



**bhutan+partners**  
**activities report 2011**

## activities report 2011

2011 was a special year for bhutan+partners. Out of many activities, the highlight was the invitation to attend the royal wedding in Bhutan. The wedding in the Punnakha temple, the festivities in the capital city and the party in the stadium were tremendous. Most impressive of all was the procession of the king and queen from Punnakha to Thimphu. It covered a distance of 60 kilometres and was made partly on foot. After his coronation in 2008 and many visits to villages in Bhutan, the king proved once again how important the Bhutanese people are to him; with simplicity, modesty and a sense of purpose.

### report 2011

#### productions

##### royal wedding – October 2011

King Jigme Khesar Namgyel Wangchuk married Jetsun Pema and crowned her queen in October 2011. Before the royal wedding, bhutan+partners received an invitation to report on the event in the Netherlands and to make a sports contribution to the festivities in Bhutan.

Led by Henk de Jong, a Dutch delegation went to Bhutan from 8 to 16 October 2011. The delegates were: Erica Terpstra, Marianne Vos, Lem van Eupen (chairman of bhutan+partners) and Matthijs de Jongh (member of the board of bhutan+partners).

They reported for Blauw Bloed, Nu-sport, de Pers, Radio Nederland Wereldomroep and CTV Zeeland, and collaborated on programmes for RTL, KRO and Vara.

Bhutan+partners wrote 6 newsletters about the wedding and the sports activities in October 2011. Henk de Jong presented the 7<sup>th</sup> newsletter in English, along with a media overview, to King Jigme Khesar Namgyel Wangchuk in London, on 26 November 2011.

It is estimated that 7 million people were reached (editions and viewing figures).

The Dutch bulb-growing sector sent 4000 tulip bulbs to the royal couple, and in 2012 will name a tulip 'Queen of Bhutan'. The Embassy of the Kingdom of the Netherlands in New Delhi financed the transport of the tulips, and bhutan+partners arranged the communications and logistics.

On 14 October, Erica Terpstra presented the bulbs to Ms Phuntshok Chhoden Tshering, the Dutch consul in Bhutan, in Thimphu, in the presence of the Dutch press delegation and Mr B Hiensch, Ambassador of New Delhi.

##### sports

Bhutan+partners coordinates the Sport Coalitions in Action Programme in Bhutan, which is funded by the Dutch Ministry of Health, Welfare and Sports. Starting in Chang Jiji in 2010, it grew into a successful programme in 2011.

Trained youth workers involve unemployed youngsters in Chang Jiji in sports activities, looking together at opportunities in the areas of employment and education. Job and education opportunities are now in sight for 30 of the 50 participants in the programme.

In 2011, youth sports worker Mark Blankwater trained two new colleagues and one apprentice. The team received training in the area of testing and evaluation, with support from Reinout van Santen.

Sports and cultural activities were set up, implemented and evaluated.

The visit from Erica Terpstra and Marianne Vos in October 2011 was a highlight for the youngsters. Besides the inspiring talks by Erica Terpstra and Marianne Vos, Marianne gave clinics and went with the youngsters on a tour from Paro to Thimphu.

[www.bhutanandsports.org](http://www.bhutanandsports.org) and [www.youtube.com/watch?v=oiqy7vzOUd8](http://www.youtube.com/watch?v=oiqy7vzOUd8)

##### umoja climate fund

In 2011, the Umoja Climate Fund provided the funding for good windproof jackets for the 350 workers who worked on lowering the water level in Thorthormi lake, Lunana, from August to October 2011.

Bhutan+partners supported the Climate Fund with logistical arrangements and coordination: jackets were made in Nepal and transported to Thimphu. Henk de Jong, member of the board of the Climate Fund, presented the jackets to Lyonpo Khandu Wangchuk, Minister of Economic Affairs, in June 2011.

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### max omroep – erica op reis

*Erica op reis* is a travel programme broadcast by Max omroep, in which Erica Terpstra visits special places in the world. The programme is produced by Niehe Media.

Bhutan+partners assisted Niehe Media with the travels of Erica Terpstra and her crew of four to Bhutan, arranging the formalities for travelling, accommodation, filming and people/film locations. The visit to Bhutan was broadcast in the autumn of 2011 and was viewed by 1.2 million people.

