

The Dance and Creative Wellness Foundation

*A European Body for Quality Artistic Dance Innovation
in Applied Health & Wellness Contexts*



validate - share - sustain - train - create

The 'Dance & Creative Wellness' Foundation is a non-profit European Body created by and for professional artists to provide a united, inclusive 'voice' for individuals, researchers and companies developing ground-breaking quality artistic work in 'applied-dance'.

Chapter 1: Introduction

In this climate of global health epidemics such as Alzheimer's, obesity, depression and increasing ageing populations, in which the World Economic Forum and EU Health Strategy call out for innovation and quantum leaps, the partners of The Dance & Creative Wellness Foundation uphold that 'dance' in all its multi-facets has a significant role to play in the health and wellness of individuals, communities and the general public. Dance is perfectly positioned to provide a supporting role for the public health sector, offering a proactive, effective response to such global wellness challenges.

Dance and art are universal languages that have the ability to reach and engage diverse publics and cultures. Dance is an inclusive, social activity that impacts health on a global level: on a physical, mental and emotional level, capable of engaging individuals of all ages in life-giving activity, improving general levels of health, immune function, brain health, mental wellbeing and social integration.

Engagement in dance and the arts resonates with the individual at a deep level within the organism promoting coherence and balance of interconnected bodily systems essential for health and wellbeing and connecting and unifying individuals in a shared intention and understanding. Dance and artistic, creative movement provoke change in the body at a cellular level, beyond words and beyond thought.

There is much evidence-based research available now on the health benefits of participation in Dance over and above other physical activities. Dance is particularly effective and appropriate for the ageing population particularly the development of cognitive reserve to ward off dementia and more generally for fall prevention, obesity and as relief from other aggravating socio-health factors such as isolation. Moreover, Dance research demonstrates its effectiveness in both preventative and care programmes for specific pathologies such as Alzheimer, Parkinson's and M.S.

Dance has the possibility to create a physical transformation by taking participants beyond the disease or limitation and reconnecting the individual, enhancing their healthy identity, improving overall wellbeing and producing fluid, coherent, vibrant movement in creative inspiring spaces.

The Dance and Creative Wellness Foundation entered the European scene through a preliminary launch at the Nationale Opera and Ballet Amsterdam in March 2016. The launch was presented in the form of a European forum by founders Clare Guss-West and Andrew Greenwood, and attended by 27 international organizations representing 10 European countries working in the fields of creative wellness, dance and research.

We launch the European Foundation, partnered by representatives of several major professional ballet companies (The Royal Ballet, Het Nationale Ballet, Berlin StaatsBallett, Compañía Nacional de Danza, English National Ballet, Norwegian National Ballet), dance organisations, researchers and individual teaching artists who are working with outstanding programmes in Dance for Alzheimer, Dance for Parkinson's, Dance for M.S. backed by

recent evidence-based research or University primary research programmes. The Foundation represents a strong alliance of diverse structures and aims to create strategic alliances with artists and artistic institutions on a European scale.

Together the Foundation partners form a real force for European innovation and a 'voice' and authority for cross-sector partnership.

Chapter 2: The Foundation

The Foundation will be governed by three statutory directors, supported by an assistant and by an active voluntary Advisory Board of Directors minimum 5 professionals representing different EU countries, (whether representing as an individual or intuition), and a treasurer. The Statutory Directors and the Board will be self-regulating determining significant decisions by means of a transparent voting system. The Directors and the Board commits to assess and represent the work of partner countries, organisations and individuals in a fair, transparent manner without bias or prejudice. The treasurer, statutory Directors and the Board will prepare, approve by vote and publish on the web site as per Netherlands ANBI regulation, annual accounts and expenditure. The Directors and Board will undertake an annual auto-evaluation to determine their own effectiveness and efficiency and to ensure a constant evolution.

Advisory Board members would serve for a term of 2 years, renewable should they wish to stand - to be validated by Directors and Board vote. A Chair may be elected to represent the Advisory Board by means of Board nomination and voting and in this instance shall serve a 2-year maximum mandate. Following the 2-year 'Chair' mandate the former 'Chair' may be nominated and voted to serve again on the Advisory Board should they so wish. All voting shall be documented and retained for future reference and transparency. The Directors and Advisory Board may co-opt in for specific assignments, the assistance of a number of named External Advisors.

Statutory Directors

1. Andrew Greenwood, Founder and Director Dance and Creative Wellness Foundation, Former Performing Artist, Dance Programme Developer & Trainer, NL
2. Clare Guss-West, Founder and Director Dance and Creative Wellness Foundation, Former Performing Artist, Remedial Therapist, Dance Programme Developer & Trainer, CH
3. Eldridge Labinjo, Director Dance and Creative Wellness Foundation, Former Performing Artist, Communications Consultant & Trainer, NL

The Statutory Directors and Advisory Board members do not receive any compensation for the costs incurred while undertaking their administrative tasks. According to Article 5.8 of the Foundation's bylaws, a Payment Plan will be presented to the Board should one or all members of the board receive compensation for these costs.

