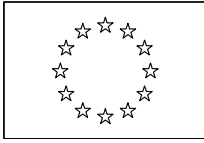


EU ARMENIA ROADMAP FOR CULTURE



EUROPEAN UNION
DELEGATION TO ARMENIA

EU-Armenia: EU roadmap for engagement in international cultural relations and enhancing support to culture

Summary

Following consultations with a number of institutional and civil society cultural players, the Delegation of the European Union to Armenia has prepared the present roadmap aimed at structuring EU cultural relations in Armenia, on the basis of the EU's Joint Communication 'Towards an EU strategy for international cultural relations'¹. Under the EU-Armenia Comprehensive and Enhanced Partnership Agreement, which was signed in 2017, cooperation in the cultural field (with a focus on intercultural dialogue, cooperation, diversity and cultural and historical heritage) and is one of the priorities (chapter 18, article 96).

The present roadmap defines a set of steps and priorities in view of engagement and support by the EU in the area of culture. Through a framework of enhanced engagement with stakeholders it aims at maximising the impact of the various tools, projects and programs of the EU in the area of culture, for which Armenia is eligible or a beneficiary (Creative Europe, EU4Culture etc.) and identifying possible new opportunities for International Cultural Relations and cultural diplomacy. The proposed actions support the implementation of the EU Strategy on International Cultural Relations.

Engagement in the area of culture was discussed and approved by EU Member States at the level of HoMs and with the network of European Union National Institutes for Culture (EUNIC) as well as with Armenian stakeholders.

This roadmap has the potential to form the bases for the implementation of the EU Strategy on International Cultural Relations (ICR) in Armenia.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52016JC0029>

Introduction

The cultural and creative industries are among the fastest growing sectors in the world. With an estimated global worth of 4.3 trillion USD per year, the culture sector now accounts for 6.1% of the global economy. They generate annual revenues of US\$ 2,250 billion and nearly 30 million jobs worldwide; employing more people aged 15 to 29 than any other sector². The cultural and creative industries have become essential for inclusive economic growth, reducing inequalities and achieving the goals set out in the 2030 Sustainable Development Agenda. Furthermore, the development of culture is key for social and political development.

In the pre-independence period, Armenia was a leader in specialised areas such as computer and software development. Recent policy developments indicates that the government is continuing in this direction, focusing on Creative Industries. The creative and tech sectors show real promise in Armenia, with a burgeoning digital media sector (especially in Yerevan) and the growth of co-working spaces and technology centres (e.g., Gyumri). However, the strategic connection between the technology sector and culture has not been explored at a strategic level.

In Armenia, a country with a unique and old cultural identity and language, culture plays a key social role and the EU and Armenia have committed to seek policy dialogue and mutual engagement in this area.

1. THE EU'S EXTERNAL STRATEGY FOR CULTURE

With individual EU Member States responsible for their own policies for the cultural sector and their support to non-EU countries, the role of the European Commission (EC) and the European External Action Service (EEAS) and the executive agencies of the EC, is to help address common challenges. These include the impact of digital technologies, changing models of cultural governance and the need to support the cultural and creative sectors in innovating.

“Strengthening international cultural relations” as a vital element in EU external action has been one of the three main objectives of the European Agenda for Culture. This dedication was renewed as part of the 2018 New European Agenda for Culture³.

The Joint Communication to the European Parliament and the Council Communication *'Towards an EU strategy for international cultural relations'*⁴ (June 2016), endorsed by member states and a framework for action in June 2019 are the cornerstones of the EU's international cultural cooperation. The strategy has three main objectives:

1. Unlocking the potential of culture and creativity for sustainable social and economic development
2. Promoting peace and fighting radicalisation through intercultural dialogue
3. Strengthening cooperation on cultural heritage

² <https://www.unesco.org/en/articles/promoting-diversity-cultural-expressions-and-creative-economy>

³ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52018DC0267>

⁴ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52016JC0029>

The engagement of all stakeholders in the new strategy is key to its success and they play an active role. The stakeholders are Governments from partner countries, local cultural organisations and civil society, EU institutions and EU Member States and their cultural institutes (EUNIC).

The EU is party to the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the main legislation in this area. Armenia is also party of this Convention.

