship with the UK. Inviting international creative practitioners to the UK to showcase work and collaborate with their UK counterparts has resulted in artists from the UK being invited to show their work overseas, part of the lasting legacy of the London 2012 Games.

BT RIVER OF MUSIC

We supported five collaborations linking British musicians with over 100 artists worldwide as part of BT River of Music. This weekend of free music from performers representing the 204 Olympic and Paralympic nations took place at various iconic sites along the Thames. BT River of Music attracted **an audience of 125,000** over the course of the weekend with an estimated broadcast audience of 8,000,000 and an additional 70,000 visiting the BT River of Music website.

Representing all five continents, each project we developed for BT River of Music was a collaboration between UK and overseas musicians. Each collaboration has its own story, reflecting the way we tailor partnerships to the local context.

.....
Matthew Herbert has been invited to compose music for the Winter Olympics in Sochi, Russia in 2014. Byron Wallen has been invited to Lagos to work with up and coming brass musicians. Ondatrópica released an album and have since toured across Europe and America. The Black Arm Band would like to develop concepts started in their project, write new material and work with other UK artists.
.....

BT River of Music formed part of the London 2012 Festival and was supported by National Lottery Funds through the Olympic Lottery Distributor and Arts Council England, and was produced by Serious.

AFRICA STAGE

King Sunny Ade and his African Beats

From Nigeria, King Sunny Ade, Wizboyy and Weird MC collaborated with Byron Wallen's Adventures in Brass from the UK to celebrate musical common ground.

AMERICAS STAGE Ondatrópica

British musician and producer Will Holland AKA Quantic and Colombian Mario Geleano explored and savoured the popular music of the Colombian Caribbean.

ASIA STAGE In Transit

UK cross-cultural dance outfit, Transglobal Underground led a new collaboration with musicians representing UAE, Qatar, Kuwait, Oman, Bahrain, Yemen and Saudi Arabia, telling a story of change and opportunity; of people and cultures in transit.

EUROPE STAGE

Matthew Herbert's All Russian Big Band

British electronic musician and DJ Matthew Herbert created the All Russian Big Band and composed two new pieces of music created from sounds of Russia.

OCEANIA STAGE

Mamaith Mother Tongue

Australian Indigenous arts collective Black Arm Band collaborated with alternative Welsh folk roots group 9Bach to explore music connections and the preservation of language and culture through music and song.

STREETWISE OPERA

Award-winning charity Streetwise Opera presented a one-night special event at the Royal Opera House to showcase the skills of 300 performers from the UK, Slovenia, Australia and North America, who have experienced homelessness.

The event, 'With One Voice' was the first time that homeless people have been given an official platform at celebrations for the Olympic and Paralympic Games. The performance was streamed online.

The event, part of the London 2012 Festival, was funded by the Calouste Gulbenkian Foundation with additional support from the British Council and European Commission to facilitate the involvement of international performers and films.



Second Time Broken
© Remix Dance Company

One Unlimited collaboration involved UK artists David Toole and Lucy Hind in partnership with South African dance company Remix.
© Simon Warner



UNLIMITED

Unlimited was a groundbreaking three-year initiative that commissioned 29 new pieces of work by deaf and disabled artists from the UK. We supported five UK-international collaborations with artists from seven countries which premiered in Birmingham, Cambridge, Liverpool, Newcastle and Weymouth prior to the Unlimited Festival, a major showcase at the Southbank Centre which ran concurrently with the Paralympic Games.

The Unlimited Festival attracted **live audiences of 20,000 people** at ticketed and free events and engaged with an estimated 11,000 people through digital media. In addition, the international commissions we supported reached **an audience of over 65,000** through websites, exhibitions and performances at venues across the UK.

Unlimited gave artists the opportunity to develop new skills and collaborate with international partners. It is anticipated that many of the artists, drawing on this experience, will develop new, exciting collaborations in the future. Many artists who were involved have since accepted invitations to present their work as part of major festivals in South Africa, Brazil and Qatar, while five UK sector specialists will be invited to speak or train at international events.

Unlimited formed part of the London 2012 Festival and was principally funded by the National Lottery through the Olympic Lottery Distributor, and delivered in partnership between London 2012, Arts Council England, Creative Scotland, Arts Council of Wales, Arts Council of Northern Ireland and the British Council.

BOOMBA DOWN THE TYNE

A large-scale performance which brought together the spirit of the English Blaydon Races from Newcastle with the Brazilian Boi Bumba. Produced by Lawnmowers with Opaxoro Dance and Percussion Company and Orquestra Sertao/Urucungo Association Point of Culture from Brazil.

THE DEAN RODNEY SINGERS

72 band members (from Brazil, China, Croatia, Germany, Japan and South Africa) collaborated online to create new music, dance and video using cutting-edge web technology, resulting in a digital installation and online presence. Produced by Heart n Soul.

THE IMPENDING STORM

Both able-bodied and disabled artists collaborated to create a new dance piece with a spoken text and sung score. Produced by DanceXChange with David Toole and Remix Dance Company.

UNLIMITED GLOBAL ALCHEMY

An exploration of issues of identity, survival in the face of chronic medical conditions, and the politics of HIV. Together the group created visual artworks, a performance and a documentary film which toured the UK and will tour internationally. Produced by Arts Admin with Rachel Gadsden and the Bambanani Group.

BREATHE

A spectacular outdoor circus, dance and theatrical event to open the London 2012 Olympic sailing events in Weymouth, designed by three leading disabled artists Jamie Beddard, Alex Bulmer and David Toole. Produced by Diverse City with APAE and Estacao Dancar.

'The overall collaborations between artists and directors pushed the boundaries and in doing so lifted the bar for disability arts ... being part of the Unlimited Selection Panel and experiencing the Unlimited Festival has helped me to conceptualise the first ever Disability Festival at Artscape in South Africa.'

MARLENE LE ROUX, UNLIMITED PANELLIST AND DIRECTOR, ARTSCAPE, SOUTH AFRICA

WORLD SHAKESPEARE FESTIVAL

The World Shakespeare Festival was a celebration of Shakespeare as the world's playwright produced by the Royal Shakespeare Company. It included Globe to Globe, a major programme over six weeks, produced by Shakespeare's Globe, which brought 37 plays in different languages to London.

