

Conference Creative Europe Programme 2014-2020: Serbia and the Prospects of European Cooperation

The first conference of the Serbian Creative Europe Desk, Ministry of Culture and Information of the Republic of Serbia

Palata Srbija, 30 June - 2 July 2014, Belgrade

This conference, dedicated to the *Creative Europe Programme 2014-2020: Serbia and the Prospects of European Cooperation*, is being organised as the first activity of the *Serbian Creative Europe Desk*. The conference will launch a series of activities that will take place from 2014 through to 2020, during which time the Creative Europe Programme will be implemented.

The conference features three days of panels, workshops and accompanying programmes covering the topic of contemporary cultural policy and European cooperation. The first day of the conference, called *Transcultural European Cooperation – From Institutions to Individuals*, establishes a wider thematic framework – by connecting institutions at the European level with cooperation between regions to stakes held by individuals, informal groups and networks that operate in the field of culture. Along with the presentation of existing initiatives and models of modern European and international cooperation, the three panels will be aim to highlight the important current issues concerning the development of European partnerships in the field of culture, as well as the existing and potential challenges in cultural cooperation.

The second day of the conference is dedicated to key issues of the *Creative Europe Programme*: audience development, mobility and creative industries. Audience development, as an important guideline of European cultural policy points to the idea that cultural programmes and projects are intended for broader social communities and is an area which remains insufficiently researched and applied. This is why the inclusion of audience development, in the body of concepts and instruments promoted by the Creative Europe Programme is of utmost importance. The mobility of cultural professionals in the globalised world represents and increasingly relevant topic, in terms of professional cooperation between institutions and civil society organisations, but also at the level of connecting individuals, informal groups and networks. The concept of creative industries, directly addresses the fact that culture is not just an elitist sector, intended for a small groups of cultural professionals, aficionados and enthusiasts; today it is seen as a dynamic sector with great potential for promoting positive change in society and in relationships within society. By pointing out self-sufficient models, creative industries aid the creation of conditions and practices in which the public, private and civil sectors operate on a partnership basis. It is also important to note that the concept of creative industries asserts culture as a developmental factor in society; where culture is by no means at its margins but at its centre. We should also not forget self-realisation and the realisation of professional ambitions of individuals, which is very

important in every democratic and open society that respects the individual freedom and expression.

The third day of the conference is planned for workshops, which directly address issues concerned with the *Creative Europe Programme*. Amidst the establishing of new programme procedures, the objective of the conference is to transfer the required practical knowledge to local cultural professionals and, to a certain extent, to demystify procedures at the European level. If the complexity of these procedures is compared to the existing national and local tendering procedures, the transfer of practical knowledge becomes even more valuable for all cultural institutions and civil society organisations that aspire to translate their ideas and projects into tender applications.

The activities included in the accompanying conference programme have been designed in such a way so as to point to the importance of cooperation between sectors. Programmes of civil society organisations are realised within public cultural institution spaces and vice versa – the programmes of public institutions are realised in the spaces of civil society organisations. Parallel to the main programme, a programme intended for young people, students of different Serbian faculties, will take place on the third day of the conference. In accordance with the recommendations of the National Youth Strategy, this programme's main objective is to inform and encourage young people to have an active attitude towards culture, society and their role within society.

An important aspect of the conference programme concerns the need to view culture in the context of its interdisciplinarity; connecting with other resources, such as education, economy, tourism, and healthcare. The layered nature of culture in today's society is reflected at several levels: modern culture in its interaction with cultural heritage; interdisciplinary and connecting fields of art; culture as an instrument of social activism; culture as an instrument of sustainable development; cooperation between sectors (public, civil and private sectors); audience development and reviewing the roles of cultural institutions; constant changes and innovations in business and programme models of actions of organisations in the field of culture. The environments that understand contemporary social cultural trends, which are always reflected in the field of culture, and that ambitiously use this information for their own development certainly open up spaces for successful positioning at the international level. The Creative Europe Desk conference is being organised precisely with the aim of studying the contemporary moment in the global society and planning the future cultural development accordingly.

What are the roles assumed by individuals, groups, associations, and networks as stakeholders in European cultural cooperation? What are the creative connections to be established between the civil, public and private sectors? What is culture's potential for the realisation of sustainable development? What are the challenges brought up by the implementation of the creative industries concept? How do the changes in place affect the change in awareness? What are the ways to engage the (non-)existing audience? What are the challenges before us? And what should be try top keep discouraging us? These are just some of the questions that the conference *Creative Europe Programme 2014-2020: Serbia and the Prospects of European Cooperation* will attempt answer; inspiring participants to reflect both on the complex issues concerning the future of European cooperation, and their own place within this environment..

CONFERENCE PROGRAMME

Location: Palata Srbija

30th June 2014

09:30 – 10:00 Reception/registration

10:00 – 10:45 Official opening of the conference

10:45 – 11:00 Presentation of the activities of the Creative Europe Desk 2014-2020

Transcultural European Cooperation – From Institutions to Individuals

Panel 1: Connecting between institutions at the European level – the current state of affairs, challenges and prospects

Panel 2: Can the Creative Europe Programme be the platform for fruitful regional cooperation?

Panel 3: Individuals, groups, associations, networks: What are the roles assumed by stakeholders in the European transcultural cooperation?

1st July 2014

Key topics of the Creative Europe Programme

Panel 4: Culture belongs to everyone: how to reach the (non-)existing audience

Panel 5: How do the changes in place affect changes in awareness: culture and mobility

Panel 6: The development of creative industries as sustainability strategies – possible directions

2nd July 2014

How to design, write and realise a project?

Panel 7: Realised projects and lessons learned – Culture 2007-2013

Workshop 1 – Project ideas (objectives and activities)

Workshop 2 – Budgeting

Workshop 3 – Project administration

Summarising workshop results

Official closing of the conference

Programme for students (parallel to the third day programme)

Location: Palata Srbija

Young people as active participants in society

9:45 – 10:15 Reception/ registration

Panel 1

Panel 2

Workshop 4: Project management