2. ARMENIAN INTERNATIONAL COMMITMENTS

Over the course of thirty years of independence, Armenia has forged collaborations with nearly all significant European, Eurasian, and international stakeholders. The country has also embraced and ratified numerous international conventions in the field of culture.

Armenia signed and ratified almost all the very important cultural conventions⁵.

- Second Protocol to the Hague Convention of 1954 for the Protection of Cultural Property in the Event of Armed Conflict
- Convention for the Protection of Cultural Property in the Event of Armed Conflict with Regulations for the Execution of the Convention
- Protocol to the Convention for the Protection of Cultural Property in the Event of Armed Conflict
- Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property.
- Convention concerning the Protection of the World Cultural and Natural Heritage
- International Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations
- Convention for the Protection of Producers of Phonograms against Unauthorized Duplication of their Phonograms.
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- Agreement on the Importation of Educational, Scientific and Cultural Materials, with Annexes A to E and Protocol annexed.
- Protocol to the Agreement on the Importation of Educational, Scientific and Cultural Materials, with Annexes A to H.
- Convention for the Safeguarding of the Intangible Cultural Heritage

On December 12, 2023, the meeting of the UNESCO Committee on the 1954 Hague Convention for the “Protection of Cultural Property in the Event of Armed Conflict and Protocol 2 of 1999 ” was held in Paris. During the meeting, the Republic of Armenia was elected a member of the Committee for a term of 4 years.

⁵ <https://www.unesco.org/en/countries/am/conventions>

3. EUD'S STRATEGY ON CULTURE IN ARMENIA

The EU's strategy to support International Cultural Relations in Armenia aims to:

1. Contribute to sustainable development,
2. Foster intercultural dialogue,
3. Strengthen diplomatic ties through shared cultural experiences,
4. Support artists and cultural players, thus also enhancing people to people contacts
5. Support the development of a high-quality cultural offer, accessible to all.
6. Promote and protect cultural heritage
7. Fight against trafficking in cultural goods

The European Union Delegation would employ various strategies and instruments to support International Cultural Relations in Armenia, as part of broader foreign policy and development initiatives.

1. Cultural Diplomacy:

- Promote cultural dialogue and understanding through cultural diplomacy initiatives (among them European Heritage Days, European Days of Languages).
- Facilitate partnerships, cultural exchanges, and collaborations between EU and Armenia to foster mutual appreciation.

2. Policy Dialogue:

- Engage in policy dialogues with Armenia to integrate cultural considerations into broader development strategies.
- Collaborate on regulatory frameworks that support cultural expression and diversity.

3. Funding and Grants:

- Support financially initiatives, which are in line with the EU Delegation's public diplomacy objectives, allocate funding, grants and subgrants to support cultural projects, programs, cultural actors and initiatives in Armenia.
- To propose mobility scheme for artists and cultural professionals.

4. Armenia Inclusion in international projects and dynamics:

- To promote Armenia in European cultural and media projects (bilateral, regional and international)

5. Capacity Building:

- Provide support for capacity building in the cultural sector, including training programs, skill development, and institutional strengthening.
- Enhance the capabilities of local artists, cultural organizations, and institutions.

6. Cultural Heritage Preservation:

- Collaborate with Armenia to preserve and safeguard cultural heritage sites and traditions.
- Support initiatives addressing the impacts of climate change, and other challenges on cultural heritage.

7. Cultural and Creative Industries Development:

- Promote the growth of cultural and creative industries in Armenia to stimulate economic development.

- Support entrepreneurship and innovation in sectors such as music, film, design, and digital media.
- 8. Education and Exchange Programs:**
 - Facilitate educational exchanges, scholarships, and residency programs for students and artists from Armenia to study and collaborate within the EU.
 - Encourage cultural learning and understanding through educational initiatives (formal and non-formal).
- 9. Digital Initiatives:**
 - Leverage digital platforms to increase accessibility to European cultural content in Armenia.
 - Support digital cultural projects and virtual exchanges to overcome geographical and regional barriers.
- 10. Cultural Rights and Diversity:**
 - Advocate for cultural rights and diversity as fundamental aspects of human rights.
 - Promote policies that respect and protect cultural identities and traditions.
 - Encourage greater participation by women in the cultural field.
- 11. Cross-Sectoral Collaboration:**
 - Foster collaboration between the cultural sector and other sectors, such as education, trade, and tourism, to maximize the impact of cultural initiatives.
 - Ensure a coherent approach across different policy areas.
- 12. Monitoring and Evaluation:**
 - Establish mechanisms for monitoring and evaluating the impact of cultural programs and initiatives.