We supported the research and development of productions from Brazil, Dubai, Iraq, Mexico, Tunisia and Russia for the World Shakespeare Festival and from Afghanistan, Pakistan and South Sudan for Globe to Globe. In total these performances reached a live audience of over 30,000.

Many of the collaborations were staged internationally prior to and after coming to London, touring in Mexico, India, Iraq, Pakistan, Qatar, and Germany. Some productions will tour later in Brazil, as part of Transform. Transform, a new four-year arts and creativity programme which aims to develop artistic dialogue between the UK and Brazil for mutual benefit and long-term impact.

Full-length films of the productions from Afghanistan, Pakistan and South Sudan are available to watch on The Space website run by the BBC and Arts Council. The Space provides live, free and on-demand access to the work of artists and arts organisations, and allows visitors to experience and enjoy some of the events of Festival 2012 and the wider Cultural Olympiad. It was designed to change the way people can connect with and experience the arts. www.thespace.org

The World Shakespeare Festival was part of London 2012 Festival and was produced by the Royal Shakespeare Company and the Globe Theatre.

AFGHANISTAN Comedy of Errors

A brave and controversial undertaking from Afghanistan in which men and women acted together.

BRAZIL Two Roses for Richard III

Combined Shakespeare's text with circus, multimedia, visual metaphor and aerial choreography.

BRAZIL Dark Side of Love

Set in an underground space transformed into a dreamlike underworld with digital projections, and drawing on the rich cultural tapestry of Brazil.

IRAQ Romeo and Juliet

Set against conflict between families, communities and generations and infused with Iraq's rich traditions of poetry, music and ritual.

MEXICO

A Soldier in Every Son – An Aztec Trilogy

Passion, power and intrigue played out in a political thriller in three parts, spanning a century of Aztec history.

PAKISTAN Taming of the Shrew

Explored the difficulties encountered by modern Pakistani women. Rich in colour and energy, with live singers and musicians.

RUSSIA A Midsummer Night's Dream

A visually striking interpretation of the magical comedy.

SOUTH SUDAN Cymbeline

Drew on local accents, modern slang and myth, to create a show that resonates with contemporary life and politics in South Sudan.

TUNISIA

Macbeth – Leila and Ben: a Bloody History

Combined Shakespeare with film and reportage in a production inspired by the tumultuous events of the Arab Spring.

Shakespeare's Globe staged 37 of Shakespeare's plays in 37 languages as part of the World Shakespeare Festival
© Frank Noon

WORLD STAGES

For the first time, eight leading London theatres (Battersea Arts Centre, Bush Theatre, Lyric Hammersmith, Royal Court, Sadler's Wells, Somerset House, Theatre Royal Stratford East and Young Vic) collaborated to celebrate the diversity of London. It was a season of six shows highlighting London's multicultural community.

We supported the developmental stages of the collaborations between the World Stages London consortium and their international counterparts. Performances supported by the British Council reached a total UK live audience of 75,500.

It is already clear that World Stages has been a catalyst for future cross-London and international collaborations.

World Stages London was made possible by funding from Arts Council England, the British Council and various trusts and sponsors.

BABEL

A spectacular outdoor show which celebrated the internationalism of London, featuring a cast of over 500 community and professional actors and musicians.

THE BELOVED

Inspired by the Biblical and Koranic story of Abraham and Isaac/Ishmael.

THREE KINGDOMS

A gripping police vs low life thriller set across London, Munich and Tallinn.

THE SUIT

A musical play based on a story of 1950s township life.

WAH! WAH! GIRLS

A new British Bollywood musical.

WILD SWANS

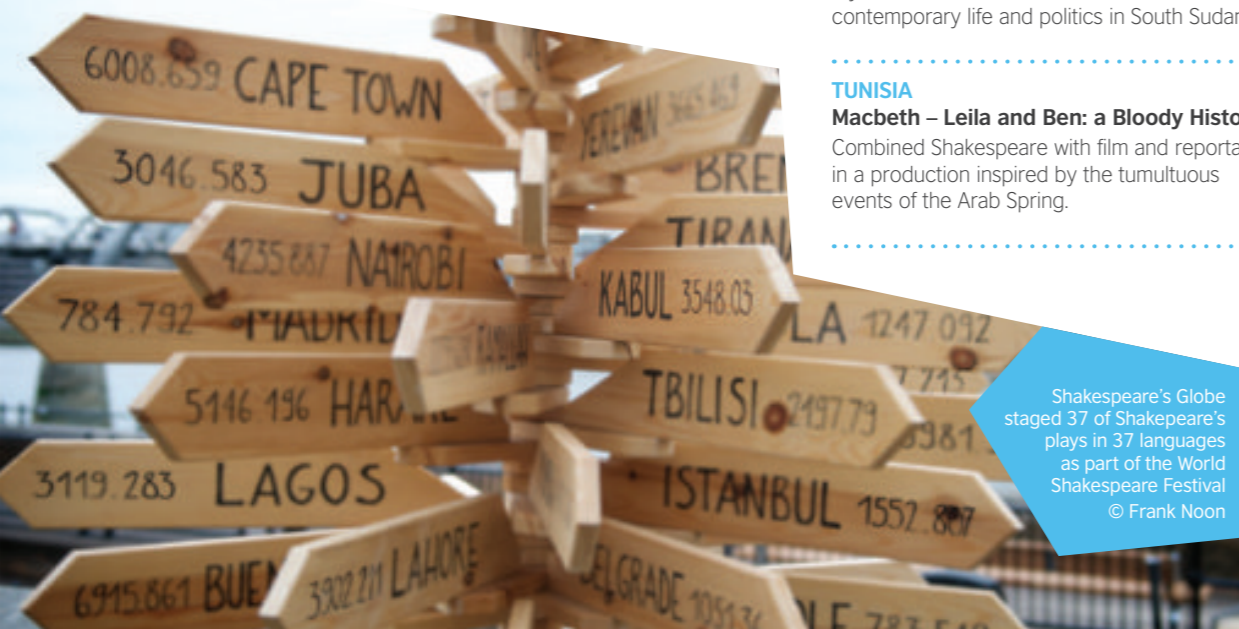
The first ever staging of Jung Chang's worldwide bestselling account of one family in a time of revolution.