### 86 centimetres...

The film *86 centimetres...*, which describes the danger of melting glacier water in Bhutan, is co-produced by bhutan+partners, TGMI (Bhutan) and Peter Jan van der Burgh (the Netherlands). In June 2011, the prime minister of Bhutan, Lyonchen Jigmi Y Thinley, saw the film, which will premiere at the Environmental Film Festival in Washington in March 2012. Information: [www.86centimetres.org](http://www.86centimetres.org)

## sustainable entrepreneurship

### research into Bhutan's film industry

In 2011, bhutan+partners researched the current situation of the film industry in Bhutan and its potential. Ad Weststrate, chairman of the international organisation of cinema owners and majority shareholder in A films, travelled to Bhutan in July 2011 to conduct research.

The report, including recommendations, was discussed in Bhutan in February 2012. Bhutan+partners will draw up an investment plan based on the recommendations in 2012, in consultation with interested Bhutanese parties.

### thimphu – sustainable urban development

Bhutan+partners is working with Chiel Boonstra, from Trecodome, and Maarten Desmet, architect, on sustainable urban development and sustainable construction in Thimphu, the capital city of Bhutan. The programme also includes the association of Thimphu with the EU Covenant of Mayors.

Commissioned by bhutan+partners, architects Maarten Desmet and Hanne van Gils, who are both specialised in urban planning, travelled to Thimphu in January 2012, to gather information about reducing CO2 emissions in transport, energy and construction.

### Blue Economy

On 17 February 2011, bhutan+partners organised a meeting with Gunter Pauli at KesselsKramer, in Amsterdam, about blue economy and opportunities in Bhutan. The meeting was attended by academics and entrepreneurs. Henk de Jong participated in the conclusion of the blue economy conference in Bhutan in June 2011.

## contacts and meetings

Frank van der Meijden, member of the board of bhutan+partners, was made an Officer of the Order of Oranje-Nassau on 30 April.

On 30 May 2011, at the invitation of Dr Paul de Chauvigny de Blot Lic. Ph, lecturer in business spirituality at Nijenrode, Henk de Jong gave a lecture on recent developments in Bhutan. The lecture was attended by more than 90 of Paul de Blot's students.

On 25 November 2011, Henk de Jong and Erica Sluyters attended the celebration of the 20th anniversary of the Bhutan Society in UK, in London, where they met the king and queen of Bhutan. On 26 November, they talked with representatives of European Bhutan friendship societies.

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Bhutan+partners assisted the Friends of Bhutan in the Netherlands in organising the Bhutan-day on 26 february 2011.

Bhutan+partners supported Dechen and Dendup Roder in 2011 with their film project 'the heart in the madala'. [www.youtube.com/watch?v=ko3ls30h\\_Pg](http://www.youtube.com/watch?v=ko3ls30h_Pg) and Passang Tobgay, Bhutanese artist studying at the Rietveld Academy in the Netherlands.

Henk de Jong went to Bhutan from 24 June to 10 July and from 8 to 16 October 2011. He discussed programmes with partners, and accompanied Ad Weststrate in July and the press delegation in October. Board members and staff of bhutan+partners talked to one another by phone, at informal meetings and at the board meeting on 11 December 2011.

### publications / articles

Te gast in Bhutan: an alternative travel book about Bhutan, ISBN978-94-6016-030-1. Bhutan+partners supported the editor and information about bhutan+partners is included on page 78/79

NCDO publication: a shot at an open goal, interim evaluation of country programmes – May 2011, Bhutan, pp 41-44.

Kuensel: article by Mark Blankwater, sports trainer of the Chang Jiji team, about the influence of prizes on sports competitions in Bhutan.

PZS, regional news about Zeeland: newspaper articles about the research into the film industry in Bhutan and the donation of windproof jackets by the Umoja Climate Fund on 2 July 2011.

Fiets no 12, December 2011 – article about biking in Bhutan, based on the sports programme and the clinics by Marianne Vos, pp 42 – 44.

Eigen: winter edition: interview with Henk de Jong, pp 16-19.

6 newsletters in Dutch and 1 newsletter in English.

Press material about the royal wedding, October 2011 - see website: [www.bhutanandpartners.org/bhutan-royal-wedding/activities/](http://www.bhutanandpartners.org/bhutan-royal-wedding/activities/)

### bhutan+partners

Harmine Louwe designed new company cards and the layout of the newsletters. Harmine and Anita Lozinska are supporting the staff of bhutan+partners in setting up the new website. In 2012, information about the activities of bhutan+partners will also be published in Dutch on the website [www.bhutanandpartners.org](http://www.bhutanandpartners.org).

Sakia van de Laak and Monique Donga assisted bhutan+partners staff in October and November 2011 with logistical en PR activities.