4. CULTURAL STAKEHOLDERS⁶

A. MINISTRY OF EDUCATION, SCIENCE, CULTURE AND SPORTS

The cultural policy in Armenia underwent substantial changes following the Velvet Revolution of 2018. The emergence of new political elites significantly shaped public perspectives on culture and led to the development of a fresh framework for cultural policy and management. The initial and most impactful transformations occurred within the institutional sphere. In 2019, the government's new optimized organizational structure was introduced, where respective ministries of education and science, culture, sports and youth had been reorganized into a Ministry of Education, Science, Culture and Sports. The newly created Ministry defined its main functions as follows: *“The Ministry is a central body of executive authority that elaborates and implements the policy of the Government of the Republic of Armenia in the spheres of education, science, culture and sport”*.

The Ministry's general functions correspondingly lie in: developing policies and programmes and bringing them into compliance with international conventions, norms and agreements; implementing programme and financial management, monitoring and evaluation of targeted programmes and projects; international cooperation; and mediation between private and public sectors.

⁶ See the last country report(2023) - Yulia Antonyan and Haykuhi Muradyan - Association of the Compendium of Cultural Policies and Trends - https://www.culturalpolicies.net/wp-content/uploads/pdf_full/armenia/Full-Country-Profile_Armenia.pdf

An Armenia Cultural Strategy for 2023-2027 has been adopted by the Government⁷. For the moment, it is only in Armenian but some recommendations, developed in the framework of the Katapult project, implemented by AGBU, have been accepted.

B. REGIONAL AND LOCAL AUTHORITIES

Within regional administrations, there exist cultural management departments. The primary individual accountable for regional administration and the execution of cultural policies is the governor. Governors are tasked with implementing the government's regional policies, overseeing the activities of regional executive body services, and formulating regional cultural strategies that align with the broader state policy's goals and objectives.

According to the Law on Local Self-Government⁸, the head of the community organizes and manages the activities of schools, kindergartens, clubs, culture houses, libraries, other educational and cultural institutions and organizations, their operation and repair works.

Intra-regional cultural cooperation is supported by different local and state programmes such as support to festivals, community tourism, cultural and educational visits and exchanges between communities. Such projects are funded with local budget or donor organizations and coordinated by local authorities, educational institutions or local NGOs.

C. PUBLIC CULTURAL INSTITUTIONS

Since the Soviet times, Armenia has inherited the large network of public institutions (schools, universities, houses of culture, art and music schools, libraries, theatres, cinema theatres, museums, and art galleries) and a widely shared perception that education and culture should be orchestrated, managed and financially covered primarily by the state.

In the post-soviet period, most of the cultural institutions underwent structural and legal status changes. Since 2002, museums, libraries, and performance organisations (theatres and concert-halls) have been reorganised into state non-profit organisations. Large cultural organisations were awarded "National" status⁹.

The extensive local networks of Soviet cultural institutions encompassed museums, libraries, theatres, houses of culture, clubs, creative unions, cinemas, and various other entities. In the post-Soviet era, these institutions shed the socialist ideology. However, a significant portion of cultural centers, including houses of culture, clubs, creative unions, certain theatres, and cinemas, underwent detachment from state institutional and financial backing. According to the Local Government Law enacted in 1996, these institutions were transferred under the jurisdiction of municipal governments.