Three Kingdoms
By Simon Stephens
Directed by
Sebastian Nübling

The Beloved
Written and
directed by
Amir Nizar Zuabi

Wah! Wah! Girls
By Tanika Gupta
Directed by
Emma Rice



Debate, dialogue and ideas

The British Council's global arts team works with the best of British creative talent to develop innovative, high-quality events and collaborations with artists and cultural institutions around the world. We facilitate inter-cultural dialogue between practitioners and with governments and cultural leaders to stimulate creativity and the exchange of ideas and to develop cultural policy.

THE CHANGING ROOM

The Changing Room featured 22 groundbreaking Arab artists from the Arab region who exhibited photographs, videos and installations reflecting experiences of events and the desire for change, presenting an alternative vision of recent changes that have occurred in and around the region. The Changing Room was complemented by a programme of talks, screenings and interactive workshops.

An estimated audience of 14,100 people saw the work of artists in The Changing Room exhibitions.

The Changing Room formed part of the London 2012 Festival and was delivered by Finding Projects Association in partnership with 7point9 initiative and with support from the British Council.

Nermine Hamam
From the *Uppekha Series* (2011)
Lambda print, 90 x 60 cm



The inaugural International Culture Summit
Andrew Cowan © Scottish Parliament

EDINBURGH INTERNATIONAL CULTURE SUMMIT

Directly after the Olympic Closing Ceremony, 90 cultural leaders from 32 countries and territories, including the UK, gathered in Edinburgh for the first ever International Culture Summit. Delegations met together with prominent artists, thinkers and others responsible for formulating and implementing cultural policy. Discussions took place on the use and value of the arts and the role of culture and the creative industries in encouraging dialogue among nations.

After the success of the first ever International Culture Summit we are now discussing the possibility of another Edinburgh International Culture Summit in August 2014, the year of the Glasgow Commonwealth Games.

The summit was organised in collaboration with the Scottish government, the UK government, the British Council, the Edinburgh International Festival and the Scottish Parliament.

'In bringing together such a distinguished and varied line up of leading thinkers and operators across the areas of culture, technology, politics and industry we are reaffirming the key role that culture plays in the success of nations today.'

JONATHAN MILLS, DIRECTOR OF THE EDINBURGH INTERNATIONAL FESTIVAL

EDINBURGH WORLD WRITERS' CONFERENCE

The Edinburgh World Writers' Conference began during this year's Edinburgh International Book Festival when 50 renowned writers from 25 countries met to explore five key themes in literary life today.

The conference is travelling to 14 countries: Germany, South Africa, Canada, Russia, Egypt, India, China, Turkey, Belgium, Trinidad, Portugal, France, Malaysia and Australia over the following 12 months.

INTERNATIONAL ARCHITECTURE AND DESIGN SHOWCASE

The Showcase, during the London Festival of Architecture and the London Design Festival, presented insights into architecture and design from 46 countries. In total, there were 39 exhibitions showcasing the innovative work of over 75 international architects and over 50 designers, with more than 30 curators, academics, artists and film-makers participating and nine universities involved. There were over 75 events including talks, symposia and film screenings which took place during the Showcase, with **an estimated audience of over 62,500 people**. A total of 40,000 international Showcase guides were distributed through embassies and at key locations in London, including: RIBA, Architecture Foundation, Design Museum, Tent London, Design Junction, 100% Design, Institute of Contemporary Arts, The Building Centre, Victoria and Albert Museum and London-based Architecture and Design studios.

.....
The Showcase – formerly held every two years will happen annually from 2013 onwards.

The British Council's International Architecture and Design Showcase formed part of the London 2012 Festival, and was run in partnership with the London Festival of Architecture and the London Design Festival and various foreign embassies and cultural institutions.



Romania's *Minimal Complexity* exhibition at Central St. Martins
 © Agnese Sanvito

RIO OCCUPATION

Linking London 2012 Games to Rio 2016, 30 groundbreaking artists from Rio de Janeiro came to the capital to occupy more than 50 spaces, showing over 250 works of art and performances over 30 days **which were viewed by more than 37,000 people**.

.....
A reciprocal occupation is planned for Rio in 2013 as part of our Transform programme in Brazil, a new arts and creativity programme over four years, aiming to develop artistic dialogue between the UK and Brazil for mutual benefit and long term impact.

The Rio Occupation formed part of the London 2012 Festival and was commissioned by Rio de Janeiro's State Culture Secretariat. It was produced by People's Palace Projects, co-produced by Battersea Arts Centre, with support from the British Council.



Rio Occupation London
 © Ellie Kurtz

WORLD POETRY SUMMIT, POETRY PARNASSUS

Southbank Centre, together with artist in residence, Simon Armitage, invited poets from all 204 participating Olympic nations to take part in the Poetry Parnassus festival of readings, performance and debate during the London 2012 Festival. Poetry Parnassus attracted **an audience of over 13,000 people**.

The British Council helped to identify the poets, and brought together leading festival directors, arts programmers, translators, academics, educators, publishers and editors for the first time for the World Poetry Summit, a one-day conference during the Poetry Parnassus Festival at the Southbank Centre.

There were 34 speakers who represented 22 countries and an audience of 300. Discussion challenged thinking around poetry, raising questions for writers and audiences alike.

The World Poetry Summit at Poetry Parnassus formed part of the London 2012 Festival and was delivered in partnership by the British Council and the Southbank Centre.

INSPIRING A GENERATION

The London 2012 bid promised to 'reach young people all around the world and connect them to the inspirational power of the Games'.

LORD COE, 2005

Soon after the successful bid to host the Games in 2005 in Singapore, the British Council offered to support the UK's international ambitions for the educational and cultural aspects of the Games.

1 MILLION
children participated in new school partnerships worldwide

11 MILLION
learners of English were reached worldwide

14 MILLION
children worldwide have been inspired to take up sport

Inspired at school

The British Council recognises how valuable it is for young people to learn about the cultures of other countries. The Olympic and Paralympic Games offered us a unique opportunity to connect young people worldwide and promote the Olympic values of excellence, friendship and respect and the Paralympic values of courage, determination, inspiration and equality.