Development Associate

1. Alexandra van Peteghem, FR

Advisory Board of Directors July 2016:

1. Peter Lewton Brain, Former Performing Artist, Registered Osteopath, Dance Educator, IADMS, ADMR Pole Santé Ecole Superieure, Université Côte d'Azur, FR
2. Agnès Lopez Rio, Former Performing Artist, Dance Educator, Compañia Nacional de Danza, ES
3. Pauline Hasse, Former Performing Artist, The Norwegian National Ballet and Licensed Vocational Nurse, NO
4. Nicholas Kahn, Former Performing Artist, Dance Educator, FR
5. David Leventhal, Former Performing Artist, Dance Educator, Programme Director 'Dance for PD', Mark Morris Dance Company, USA

External Advisors to the Board

1. Serge Diekstra, Business Consultant, Nonprofit funding specialist, NL
2. Isabel Joly, Network Director – The European Network for Opera, Music & Dance Education, BE
3. Paul Bronkhurst – International Organisation for Professional Dancers Transition, NL
4. Kiki Gale, Former Performing Artist, Director of Dance for Parkinson's Network, UK

Website: www.danceandcreativewellness.com

Chapter 3: Mission statement and goals

The Foundation aims to act as both Ambassador and Guardian of the developing field of 'applied-dance' encouraging quality artistic, creative innovation in dance, hand in hand with evidence-based scientific research, to embrace the emerging trend of a health care system based on wellness and preventative approaches.

The Dance and Creative Wellness Foundation aims to increase the circle of influence of 'dance', promoting high quality, dance-based preventative health models in the commitment to further the role of 'dance' in public health and quality of life.

The Foundation will foster transparency supporting the outstanding features of individual and collective work, maximizing technology and collective knowledge to alter the conditions, the effectiveness and the reach of artistic, creative 'applied-dance'. The Foundation will promote European coherence and dialogue and facilitating partnership, providing a platform for cross-sector dialogue with stakeholders from European health strategy and the private health & wellness sector and have as a priority to validate dance, create ambassadors, foster cross sharing, sustain artistic and scientific integrity and train future generations of teaching artists.

Aims:

Established by the 27 participating individuals and organisations of the first 'Dance & Creative Wellness' Forum at Het Nationale Opera & Ballet, Amsterdam on 23rd March 2016 the core aims of the Foundation are:

- **To Validate Dance and Act as an Ambassador** to share the inner workings of Dance and promote clarity around the specificity of models. To establish a common, accessible language that facilitates Knowledge Translation and cross-sector working and dialogue between dance practitioners, medical, private & public sector healthcare and potential funders. Working in partnership to create ambassadors for 'Dance & Creative Wellness'.
- **To Share European Best Practice and act as Guardian**, as a 'voice', a point of reference becoming an authority in this developing field, collating and sharing knowledge and providing benchmarking and evaluation for the sector.
- **To Create New Training Modalities** - To train Healthcare, Medical and Paramedical workers, along side Dance Practitioners and Dancers in this new paradigm. The Foundation provides a platform representing diverse preventative Dance based approaches, working business models adapted for direct healthcare application and up scaling.
- **To Sustain and Facilitate the Dissemination of Evidence based Research** by developing opportunities for cross-discipline connection between practitioners, researchers, healthcare providers, funders for sharing and open dialogue from multiple perspectives. Supporting the development of international standards and sector Benchmarking.
- **To Foster Innovative Partnerships and Create New Employment Opportunities** - To enrich the range of employment and business opportunities for dancers and dance practitioners by proactively seeking new, innovative relationships and promoting cross-sector understanding.

Chapter 4: Projects

- To host an **Annual D&CWF Forum** in a partner European Arts Institution, Academic Hospital or Educational Organisation. The Forum is a 'think tank' opportunity, a brainstorming platform bringing together Foundation Dance partners and key stakeholders from other sectors to stimulate innovation and create opportunities in the field through knowledge translation and an open

sharing of latest insights and research - a proactive response to move the field forwards to address global health and wellbeing challenges.

- To develop a '**Creative Movement Center for Excellence**' (NL) as a bridge between health and arts practice. To create arts programmes adopted by the health system, available to all who need. Rather than art for art's sake - a national integrative arts service.
- **To Research, Develop and Implement** international working, best practice standards for Dance & Healthcare applications, acceptable and applicable to the healthcare sector structures, by leading a **Global Benchmarking** initiative.
- To enhance the impact of the Foundation by producing **D&CW Publications** sharing knowledge and best practice examples. To extend the reach of the Foundation and establish it as a point of reference and authority in this emerging field.
- To provide a direct, multiplier service - using Foundation practitioner's expertise and state-of-the-art technology - An **Online Streaming and Virtual Resource Platform** reaching underserved and vulnerable communities, housebound patient groups to permit and promote active cultural and wellness participation.

Chapter 5: Current situation

D&CWF is currently working on the following projects:

- 2019 Spring: Global Benchmarking Survey received ethics commission approval and released to international medical professionals and healthcare institutions.
- 2019 September: A one day symposium with artistic partner Factorium, health partners St Elisabeth and Katerina Hospitals, Tilburg, NL
- 2019 November - A Forum and CPD development days with artistic partner Scottish National Ballet – focus: dance & dementia 'Moving Towards Mental Wellbeing',
- 2020 Spring: Virtual Pilot – Research and Development – a dance-based activity resource for Care home assistants. Artistic partners Konzert Theater Bern, Health Partners University of Bern, Sports Science Department, Switzerland
- 2020 TBC: 3 day forum with artistic partners Scapino Ballet Company, Codarts University of the Arts and Erasmus Medical University, Rotterdam, Netherlands

Chapter 6: Budget

See separate Document for current year Budget