⁷ <https://www.e-gov.am/gov-decrees/item/41573/>

⁸ <http://www.parliament.am/legislation.php?sel=show&ID=1305&lang=eng>

⁹ *The National Academic Opera and Ballet Theatre, The National Gallery of Armenia, The National Library, The National Television, The National Book Chamber). Only the State Academic Theatre, named after G. Sundukyan, was not awarded national status, although it continued to be considered the main theatre of the country ("Mother-theatre").*

D. CIVIL SOCIETY

In 2005, the law on non-governmental cultural organizations was adopted. According to the law, such organizations have a right to implement cultural and business activities, which are not prohibited by the legislation of the Republic of Armenia and correspond to the main organizational goals and purposes that is production of relevant goods, provision of relevant services and implementation of their property and non-property rights. Cultural non-commercial organizations can also engage in certain types of activities that are subject to licensing or a special permit.

Non-governmental public cultural organizations play a significant role in the implementation of the cultural policy of the Republic of Armenia. Public organizations began to establish themselves in the field of cultural policy immediately after Armenia had become independent.

Approximately 900 NGOs are registered in the cultural sphere, making up to 33% of all registered NGOs in Armenia¹⁰.

E. DIASPORA

Armenia is enhancing its worldwide cultural and educational collaborations by actively involving the Armenian diaspora and diaspora organizations.

A recent of International Organization for Migration (IOM) “*Enhancing Development through Diaspora Engagement in Armenia*” precise that this connection is notably robust, spanning various aspects such as culture, education, economics, and politics. (...) Diaspora-led groups such as Birthright Armenia, Armenian Volunteer Corps, Teach for Armenia and others offer cultural and educational immersion as well as work opportunities for diasporas of practically all ages with ranging time commitments, there has also been a rise in individual households repatriation. (...) Entrepreneurs and philanthropists from diaspora have also been active in engaging with Armenia’s educational and cultural sector. Such groups as the Children of Armenia Fund, TUMO Center for Creative Technologies, educational and culture development programs offered by the Armenian General Benevolent Union, and numerous other engagements are testaments to a very vibrant and diverse value proposition of diaspora connection with the ancestral homeland”¹¹.

The Republic of Armenia, in conjunction with the hosting states and the diaspora, actively backs the initiatives of Armenian cultural centers and organizations abroad, aiming to preserve, disseminate, and advance national culture and art.

There is a huge potential as according to the data of the Ministry of the Economy, among the tourists arriving in Armenia, about 31% percent are Diaspora Armenians, 69% percent are foreigners. Almost half of the tourists in Armenia are attracted by cultural tourism (2022 – IOM report)¹².

¹⁰ https://www.culturalpolicies.net/country_profile/armenia-1-3-3/

¹¹ Enhancing Development through Diaspora Engagement in Armenia” – IOM - Aleksandr V. Gevorgyan (2023) <https://www.iom.int/sites/g/files/tmzbd1486/files/documents/2023-10/enhancing-development-through-diaspora-engagement-in-armenia.pdf>

¹² Enhancing Development through Diaspora Engagement in Armenia” – IOM - Aleksandr V. Gevorgyan (2023) - *Ibid*

As tourism evolves, the sector is increasingly attracting attention from private contributors, including investments from the diaspora, international organizations, active local donors and foreign corporations like communication and IT companies. Additionally, private independent initiatives are emerging to bridge the gap between arts and culture, exemplified by cultural cafés, cultural centers, and galleries that offer diverse arts and culture programs.

F. EUNIC CLUSTER ARMENIA

EUNIC – European Union National Institutes for Culture – is the European network of organisations engaging in cultural relations. Together with our partners, it brings to life European cultural collaboration in more than 100 countries worldwide with a network of 139 clusters, drawing on the broad experience of our members from all EU Member States and associate countries. <https://www.eunicglobal.eu/about>

EUNIC advocates a prominent role of culture in international relations and is a strategic partner of the EU, actively involved in the further definition of European cultural policy. EUNIC is a platform for knowledge sharing and for capacity building amongst its members and partners.

EUNIC Armenia was established on 2 October 2018.

Members of EUNIC Armenia include the Goethe-Institut, Società Dante Alighieri, Institut Français, and the resident embassies of Bulgaria, Czech Republic, Lithuania, Poland, Sweden, Austria and Romania. The founding members agreed to promote the ideals of diversity, mutual understanding, and to increase dialogue, cooperation, and exchanges between the European Union and Armenian society.