INTERNATIONAL INSPIRATION

The flagship sports legacy programme of London 2012 is International Inspiration, which is delivered in partnership between the British Council, UNICEF and UK Sport. The programme was developed from Lord Coe's promise to inspire a generation. It addresses sports educational issues around the globe by inspiring millions of young people.

The target was to work in 20 countries and change the lives of 12 million children. A full year before the 2012 Opening Ceremony we had achieved our targets. We now estimate that **the lives of 14 million children have been changed** by International Inspiration.

International Inspiration empowers young people, brings schools and communities together, and promotes health and education for all in 20 countries: Azerbaijan, Bangladesh, Brazil, Egypt, Ethiopia, Ghana, India, Indonesia, Jordan, Malaysia, Mozambique, Nigeria, Pakistan, Palau, South Africa, Tanzania, Trinidad and Tobago, Turkey, Uganda, and Zambia.

The programme works on three levels: with policy makers, sports practitioners and directly with children and young people. It seeks to change the way countries are promoting the role of sport in the school curriculum and to ensure that any policy changes are implemented effectively.

.....
International Inspiration is the first international sports development programme conceived and implemented by an Olympic and Paralympic host city. The International Olympic Committee has been impressed with the achievements of International Inspiration and has expressed an interest in finding ways to continue the programme.
.....

'The links we have made with our partner school in Brazil have been fantastic – integrating children with impairments into school through sport is a massive undertaking, but this is now taking shape.' – Jackie, Teacher, St Giles School

'The IOC congratulates LOCOG and its partners on the achievements of International Inspiration. This programme has successfully embodied the values of the Olympic Games and the wider Olympic movement. The first of its kind to be associated with the Olympic Games, during the seven years since London was awarded the Games, this innovative programme has reached out to millions of young people in 20 countries, inspiring them through sport.'

JACQUES ROGGE, PRESIDENT IOC

SCHOOL LINKING WITH THE BBC AND LOCOG

In collaboration with the BBC, **the British Council facilitated 2,547 new school partnerships, bringing 916,740 students, 30,558 teachers and 5,093 schools together across the globe.** Our main role was to identify international partner schools for UK schools through British Council Schools Online.

The BBC ran a campaign called Twin for 2012 which encouraged schools to join their World Class online forum and find partner schools through the British Council. Teachers and pupils involved in the partnerships shared creative work inspired by the Olympic and Paralympic Games and took part in the World's Biggest School Assembly.

Through the BBC's World Olympic Dreams project, schools were also encouraged to join World Class and find international partners through the British Council. This project followed the lives and progress of 26 athletes from around the world as they trained for London 2012. The British Council enabled 88 schools in the UK to partner with schools attended by World Olympic Dreams Athletes from 19 different countries.

These projects were fully supported by LOCOG who promoted school linking opportunities through their Get Set Network in support of Get Set Goes Global. By July 2012, 26,376 schools in the UK had registered with Get Set and 20,471 of those had applied to be a member of the London 2012 Get Set Network. LOCOG's partnership with the British Council gave these schools the opportunity to find international partners in the build up to the Games. LOCOG set up an additional linking opportunity for schools whereby schools in the UK were linked with schools nominated by National Olympic Committees (NOCs) and National Paralympic Committees (NPCs) worldwide. Over 100 additional school links were created through this project, with 16 of those links facilitated by the British Council.

'I have learned from my students that they have interesting backgrounds and life stories. My school and Bedford as a whole is very multicultural. Students didn't always talk about some of the experiences, challenges or their cultures before we took part in twinning. I think it has allowed them to express themselves and to celebrate where they are from.'

MICHAEL COX, TEACHER, BEDFORD ACADEMY

Nielsen, London 2012's research partner, conducted longitudinal research into the impact of Get Set for LOCOG. Research conducted in June 2012 highlighted that '87 per cent of Get Set teachers 'strongly agreed' or 'agreed' that Get Set had 'enhanced their young people's understanding of other countries and cultures' (up from 69 per cent in 2011). This increasing international awareness amongst young people in the UK is a clear legacy from the Games which the British Council helped to achieve by providing schools in the UK with international school linking opportunities.

.....
The British Council is aiming to sustain this legacy through its Connecting Classrooms programme. Schools that found partners in the run up to the Games have been given the opportunity to continue their partnership by signing up for the British Council's Connecting Classrooms programme.

WORLD SHAKESPEARE FESTIVAL EDUCATION PROGRAMME

*And if we thrive, promise them such rewards,
 As victors wear at the Olympian Games.
 This may plant courage in their quailing breasts,
 For yet is hope of life and victory;
 For slow no longer, make we hence amain.
 William Shakespeare, the Third Part of
 King Henry the Sixth, Act II, Scene III*

Research conducted by the British Council and the Royal Shakespeare Company (RSC) in December 2011 found that over half the world's schoolchildren study Shakespeare. In response to this research the RSC and the British Council set out to explore where, how and why Shakespeare is taught around the world as part of the World Shakespeare Festival.

At the heart of our partnership was an ambitious and wide-ranging project, Shakespeare: A Worldwide Classroom, in which we established international partnerships between schools in the UK with teachers, students and artists in Brazil, Czech Republic, Hong Kong, India, Oman, South Africa and the USA. **Over 1,000 participants took part** in exploring new approaches to teaching Shakespeare and 200 young people worked to achieve Arts Award certificates. The core schools in the programme plan to continue their international partnerships independently beyond 2012.

A 'Wiki Shakespeare' was set up to develop a global understanding of how the world teaches Shakespeare. Currently, 65 countries are represented on 'Wiki Shakespeare'. This community database is constantly evolving. For the most up-to-date information please visit www.worldshakespearefestival.org.uk/wiki

In addition, 400 people including participants, presenters, artists and young people from the seven countries reunited at the Worlds Together event. Worlds Together, a collaboration between Tate Modern, RSC, the National Theatre and the British Museum, was an international conference for artists and educators exploring the value of Shakespeare and the arts in the lives of young people.

