

Institution: King's College London		
Unit of Assessment: 19 Politics and International Studies		
Title of case study: Art & Reconciliation: Evaluating Peacebuilding in the Western Balkans		
Period when the underpinning research was undertaken: 2003 - 2020		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s):	Role(s) (e.g. job title):	Period(s) employed by submitting HEI:
Prof. James Gow	Professor of International Peace and Security	From 1990
Prof. Rachel Kerr	Professor of War and Society	From 2003
Dr. Tiffany Fairey	Research Associate	From 2018
Dr. Milena Michalski	Research Associate & Artist-in-Residence	2010 - 2012/ From 2016
Dr. Jelena Petrović	Research Associate	2016 - 2018
Dr. Henry Redwood	Research Associate/Lecturer	2016 - 2020
Period when the claimed impact occurred: 2017 - 2020		
Is this case study continued from a case study submitted in 2014? N		

1. Summary of the impact

King's research has had extensive and transformative impact on both United Nations (UN) and regional peacebuilding policy and practice in the Western Balkans, a region devastated by war and genocide which left over 100,000 dead and over 2 million refugees in Bosnia and Hercegovina alone. Through a series of collaborative 'Art and Reconciliation' research projects, King's developed new knowledge and understanding of the role of the Arts in post war reconciliation and created a new evaluation framework. This research led to a revolutionised mission and enhanced future for key cultural and peacebuilding organisations in Bosnia and enabled new evaluatory practices for arts-based peace-building initiatives, donors and practitioners, including to secure a regional arms control agreement. These impacts have helped to shift attitudes towards the use of arts-based practice in reconciliation while increasing and enhancing skills and opportunities for key stakeholders in the region.

2. Underpinning research

King's research, funded by AHRC, The Leverhulme Trust, United States Institute of Peace and ESRC from 2004 onwards [6a-e], has found value and limitations in transitional justice approaches, uncertainty about measuring the success of peace, justice and reconciliation programmes, and highlighted the importance of visual narratives [1,2].

Based on this strong track record, in 2015, the United Nations Development Programme (UNDP) in the Western Balkans approached King's to develop research to address its need for a codified body of knowledge around reconciliation and create appropriate frameworks to evaluate post-conflict reconciliation. In particular, the UNDP had recognised a gap between the expectations of major international efforts over 30 years and the billions of dollars spent funding reconciliation projects, including arts-based projects, and knowledge about what they had achieved. This was within a context where a legacy of armed conflict in the region continued to pose a significant challenge to political, economic, and social development and to obstruct inter-ethnic and inter-state reconciliation.

King's conceived, developed, and led collaborative research over three 'Art and Reconciliation' (A&R) projects. Funded by AHRC and GCRF [6f-h] and co-designed with UNDP, the projects aimed to address key development and peacebuilding challenges, including UN Sustainable Development Goal no.16, on promoting peaceful and inclusive societies, providing access to justice for all and building effective, accountable and inclusive institutions. The research involved academic and non-academic partners, with co-investigators from the London School of Economics and Political Science, and the University of the Arts London; and collaboration with The History

Museum of Bosnia and Hercegovina (HMBiH) and the Post-Conflict Research Center, Sarajevo (PCRC).

This research investigated modes of evaluation and the concept and practice of reconciliation in three strands: i) across time and space (conceptual and historical studies), ii) in discourse (text-analysis); and iii) in practice (evaluation approaches, longitudinal studies, large-scale mapping of regional reconciliation activities and global arts-based peacebuilding projects, and commissioning and developing new approaches involving the arts). To enable investigation of modes of evaluation and outcomes of arts activities, the research commissioned new work with cultural and peacebuilding organisations in the region. A&R produced seven major exhibitions in three countries internationally, as well as over 40 smaller exhibitions, shows and activities in 20 places. With over 10,000 visitors, these exhibitions allowed publics and communities to engage with and benefit from research outcomes. In addition, as part of the research process, in 2018, HMBiH issued open international calls, which resulted in engagement with 115 artists, made 28 commissions and opened up 36 engagement workshops for youth, teachers, academics and artists. Demonstrating the breadth and depth of the artistic contributions of the project, two films were also created as outcomes of the A&R projects, including 'Rope' (2019).

Key outcomes of the A&R projects include a new understanding of reconciliation and a theory of change based on a reconceptualisation of reconciliation as a dialogic process [3,4,5] and a body of evidence to demonstrate the potential of artistic practices and artifacts in developing inter-communal conflict resolution and remembrance [5]. In addition, a new framework was introduced with four principles for successful evaluation of reconciliation and visual arts practice activities. This framework highlighted that evaluation should be: (I) participatory, involving not only the funded organisations, but those with whom they engage; (II) embedded, continuing, internally-led, and integrated from the start, permitting longitudinal perspectives; (III) tailored to specific context and need, involving appropriately blended evaluation modes; and (IV) independently audited by an external pool of non-commercial peer, specialist and funder evaluators, drawn from local, regional and international levels (rather than corporate consultancy firms) [3].