Financed by the EU Delegation and jointly with it, EUNIC Armenia organised the - European Day of Languages and European Heritage Days in 2020 and were also implementing partners for the European Film festival.

The Goethe Institute is the new President for 2024. EU Delegation works intensively with this network.

The EU Delegation will try to encourage more active participation by the EU MS and EUNIC members on the management level. The intensification of collaboration with EUNIC and EU MS will be aimed to creating more ‘Team Europe’ approach also in the field of culture.

5. NATIONAL FUNDS

Following the "Velvet" revolution in 2018, a reassessment of cultural institutions began. Despite political instability, pandemics, and conflict, the cultural sphere has shown positive trends in both quantitative and qualitative development. State cultural organizations have not experienced budget cuts; on the contrary, there is a growing trend, partly attributed to increased access to grant programs offered by various funds.

The Ministry of Culture continues to finance the state cultural institutions, which, in their turn, are free to cooperate with any local and foreign donor organisations. Institutionalised structures of the Armenian Diaspora (political parties, cultural unions, benevolent foundations) and individuals also provide financial sources for cultural institutions. The local sponsors contribute mainly to popular culture and show business. A number of NGOs, closed joint-stock companies (CJSCs) and funds established in recent years are actively implementing regional and international cooperation in the cultural sphere. They are also collaborating with local and state government, different educational institutions and other NGOs and the total number of cultural organisations is 1.586.

However, since as early as the 1990's, a number of NGOs and private organizations acting in the sphere of education and culture has significantly increased. Today more than 50 organizations and private institutions are implementing state programmes in the sphere of culture.

6. EU SUPPORT – PROJECTS AND PROGRAMMES

The European Institutions facilitate access to funding opportunities for the cultural and creative sectors across all funding sources of the European Union. The aim is to help players in these sectors identify the most suitable source of EU support for their ideas and initiatives. Link to an interactive guide for relevant funding opportunities¹³:

<https://culture.ec.europa.eu/funding/cultureu-funding-guide/discover-funding-opportunities-for-the-cultural-and-creative-sectors>

A. CREATIVE EUROPE

Armenia already participated in the previous cycle of Creative Europe (2014-2020). Its continued participation in the 2021-2027 cycle provides new opportunities to support the country's cultural and creative sectors.

The Creative Europe programme 2021-2027 has a budget of € 2.44 billion and is managed by the European Commission through the European Education and Culture Executive Agency.

The Creative Europe programme is divided into 3 strands:

- Culture strand: Initiatives promoting and enhancing artistic and cultural cooperation at the European level, except in audio-visual.
- Media strand: Actions encouraging the competitiveness, innovation and sustainability of the European Audiovisual sector.
- Cross-Sectoral strand: initiatives promoting innovative actions and collaboration across the Audiovisual and cultural sectors, support to the media and news sector, and covers the activities of Creative Europe Desks to promote the Programme's opportunities at a local level.

Armenia joined the Culture strand and partly the Cross-sectoral strand of Creative Europe (2021-2027) for the establishment of a Creative Europe Desk in the country. The novelties of the 2021-2027 programme will help the cultural and creative sectors recover from the

¹³ Armenia is not always eligible for all EU funding opportunities. Eligibility criteria must be checked.

COVID-19 pandemic and strengthen their efforts to become more inclusive, more digital and environmentally more sustainable.

This means that Armenian artists, cultural professionals and organisations will be able to participate in various calls for proposals.

Armenia is eligible for the following calls (Culture strand)

- ✓ European Cooperation Projects: to improve access to European cultural and creative works and to promote innovation and creativity by a cross border cooperation.
- ✓ Circulation of European Literary Works: to supports initiatives on translating and promoting European literary works.
- ✓ Culture Moves Europe: Mobility for Artists and Professionals provides grants for artists and cultural professionals in all 40 creative Europe countries. It covers the sectors of architecture, cultural heritage, design and fashion design, literary translation, music, performing arts, and visual arts.
- ✓ European Networks of Cultural and Creative Organisations: to enhance the capacities of European cultural and creative sectors to face common challenges and nurture talents, innovate, prosper and generate jobs and growth, by supporting projects implemented by highly representative, multi-country, membership-based networks of European cultural organisations.
- ✓ European Platforms: to foster the mobility and visibility of creators and artists - in particular those lacking international exposure, to stimulate a genuine Europe-wide programming of cultural and artistic activities, by facilitating access to non-national European cultural works via international touring, events, exhibitions, festivals, etc.
- ✓ Pan-European Cultural Entities: to support cultural entities – such as orchestras – with a large geographical reach, whose aim is to offer training, professionalisation, and performance opportunities for young, highly talented artists.