.....
We are currently exploring the legacy of these projects and developing an education programme for 2014–16 which marks the 450th anniversary of Shakespeare's birth (2014) and the 400th anniversary of his death (2016). Shakespeare 2014–16 will build on the work of how the world teaches Shakespeare.

'Shakespeare's not British, Shakespeare's everything. His writing was like, my goodness; he must have come here and lived here for a while, because I could relate to so many things.' – Lucky Masipa, South African Student



The World Shakespeare Festival Education workshop
 Photograph by Stuart Hemsley © RSC

BIG DANCE

Big Dance celebrated the diversity of dance styles across the country and the world, featuring an array of events, including The Big Street Dance Day, which saw people dancing in public spaces all over the UK.

Wayne McGregor, in partnership with dance groups, choreographers and emerging and professional dancers, premiered a new piece for up to 2,000 dancers in Trafalgar Square.

Working closely with Big Dance and a range of partners in China and Brazil, we took this opportunity to link Olympic Games past, present and future. The combined audience and participants at these three events numbered over **3,100 people**. Events in Rio and Beijing were filmed, and then presented on large screens in Trafalgar Square.

The British Council also promoted Big Dance across the world through the Big Dance Schools pledge, which took place on the day the Olympic Torch arrived in the UK. The Big Dance Schools Pledge offered a great opportunity for young people of all ages to learn a new dance inspired by the London 2012 Olympic and Paralympic Games. **A total of 2,480 schools and organisations from 53 countries representing over half a million children signed up for the Schools Pledge.**

.....
 There have been discussions with the Brazilian Ministry of Culture, the National Arts Foundation and a number of other organisations in Rio concerning the development of Big Dance in Brazil. It is expected that five short films linking UK and Brazilian film makers and choreographers will be presented at the Rio Film Festival in October 2013. There are also wider ambitions for Big Dance to be adopted as part of the Cultural Olympiad for Rio 2016.

Big Dance is the world's largest dance programme. Founded in 2006 by the Mayor of London in partnership with Arts Council England, Big Dance is London's Legacy Trust UK programme.

Big Dance
 event in Beirut
 © British Council



INTERNATIONAL VOICES

A school music twinning project, International Voices brought together five UK 'Sing Up' school clusters together with five overseas clusters of six schools each in Bulgaria, Bangladesh, Kenya, Brazil and India. The UK and international schools developed partnerships focusing on music and singing.

Young people from Bulgaria and Brazil were invited to audition for the Sing Up/Youth Music Voices choir and five from each country were successful in obtaining a place, joining 120 16–21-year-olds from the broadest cultural mix across the UK. The choir performed on 12 occasions, with **an estimated audience of 80,500** and an online/broadcast reach of 1,400,000.

The project was led by a partnership of four organisations: Sing Up, Youth Music Voices, British Council and LOCOG.

WARM UP FOR THE GAMES

Warm Up for the Games was a British Council project which was awarded the 'Inspired by London 2012' mark. Aimed at students and teachers, this online resource offered a range of Games-related projects and materials and helped promote our school-linking opportunities.

Warm Up for the Games had 12,000 website views and there were over 2,000 downloads of learning resources.

Inspired through language

The British Council's English for the Games project, which was granted the 'Inspire' mark by LOCOG, aimed to satisfy the huge interest in the Games amongst teachers and learners of English worldwide and to enable visitors to the UK during the Games to communicate more easily.

The focal point of English for the Games was the range of online materials on the British Council's Teaching English and Learn English websites. These materials included information and worksheets on all Olympic and Paralympic sports, as well as information on the history and values of the Games. They were promoted across the British Council network and used in teaching centres around the world. Other projects, which have been summarised below, were developed by drawing on these core materials.

The British Council used a range of distribution channels for English for the Games in addition to the Learn English and Teaching English websites. We produced printed versions of some of the materials, we used social media and we also produced material for inclusion in the print media. We have calculated that we reached at least **11 million learners** of English worldwide as a result of the various initiatives around English for the Games. We reached a minimum of five million learners of English through materials downloaded from the websites by teachers, 2.5 million through teacher training workshops worldwide, two million through the print media, over 0.5 million directly through the online materials and a further one million through a range of central and regional initiatives including competitions, hard copy distributions and social media posts.

LANGUAGES FOR THE GAMES

Languages for the Games was a global competition for schoolchildren run by the British Council between February and May 2012. The aim of the Languages for the Games competition was to challenge schoolchildren to show creativity in a second language while raising awareness of the Paralympic Games. The competition task varied according to age group: 8–11-year-olds had to develop a presentation about their 'Paralympic hero or heroine'. The older category of 12–16 years had to describe their 'perfect Paralympic Poster'. In each age group there were individual and class prizes. The objective was to create a multimedia, online presentation which demonstrated creativity and originality, using English as a foreign language. Overall there were more than 350 entries from 46 countries. The two overall winners were Abdurrahman Adam (age 14) from Jakarta, Indonesia and Selina Xing (age 12) from Changchun, China. Both were congratulated by legendary British Paralympian Dame Tanni Grey-Thompson in the Olympic Park. In an exciting and packed itinerary, they also attended a prize-giving ceremony at the British Council's headquarters and a Paralympic wheelchair basketball match at North Greenwich Arena, as well as visiting the Science Museum and the home of Sherlock Holmes.

VISITOR HANDBOOKS

The British Council developed for LOCOG two English language handbooks, one on the Olympic Games and one on the Paralympic Games. The content of the handbooks was approved by a range of bodies through LOCOG including the International Olympic Committee. These handbooks were given to all Olympic and Paralympic athletes in their official welcome packs and were distributed to contacts in the UK and overseas. Online versions of the handbooks were made available through the Learn English website. The handbooks include specialist sports vocabulary and dialogues. For native speakers of English there are some basic phrases in different languages to use when communicating with visitors from other countries.