3. References to the research

- [1] Gow, J. and Michalski, M. (2008) *War, Image and Legitimacy: Viewing Contemporary Conflict*. London: Routledge
- [2] Gow, J., Michalski, M. and Kerr, R. (2013) Space Capsule Justice; The ICTY and Bosnia – Image, Distance and Disconnection, *Slavonic and East European Review*, 91(4) 818-846. DOI:10.5699/slaveasteurorev2.91.4.0818
- [3] Fairey, T., Kerr, R., Petrović, J. and Gow, J. (2020) *New Bearings in Post-Conflict Project Evaluation*, London: King's College London. DOI:10.18742/pub01-041
- [4] Kerr, R., Redwood, H., and Gow, J. (Eds.) (2021) *Reconciliation After War: Historical Perspectives on Transitional Justice*. New York: Routledge. [delayed output]
- [5] Fairey, T. and Kerr, R. (2020) What Works? Creative approaches to transitional justice in Bosnia and Herzegovina, *International Journal of Transitional Justice*, 14(1) 142-164. DOI:10.1093/ijtj/ijz031

Research Funding

- [6] a. 'Pictures of Peace and Justice' AHRC AH/H015566/1, 2010-12; b. 'The Mladic Trial and the ICTY Legacy' Leverhulme Trust 2013-16; c. 'Shifting Securities; 2004-2007 ESRC RES-223-25-0063; d. 'War and War Crimes' 2005-2006 AHRC; e. 'The Special Court for Sierra Leone: Outreach, Legacy and Impact', USIP 2008; f. 'Art and Reconciliation: Conflict, Culture and Community' AHRC AH/P005365/1 2016-2019; g. 'Art and Reconciliation: Open Calls and the Living Museum' AHRC-GCRF AH/S005641/1 2019-20; h. 'Art and Reconciliation: the PCRC and ASBO Magazine', AHRC-GCRF AH/T007966/1 2019-21

4. Details of the impact

With an extensive wealth of knowledge and experience in areas in and around reconciliation, King's researchers used the Art and Reconciliation (A&R) projects to develop a wide range of impacts including:

Transforming the cultural sector in Bosnia and Hercegovina

Collaborative research processes and the subsequent findings of the A&R projects, led by King's researchers, have given new life to The History Museum of Bosnia and Hercegovina (HMBiH) in Sarajevo, helping them to foster regional and local reconciliation, with a radically transformed mission involving research and practice innovations. This has enabled HMBiH to significantly contribute to peacebuilding, through dynamic collaboration and engagement with both communities and artists.

HMBiH is broadly equivalent to the British Museum in the UK. Despite having survived being on the frontline in 'Snipers' Alley' during the 44-month Siege of Sarajevo, it almost closed in 2012. Post-conflict, HMBiH lacked an identity and role in a still profoundly divided Bosnia and Hercegovina, struggling with its mission to encapsulate a national narrative in a context in which there was no shared national identity. Furthermore, it received no public support due to its lack of ethnic attachment, at a time when constitutional structure and funding were ethnically defined.

Supported by King's research findings evidencing the potential of artistic practices and artifacts in inter-communal conflict resolution and remembrance [5], HMBiH revolutionised their strategic vision to develop a new role to inspire investigation and dialogue. This helped to secure their future and transform the cultural sector in Bosnia and Hercegovina.

As HMBiH Director testifies, this research prompted *"the new vision that we have begun to develop for an 'open' and 'living' museum"*, enabling *"a new chapter in the Museum's life, which we welcomed greatly"*. It also *"gave us [HMBiH] a vision for a new approach to the Museum's art collection, in which we not only preserve the collection as representations of the past, or allow others to curate and interpret that material, but to give new impetus to the creative and cultural life of the Museum, the city and the country, by developing new initiatives in relation to the Museum and its collection, bringing new interpretations and adding to its work and its collections"* [A]. This radically transformed mission was captured in the main Bosnian daily newspaper *Oslobođenje* on the opening of the first 'Reconciliations' exhibition in 2018, which reported that *"the History Museum of Bosnia and Herzegovina has never been more active"* and is now able to *"use art as a platform to talk about the past"* [B p32-34].

