

Edinburgh International Festival and BE United Announce New Partnership to Support Black, African and Caribbean Creatives



Emma Sithole, Collin Hills, and International Festival Chief Executive, Francesca Hegyi OBE. Photo: Jack Visser

14 February 2023, Edinburgh: Edinburgh International Festival is pleased to announce a new relationship with social entrepreneurial organisation BE United to support Black, African and Caribbean creatives in Scotland.

The partnership is based on a shared vision, mutual values and a mission to see greater representation of diversity at all levels, and to create lasting change across the Scottish creative sector.

Through the partnership, BE United will provide resources for Black, African and Caribbean creatives interested in a career in the Arts, and support candidates applying for roles across several of the International Festival's teams, within the Marketing, Ticketing and Programming departments. This will focus on person-centred support and training opportunities throughout the job interview process, with the goal of helping aspiring creatives develop their professional voices and skills, and establish successful careers in their chosen creative fields.

The International Festival continues its commitment to diversity through this partnership, fostering an inclusive, welcoming environment for all visitors, artists and Festival staff. By growing more diverse, the Festival output is creatively enriched and audiences are offered deeper and more wide-ranging artistic experiences.

Francesca Hegyi, Chief Executive, Edinburgh International Festival said;

"The Edinburgh International Festival is proud of our position as a leader in the Scottish creative sector and our role as a meeting point for international cultures. It is so important to work alongside artists and companies who share our values in fostering a truly inclusive culture to enrich our cultural sector even more".

Emma Sithole, Executive Director at BE United said;

"This partnership represents a significant shift that is occurring in our cultural sector, one of which we are

happy to be involved in. We are excited about this partnership, what it will lead to and of course the longer term influence we can have in our festival city”.

– ENDS –

Media contact:

Isabella Feros, Media Manager, Isabella.feros@eif.co.uk
press@eif.co.uk / eif.co.uk

Join the conversation eif.co.uk / #edintfest / @edintfest

For media images – see [here](#)

NOTES TO EDITORS

About Edinburgh International Festival

Every August, the International Festival brings world-class music, opera, dance and theatre performances to Edinburgh.

Created in 1947 following WWII, the Festival inspired artists and audiences to heal through international cultural collaboration. This year the International Festival celebrated 75 years of bringing world cultures together and in 2023 will take place from 4-27 August.

Year-round the Edinburgh International Festival connects with local communities through education projects, access programmes, and initiatives that introduce new audiences to live performance.

For more information visit www.eif.co.uk