OLYMPIC AND PARALYMPIC GRADED READERS

The British Council produced a set of four graded readers, one at each reader level from Elementary to Upper Intermediate. These readers provided graded reading material around Olympic and Paralympic themes, history and events. They were used extensively throughout the network, particularly during the Games. We produced and distributed 6,000 copies and at least 40,000 were reprinted locally, and there were over 60,000 downloads from the Learn English Facebook site. The first post for the Olympic Readers on Facebook was the most popular single post ever made on the Learn English Facebook page. The graded readers reached more than 60,000 people and were shared on more than 300 other Facebook pages.

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 The British Council in Brazil is engaged in discussions with Rio 2016 and educational authorities in Brazil concerning a number of potential English language projects around the Rio 2016 Games, drawing on the London 2012 materials.

'The English language is one of our greatest assets, building trust for the UK, bringing billions of pounds into our economy and creating life-changing opportunities for people across the globe. With the world coming to London for the 2012 Games, this is the perfect opportunity to use English to build some great new relationships, which will last well beyond the Closing Ceremonies.'

MARK ROBSON, DIRECTOR ENGLISH, BRITISH COUNCIL

The British Council English for the Games online materials

The British Council developed for LOCOG two English language handbooks, one on the Olympic Games and one on the Paralympic Games.



A GLOBAL PROGRAMME

‘We are helping to make the London 2012 Games a truly international and inclusive experience... We will help ensure that the London 2012 Games touch the lives of people all over the world.’

SIR VERNON ELLIS, CHAIR, BRITISH COUNCIL

Drawing on our global network, the British Council's programme reached people all over the world through a range of cultural, educational and English language projects related to the Games.

133 COUNTRIES
participated through a range of projects related to the Games

Global impact

The British Council's programme for the London 2012 Games touched the lives of people all over the world, building connections and lasting partnerships with the UK, in support of our cultural relations objectives.

We worked directly with international artists and arts organisations through our cultural programmes, with young people and schools through our educational programmes and with teachers and learners of English through our English language work.

British Council offices around the world found a range of innovative and creative ways to support the core programme and reach out to young people in their countries. Working with local partners including British embassies and high commissions, British Council offices worldwide promoted the Games through a range of activities including cultural performances, English language workshops, exhibitions, educational activities and online campaigns. As one of the public diplomacy partners (together with the Foreign and Commonwealth Office, Visit Britain and UK Trade and Investment), the British Council displayed London 2012 branded materials around the world in its offices and teaching centres, as well as on its websites. Using the mantra 'London 2012 – Connecting People Worldwide', British Council highlighted the power of the Games to bring people together. Some illustrative examples of our work in-country have been included in this report. All British Council offices around the world contributed in some way to the promotion of the Games in their country.

Case studies

ARGENTINA

The British Council drew on 'English for the Games' materials to create and distribute 10,000 CDs containing lesson plans on Olympic and Paralympic sports and conducted training for 1,500 English language teachers in over 20 different towns and cities across the country. We also drew on Foreign and Commonwealth Office film material to produce video packs for teachers called 'Sustainability for the Games', which were distributed to 1,000 teachers, and worked with the Embassy on an exhibition to promote London 2012. This exhibition, which showcased in particular the infrastructure at the Olympic Park and past Argentine successes at the Games, travelled around Buenos Aires in the buildup to the Games, and was displayed at sporting venues, universities, Olympic trial events (in rowing and volleyball), as well as at the pre-Games farewell party for the Argentine delegation at the British Embassy. It is estimated that nearly 12,000 people saw this exhibition.

CHINA

The British Council developed projects across examinations, arts and education to promote the values of the Olympic and Paralympic Games. To mark the opening of the Paralympic Games on 29 August, we launched an online campaign to raise awareness of disability issues and promote opportunities for disabled people through the International English Language Testing System (IELTS). Blurred messages were posted online through the IELTS official weibo in China to draw attention in an innovative way to issues faced by people with visual impairment. This was followed by a silent video which helped people understand the world of hearing impairment. Through the British Council's Dreams and Teams project, we helped over 100 schools across China to deliver sports and arts festivals to celebrate the London 2012 Olympic and Paralympic Games. These festivals promoted inclusion and the Paralympic spirit. In Beijing, for example, 20 young leaders organised a sports festival where all the games were designed, tested and put in place by deaf children. We also celebrated cultural aspects of the Olympic and Paralympic Games. The official LOCOG set of 12 posters (six inspired by the Olympic Games and six by the Paralympic Games) were exhibited in Beijing, Shanghai, Qingdao, Shenzhen and Hong Kong. In Hong Kong, the British Council organised a cultural carnival to mark the opening of the Olympic Games on 27 July.

GREECE

The British Council developed a range of programmes to promote the Games and inspire young people. In collaboration with the International Olympic Truce Centre (IOTC) and the British Embassy, for example, we developed the 'Imagine Peace Educational Programme', a highly entertaining and innovative educational programme designed to raise awareness of the values of the Olympic and Paralympic Games and the Olympic Truce. This programme was presented in more than 150 schools in Athens and around Greece. The IOTC were so impressed by the programme that they are planning to share it with other Olympic committees, including the one in Brazil. We also supported the torch handover in Athens. With LOCOG we brought over five young people (from London, the South West of England, Scotland, Wales and Northern Ireland) from schools that had participated in the Get Set programme and also had links through the British Council with schools in Greece. These young people were part of the official delegation, together with the Mayor of London and HRH Princess Anne, who brought the torch back to the UK for the start of the torch relay. We arranged the programme for these young people, which included a visit to a local school with Lord Coe and David Beckham.

Lord Coe, Chair of LOCOG and International Inspiration Ambassador David Beckham in Athens for the handover of the Olympic Torch inspiring young people during a school visit © British Council



The British Council's programme for the London 2012 Games touched the lives of people all over the world, building connections and lasting partnerships with the UK, in support of our cultural relations objectives.

INDIA

Over 10,000 young people and over 200 schools from the Connecting Classroom network were inspired to engage with the spirit and values of the Games through a range of fun activities. The 'Warm up for the Games' global competition, for example, brought out the artistic talents of students from India, with Indian schools bagging prizes in seven categories. A local competition called the '100 words Radio Play' challenged students to create short plays on the theme – 'My plans for the Games', using only 100 English words. The winning team had the fantastic opportunity to visit London during the London 2012 Festival. In addition, over 100 English language teachers took part in workshops around English for the Games, in New Delhi, Mumbai, Chennai and Kolkata.