The UK Ambassador to Sarajevo also noted *"legacies of the recent past here are both contested and painful. But only by confronting and addressing those histories can we hope to help this country build a secure and strong identity, and a home for all its people. I have seen how your close cooperation with the History Museum has given it renewed purpose and focus, becoming a hub for public-facing efforts to learn from [HM]BiH history and to shape its future. Creating an inclusive space for dialogue is incredibly difficult here, but your work has clearly achieved this and made a real difference to the cultural life of the city and the country"* [C].

HMBiH used this new vision to carve an inclusive space for dialogue about the country's past and future, with 11 exhibitions generated from its collaboration with A&R bringing in new audiences and an enhanced media profile. This included front page coverage and centre-spread features in *Oslobođenje* reaching 25-30,000 readers, and TV coverage on FTV - the main channel reaching 30 per cent of the population, around 1.2 million viewers. Additionally, King's research underpinned over 80 activities in 20 different countries, including 28 exhibitions. With over 10,000 visitors, these exhibitions further extended the cultural reach of this research [B].

Changing lives: Enhancing the careers, of individual artists, curators and educators

In creating a new hub for cultural practice in HMBiH, the King's research team helped to facilitate new career opportunities for over 70 artists, who benefited from the developments opened by the research. Through training, artists residences, workshops and competitive commissions for artifacts, artists were given opportunities to raise their profiles, be exposed to new thinking, learn new skills and develop their professional portfolios and networks. A&R provided mentoring in proposal writing, as well as public engagement opportunities in conferences, seminars and workshops and extensive news media coverage.

As a direct result of the research project, at least five artists now have work held in permanent public collections and at least two have had international commercial sales. In the words of one artist, the research *"supported the entire arts scene in Bosnia... [and] enabled the local artists to gain commissions to produce work, which for us to gain access to these kinds of things, to be able*

Impact case study (REF3)

to produce work is almost revolutionary” [D]. In addition, she noted that, *“it influenced us not only as artists but also the people around us, people who came to see the exhibition because there were all different generations of artists exhibiting together – old artists and younger artists – everyone in the space could say what they wanted without censorship”* [D].

In addition, around 100 educators also benefitted from training and mentoring through workshops and courses with A&R researchers and HMBiH.

Building capacity of peacebuilding organisations to more effectively deliver, monitor and evaluate reconciliation activities and to leverage funding to expand peacebuilding activities

The principles of evaluation developed by King’s researchers [3] were used by the UN Department of Political and Peacebuilding Affairs (UN DPPA) to create better accountability for their work. The principles were tailored specifically for this at 2018 workshops in London (June) and Belgrade (October, hosted by the Belgrade Security Forum), involving UN DPPA, UNDP, Department for International Development, Foreign and Commonwealth Office, European Union, Organization for Security and Co-operation in Europe, and selected NGOs. The principles were also presented to UN DPPA in New York in May 2019.

As a result, the UN DPPA Regional Coordinator stated *“my introducing the King’s research... led to the current preparation of our annual work plan for 2021, in which work plans will be linked to extra-budgetary resources for the first time, if required, and evaluated against each expected accomplishment... this novel development based on the King’s research will hopefully transform all DPPA work plans involving USD39 million expected funding for 2021”* [E].

King’s principles of evaluation [3] have also helped to transform monitoring and evaluation for the peacebuilding NGO Post-Conflict Research Centre (PCRC), providing them with an evidence base to leverage increased funding and expand their youth-led peacebuilding activities. PCRC are dedicated to restoring a culture of peace and preventing violent conflict in the Western Balkans by creating, implementing and supporting evidence-based, multidisciplinary and innovative approaches to peace education, creative multimedia, conflict prevention, post-conflict research, human rights and transitional justice. PCRC worked with King’s researchers to develop and integrate monitoring and evaluation tools and systems into their youth peacebuilding programming and to build a theory of change for their flagship programme, ‘Balkan Diskurs’ – a unique participatory journalism programme in which young people are trained in photography and journalism, and mentored to produce their own media. As PCRC’s Director testifies, the research has *“developed and embedded internal monitoring and evaluation systems that have enabled us to effectively assess, adjust and enhance our Balkans Diskurs programming and impact...successfully capturing key information and user perspectives on our programmes and longitudinal effects”* [F].

As a result, PCRC has built an evidence base for their programmes enabling them to develop best practice, reinforce their strategic vision and amplify and expand their activities. PCRC’s Director stated *“for years we needed evaluation to show donors that arts work was effective as a peace-building and reconciliation tool... this research gave us the evaluation tools we needed... we had been working with visual arts and journalism to create inter-ethnic engagement, dialogue and interaction and this wonderful research gave us the evidence that it worked”* [F]. After putting the evaluatory framework into action, the effectiveness and success of PCRC’s strategic arts-based programming was revealed [5]. This was shared directly with PCRC’s donors and as a result, the PCRC were able to secure new and repeat funding (Sigrid Rausing Trust GBP40,000 and National Endowment for Democracy USD49,000) and expand their peacebuilding activity.

