

EASA Applied Anthropology Network - Activity Report 2020

[Applied Anthropology Network](#) (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 2020, the network served 270 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 2016-current, University of Bern / Anthropictures

Markus Rothmüller 2020-current, UserGalactic

Lora Koycheva 2020-current, Technical University Munich

Verónica Reyero 2017-2020, Antropología 2.0

Laura Korčulanin 2018-2020, IADE-UE / Give a Shit

Hélène Veiga Gomes 2019-2020, ENSAPM / H+V/G studio

To get better acquainted with the network: [AAN website](#) + [AAN Playbook](#)

Social Media Coordinators:

Cristiana “Kika” Barreto 2019-current, Tangível

Petra Smutná 2020-current, Charles University

Karen Langvik 2019-2020, University of Oslo

Web development and graphic design:

Bhavesh Jadva 2019-current, Zig Zag Productions

Satellite Event coordinator:

Bérénice Perroud 2020-current, independent researcher

AAN Founders

Dan Podjed 2011-2018, Slovenian Academy of Sciences and Arts

Meta Gorup 2012-2018, Ghent University

Executive Advisors:

Dan Podjed 2018-current Slovenian Academy of Sciences and Arts

Meta Gorup 2018-current, Ghent University

Verónica Reyero 2020-current, Antropología 2.0

Laura Korčulanin 2020-current, IADE-UE

Hélène Veiga Gomes 2020-current, ENSAPM / H+V/G studio

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), **France:** Hélène Veiga Gomes, **Romania:** Mihai Burlacu (University of Brasov), **Spain:** Hernán Lew (VidaCaixa) and Verónica Reyero, **Portugal:** Laura Korčulanin

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, Pardis Shafafi

Main Activities in 2020

- annual symposium *Why the World Needs Anthropologists* online
- satellite event *Why Romania Needs Anthropology: Teaching Anthropology* online
- participation of a panel at EASA biennial conference
- publication of the book *Why the World Needs Anthropologists*
- website administration (applied-anthropology.com)
- content curation of social media
- network management

Changes in the network leadership

In the summer of 2020, Verónica Reyero Meal (Antropologia 2.0) stepped down as a network convenor due to her professional and job-related duties. Laura Korčulanin, convenor and long-term Finance Manager of the network, stepped down due to changes of professional priorities. As a short-term solution, her job has been covered by Karolina Kania, WWNA Finance coordinator. Hélène Veiga Gomes, Satellite Event coordinator and network member since 2017, began to engage as a Convener in December 2019 by collective agreement of the current team. In Autumn 2020, Hélène stepped down and, upon her suggestion, Bérénice Perroud was appointed as new Satellite Event coordinator. Verónica, Laura and Hélène accepted to become Executive Advisors to support the network without further formal obligations.

From October 7 until October 15, AAN members voted in the standard online election process and elected Markus Rothmüller and Lora Koycheva as new convenors. The results were announced at the AAN Network meeting, which took place during online WWNA (October 17, 2020).

WWNA book publication

The book project "[Why the World Needs Anthropologists](#)", co-edited by Dan Podjed, Meta Gorup, Pavel Borecký and Carla Montero, was triggered by network collaborations in early 2019. The collection of eleven essays on "social value and practical applications of anthropology" has been released by Taylor & Francis/ Routledge in November 2020. The book

has been written in an accessible and appealing way to cater to non-anthropologists and anthropology enthusiasts.

AAN members and WWNA: Mobilizing the Planet Digitally were offered 20% discount code.

EASA Biennial conference

AAN network participated at EASA conference with a panel entitled, *Applying anthropology across disciplinary, professional and territorial borders: practical and engaging case studies*. In total 33 participants attended two sessions where eight presenters discussed methodologies, work experiences and lessons-learned from different professional experiences.

EASA AAN Network Meeting

43 participants joined the Network Meeting hosted online during WWNA 2020 (historically the highest number). The convenors reported on their activities in this difficult year and discussed the mission and vision to respond better to covid-19 challenges with current and new members. Additionally, Apply Awards as new quality benchmark competition, Satellite Events as a scale-up model of AAN impact, role of National Ambassadors and position of Applied Clubs were addressed and presented.

[Funky Database](#): crowdsourced database of applied anthropologists, started in October 2020 as a group activity during the AAN annual network meeting. The final database will belong to the Applied Anthropology Network, but will be openly shared with the anthro community.

Why the World Needs Anthropologists: Mobilizing the Planet Digitally

[Why the World Needs Anthropologists](#) is a showdown of the most thought-provoking issues, bursting out of the intersections of academia and aligned industries. Attracting 2500 participants from varying disciplines and sectors, the flagship symposium of European Applied Anthropology has been providing a platform for discussion and action since 2013.

In February 2020, we have successfully fundraised 5000 EUR as the first recipient of EASA Public Engagement grant (thank you!), and received a ground-breaking 19500 USD Conference grant from [Wenner Gren](#) foundation. Memoranda with leading academic institutional co-organisers were signed and a [free venue](#) was secured. In light of the unfolding global crisis, the Organising Committee of WWNA 2020 decided to organise lite online gathering only and postpone preparations of “freezed” physical event to 2021.

Under the programme leadership of Mina Baginova (UCL), the 8th annual symposium “[Mobilizing the Planet Digitally](#)” presented six high-profile speakers in order to “explore the potential of digital mobilizations”. [Video-presentations](#) are available on AAN Youtube. Furthermore, a well-attended book launch (270 individual accounts) and AAN Network meeting took place. Zoom-powered technical solution offered uninterrupted seamless broadcast.

Once the international vaccination mission is over, the aforementioned assets will allow us to execute the hybrid “[Mobilizing the Planet](#)” as planned. Currently, we are planning towards September 2021. For the very first time, AAN represented an independent international jury will give [Apply Awards](#) (call for application is circulating). Similarly to Miia Halme-Tuomisaari much-appreciated address in 2019, the Executive Board of EASA is invited to utilize the platform for general public address.

Satellite event *Why Romania Needs Anthropology: Teaching Anthropology online*

The Applied Anthropology network supported organization of the satellite event [Why Romania Needs Anthropology: Teaching Anthropology online](#) together with Transilvania University of Braşov and the Initiative for Useful Anthropology organized satellite event “Why Romania Needs Anthropologists: Teaching Applied Anthropology”. The event was attended by 35 participants from varying disciplines and sectors and addressed pertinent topics of teaching anthropology online due to the covid-19 challenges and further beyond academic boundaries. Four invited speakers, Ioannis Manos, Petruța Teampău, Michelle Dolan and Alexandra Gereă were addressing the topic through their presentations and further engaged panel discussion with Q&A.

Activity Report 2020 is co-authored by: **Laura Korčulanin, Hélène Veiga Gomes, Pavel**

Borecký

Website:	http://www.applied-anthropology.com/	
Facebook:	https://www.facebook.com/EASAAAN/	13400+ users
LinkedIn:	https://www.linkedin.com/company/easa-applied	3300+ users
Twitter:	https://twitter.com/AppAnthro	1400+ users
Instagram:	https://www.instagram.com/world_needs_anthro/	1600+ users