There were also initiatives that involved a range of different countries. This year the theme of the British Council's annual Global Virtual Enterprise Challenge was 'If the Olympic and Paralympic Games were to take place in your country, what business would you develop?' Teams from Uzbekistan, Turkey, Kazakhstan, Macedonia, South Africa, Bangladesh and Pakistan were invited to enter the competition by submitting a short presentation. Three students from South Africa won the competition. It is estimated that over 80,000 people became aware of the challenge through Facebook, competition entries were viewed over 12,000 times on YouTube, and over 5,000 visitors cast a vote to choose the winning film.

These examples provide an indication of how the British Council globally involved young people in activities that enabled them to feel part of the London 2012 Olympic and Paralympic Games. In this way, the British Council helped not only to promote the values of the Games but also contributed to the positive impact that the Games have had on UK's international reputation. Research conducted by Ipsos Mori on behalf of the British Council indicates that over two thirds of audiences internationally believe that the UK did a good job in hosting the Games and nearly 50 per cent believe that the UK's international influence has increased as a result of the Games.

The British Council is proud to have played its part in supporting the cultural and educational aspects of the Games and also to have contributed to the wider international promotion of the UK around the Games. We are now delivering an international legacy for the Games through our work in education, English language and the arts.

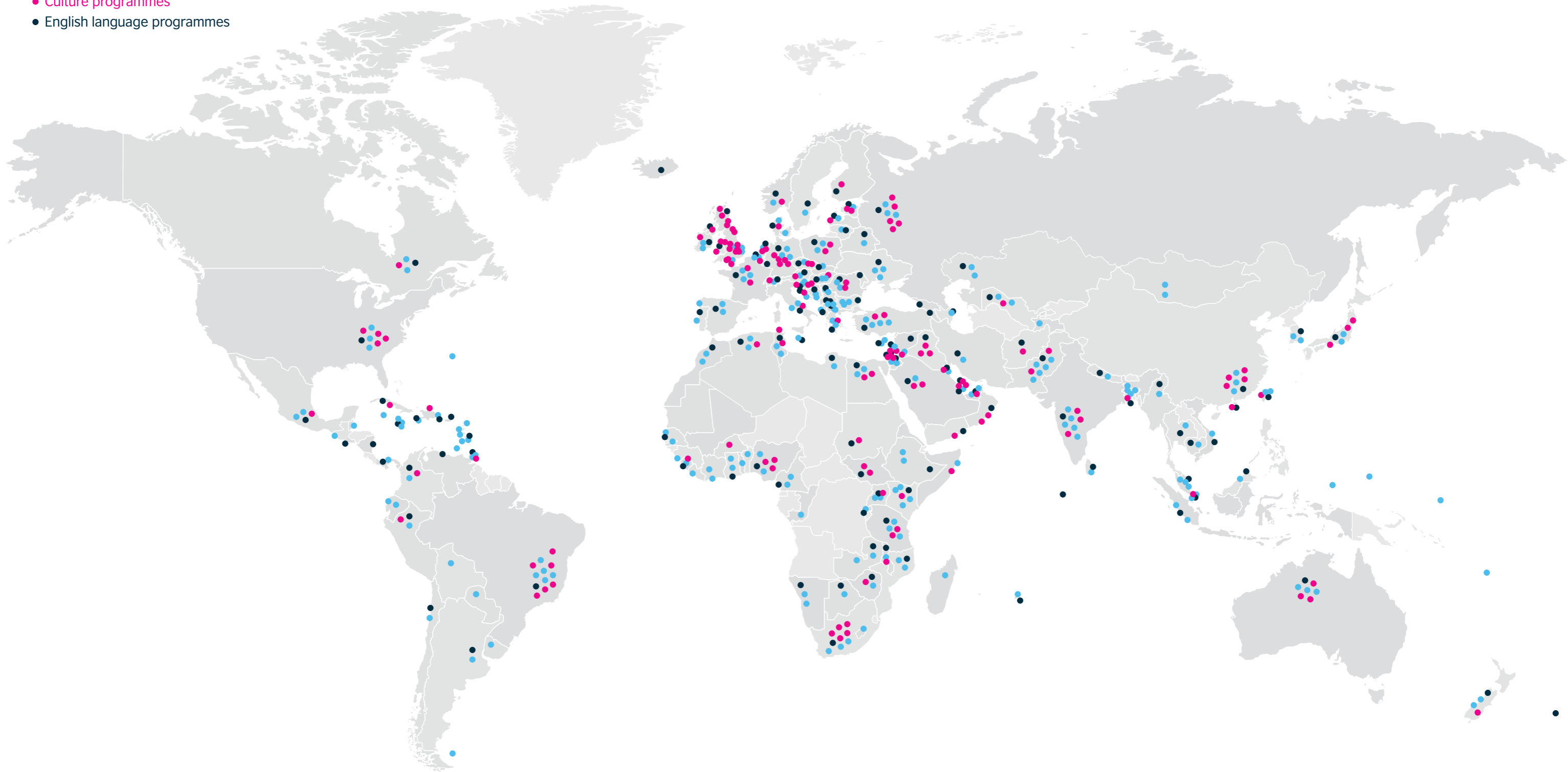
Warm Up for the Games Olympic and Paralympic Values category poster design competition entry by student from Christ Nagar Secondary School, India



Global participation – world map

Our educational, cultural and English language programmes took place in 133 countries around the world.

- Education programmes
- Culture programmes
- English language programmes



Global participation

The following list shows the countries which participated in the British Council's 2012 education, culture and English language programmes.