Changing lives: expanding youth peacebuilding and reconciliation activities

As part of the A&R research process, King’s researchers worked closely with the PCRC to help build capacity in the ‘Balkan Diskurs’ programme. This programme aimed to i) solidify young people’s positive attitudes towards inter-ethnic co-operation, reconciliation and inclusive society, ii) enhance their networks, and iii) develop their creativity and skills as active participants, young changemakers, peacebuilders and media professionals.

Between 2017 and 2020, 54 youth correspondents were trained in a unique space where they could define, share and influence peace-building and civil society narratives and agendas. One participant confirmed: *“the networking with a very diverse group of young people is super beneficial*

for my work and, generally, for my life as a young person in this country... this program was a great opportunity to do just that" [G]. Another said: "I learned a lot... different journalistic skills, writing articles and finding appropriate ways to tackle everyday issues and to raise my voice" [G].

The findings of the A&R project also led the PCRC to produce and share participatory media and create counter-narratives to divisive public rhetoric. This included the novel production of a national and international magazine. The initial print run of 350 copies, distributed across Bosnia and Hercegovina to schools and libraries, ran out immediately and could not meet the enormous demand. In response, 3000 additional copies to reach an audience of more than 100,000 were planned to meet demand in 2020, however this was subsequently delayed due to COVID-19.

Securing an international arms control agreement

King's principles of evaluation [3] also supported the UNDP South Eastern and Eastern Europe Clearinghouse for the Control of Small Arms and Light Weapons (SEESAC) to develop evaluatory processes, which made it possible to secure an arms control agreement. SEESAC works to strengthen the capacities of national and regional stakeholders to control and reduce the proliferation and misuse of small arms and light weapons, and thus contribute to enhanced stability, security and development in South Eastern and Eastern Europe. SEESAC invited King's to consult on the evaluation approach to the 'Regional Roadmap for a sustainable solution to the illegal possession, misuse, and trafficking of Small Arms and Light Weapons (SALW) in the Western Balkans by 2024' [I].

Directly drawing on King's research, Petrović worked with SEESAC to develop a tailored solution for evaluation that was attached to the Roadmap to make the agreement verifiable. By including the tailored evaluation solution in the agreement, SEESAC achieved swiftly what the European Commission had not in five years. As stated by the UNDP; *"it is a significant measure enhancing regional security. The European Commission had spent five years working with the countries to seek an agreement that would meet this condition of accession discussions but had failed to reach an agreement. A crucial problem was confidence about implementation. The parties would not sign up to such a Roadmap without a robust monitoring and evaluation framework" [H].*

King's research was therefore integral to securing the arms control agreement limiting small arms and light weapons in the region, signed by foreign and interior ministers of all Western Balkan countries, the UK, Germany, France. As UNDP confirmed, *"Crucially, Petrović's and King's research contribution on evaluation enabled this arms control Roadmap. I can confirm that without the evaluation, the Roadmap would not have been viable" [H].*

5. Sources to corroborate the impact

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- [A] Testimonial from Director, History Museum of Bosnia and Hercegovina, Jul 2018
 - [B] Gow (2020) Art and Reconciliation Compendium of Exhibitions, Public and Media Engagement and Activities, King's College London
 - [C] Testimonial from HM Ambassador, British Embassy, Sarajevo, Dec 2020
 - [D] Interview with Artist, 20 Jan 2020
 - [E] Testimonial from Central and Southern Africa Division, Departments of Political and Peacebuilding Affairs and Peace Operations (DPPA/DPO), United Nations, New York, Dec 2020
 - [F] Testimonial from Founder and President, Post-Conflict Research Center (PCRC), Nov 2020
 - [G] Fairey, T (2019) 'Evaluation Report: Balkan Diskurs Youth Correspondents Programme Bosnia and Herzegovina', Art and Reconciliation Working Paper Series
 - [H] Testimonial from Regional Partnerships Advisor Team Leader, Partnerships Team, United Nations Development Programme Regional Bureau for Europe and the CIS, Istanbul Regional Hub, Dec 2020
 - [I] UNDP South Eastern and Eastern Europe Clearinghouse for the Control of Small Arms and Light Weapons (SEESAC) (2019) Roadmap for a sustainable solution to the illegal possession, misuse and trafficking of Small Arms and Light Weapons (SALW) and their ammunition in the Western Balkans by 2024 [report]