Education programmes

BIG DANCE

Algeria
Australia
Bosnia and Herzegovina
Botswana
Brazil
Bulgaria
Canada
Cayman Islands
China
Cyprus
Denmark
Ecuador
Falkland Islands
France
Germany
Greece
Guernsey
Hungary
India
Ireland
Italy
Ivory Coast
Jamaica
Japan
Kenya
Latvia
Lebanon
Macedonia
Malaysia
Malta
Mexico
Morocco
Mozambique
New Zealand
Pakistan
Poland
Portugal
Romania
Russia
Serbia
Singapore
Slovenia
South Korea
Spain
Taiwan
Tanzania
Tunisia
Turkey
Ukraine
United Arab Emirates
United Kingdom
United States of America
Uzbekistan
Vietnam

GLOBAL ENTERPRISE COMPETITION

Bangladesh
Bosnia
Kazakhstan
Macedonia
Pakistan
South Africa
Turkey
United Kingdom
Uzbekistan

INTERNATIONAL INSPIRATION

Azerbaijan
Bangladesh
Brazil
Egypt
Ethiopia
Ghana
India
Indonesia
Jordan
Malaysia
Mozambique
Nigeria
Pakistan
Palau
South Africa
Tanzania
Trinidad and Tobago
Turkey
Uganda
United Kingdom
Zambia

INTERNATIONAL VOICES

Bulgaria
Brazil
Bangladesh
Kenya
India
United Kingdom

SCHOOL LINKS

Algeria
Antigua and Barbuda
Argentina
Australia
Austria
Belgium
Bangladesh
Belarus
Belgium
Belize
Benin
Bermuda
Bolivia
Bosnia
Brazil
Bulgaria
Burma
Cambodia
Cameroon
Canada
Chile
China
Colombia
Congo
Ivory Coast
Croatia
Cyprus
Czech Republic
Denmark
Dominica
Dominican Republic
Ecuador
Egypt
Estonia
Ethiopia
France
Gambia
Germany
Ghana
Greece
Grenada
Guadeloupe
Guatemala
Guinea
Haiti
Hungary
India
Indonesia
Iran
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakhstan

Kenya
Kuwait
Lebanon
Lesotho
Liberia
Libya
Lithuania
Macedonia
Madagascar
Malawi
Malaysia
Marshall Islands
Martinique
Mauritius
Mexico
Mongolia
Morocco
Namibia
Nauru
Nepal
Netherlands
New Zealand
Nigeria
Norway
Pakistan
Palestinian Territories
Panama
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Republic of Korea
Romania
Russia
Rwanda
Samoa
Saudi Arabia
Senegal
Serbia
Sierra Leone
Singapore
Slovakia
Slovenia
Somalia
South Africa
Spain
Sri Lanka
St Vincent and Grenadines
Sweden
Switzerland
Taiwan
Tajikistan
Tanzania
Thailand

Togo
Tunisia
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States of America
Uruguay
Zambia
Zimbabwe

SHAKESPEARE SCHOOL WORKSHOPS

Czech Republic
Hong Kong
India
Oman
South Africa
United Kingdom
United States of America

WORLD OLYMPIC DREAMS

Australia
Belgium
Brazil
China
China
France
Germany
India
Jamaica
Kenya
Kosovo
Mongolia
Namibia
Pakistan
Palestinian Territories
Russia
Trinidad and Tobago
Ukraine
United Kingdom
United States of America

Culture programmes

BT RIVER OF MUSIC

Australia
Bahrain
Caribbean
Colombia
Kuwait
Nigeria
Oman
Qatar
Russia
Saudi Arabia
United Arab Emirates
United Kingdom
Yemen

EDINBURGH WORLD WRITERS' CONFERENCE

Canada
China
Egypt
France
Germany
India
Russia
Scotland
South Africa
Trinidad
Turkey
United Kingdom

WORLD SHAKESPEARE FESTIVAL

Afghanistan
Brazil
Iraq
Mexico
Pakistan
Russia
South Sudan
Tunisia
United Kingdom

WORLD STAGES

Brazil
China
Cuba
Estonia
France
Germany
India
Israel
Nigeria
Palestine
South Africa
United Kingdom
United States of America

UNLIMITED

Brazil
China
Croatia
Germany
Japan
South Africa
United Kingdom

THE CHANGING ROOM

Algeria
Bahrain
Egypt
Iraq
Lebanon
Palestine
Tunisia
United Kingdom

INTERNATIONAL ARCHITECTURE AND DESIGN SHOWCASE

Australia
Austria
Austria
Belgium
Brazil
Burkina Faso
China
Croatia
Czech Republic
Denmark
Finland
Germany
Greece
Hungary
Italy
Japan
Kenya
Latvia
Netherlands
Norway
Palestine
Peru
Poland
Romania
Russia
Sierra Leone
Somalia
South Sudan
Sudan
Switzerland
Taiwan
Tanzania
Turkey
United Kingdom
United States of America
Uzbekistan
Zimbabwe

RIO OCCUPATION

Brazil
United Kingdom

English language programmes

ENGLISH FOR THE GAMES

Afghanistan
Albania
Algeria
Argentina
Armenia
Australia
Austria
Azerbaijan
Bahrain
Bangladesh
Belarus
Belgium
Bosnia and Herzegovina
Botswana
Brazil
Bulgaria
Burma
Cambodia
Cameroon
Canada
Chile
China
Colombia
Croatia
Cuba
Cyprus
Czech Republic
Denmark
Denmark
Dominican Republic
Egypt
El Salvador
Estonia
Ethiopia
Finland
France
French Polynesia
Georgia
Germany
Ghana
Greece
Haiti
Hong Kong
Hungary
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kingdom of Bahrain
Korea
Kosovo
Kuwait
Latvia
Lebanon
Libya
Lithuania
Luxembourg
Macedonia
Malawi
Malaysia
Maldives
Malta
Martinique
Mauritius
Mexico
Moldova
Montenegro
Morocco
Mozambique
Namibia
Nepal
Netherlands
New Zealand
Nicaragua
Nigeria
Northern Ireland
Norway
Oman
Pakistan
Palestinian Territories
Panama
Peru
Philippines
Poland
Portugal
Puerto Rico
Qatar
Romania
Russia
Rwanda
Saudi Arabia
Scotland
Senegal
Serbia
Sierra Leone
Singapore
Slovakia
Slovenia
South Africa
South Sudan
Spain
Sri Lanka
Sudan
Sweden
Switzerland
Syria
Taiwan
Tanzania
Thailand
Trinidad and Tobago
Tunisia
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
United States of America
Uzbekistan
Venezuela
Vietnam
Wales
Yemen
Zambia
Zimbabwe