Through the European Networks of culture and creative organisations scheme, the Programme supports 37 organisations that support cultural organisations and professionals who contribute to strengthening the competitiveness and diversity of the European cultural and creative sectors. Creative Europe Networks are organisations of different sizes representing thousands of members from individuals to national and regional organisations working in the cultural and creative sectors. The European Commission consults with these networks concerning the design and implementation of the EU's culture policy. Some Armenians institutions and organisations are members of these networks.

With the help of these networks, the Creative Europe programme aims to strengthen the cultural and creative sectors, offering training and development opportunities. It provides a platform to exchange ideas and spread information about projects and best practices.

Armenia has created its Creative Europe Desk, cofounded by the European Commission and the Ministry of Education, Science, Culture, and Sports of the Republic of Armenia. As of mid-2023, the new coordinator of the desk is “*Yerevan Perspectives*” *International Music Festival*.

<https://www.creativeeurope.am/?lang=en>¹⁴

¹⁴ E-mail: info@creativeeurope.am or: ani.hovsepyan@creativeeurope.am

The activities of the Desk aim at contributing to the development of intercultural communication in the European cultural space, raising awareness in Armenia about the Creative Europe Programme and the open calls, capacity building of the cultural organizations, structures, and individuals, identifying potential partners, etc. The office conducts information events and workshops for potential beneficiaries of the programme, and provides consultancy on the open calls, deadlines, application packages, etc. Receiving and evaluating funding applications, selecting winning projects or awarding grants are under the responsibility of the European Education and Culture Executive Agency of the European Commission.

B. EUROPEAN SPACES OF CULTURE

European Spaces of Culture is testing innovative collaboration models in cultural relations between European and local partner organisations in countries outside the European Union. At the heart of the project lies a new spirit of dialogue, in which equality, mutual listening and learning represent the core values that help build trust and understanding between peoples. It was initiated by the European Parliament as a Preparatory Action and attributed to EUNIC by the European Commission.

See more: <https://europeanspacesofculture.eu/>

Every year, a call is launched. Armenia is eligible.

The calls require proposals to be co-created by local stakeholders (e.g. civil society organisations, local cultural actors, etc.), EUNIC members and EU Delegations in the spirit of equal partnership. Project teams are invited to apply with a cultural relations project outside of the EU and can apply for up to 60,000 euros for the entire project. Project teams need to involve a minimum of three full EUNIC members, the EU Delegation and at least three key local cultural partners.

C. CULTURAL RELATIONS PLATFORM

The Cultural Relations Platform is an EU-funded project that connects cultural practitioners worldwide for dialogue, exchange and co-operation. It also provides expertise to the European Union (EU) in the field of international cultural relations. It is designed and available only for the EU delegations.

The Platform is implemented by the Goethe-Institut Brussels, in partnership with the European Cultural Foundation; the International Network for Contemporary Performing Arts and the University of Siena.

The Cultural Relations Platform:

- Develops research into the cultural and creative sectors in countries around the world
- Facilitates co-operation and networking between cultural practitioners within and outside the EU including cultural organisations, private foundations and the civil society sector
- Provides advice and expertise to EU institutions and EU delegations all over the world

- Strengthens the capacity of cultural practitioners globally to deliver international cultural relations, through local conferences, workshops and training, and its Global Cultural Relations Programme

Each year, the Cultural Relations Platform launches a call “Promoting support and cooperation in cultural and creative sectors enhances innovation, preserves heritage, and drives economic growth”.

D. THE EUROPEAN HERITAGE HUB PROJECT

The European Heritage Hub project – co-funded by the European Union and run by a consortium of 20 partners led by Europa Nostra – is launching a Small Grants Scheme to support projects protecting cultural heritage in EU neighbouring countries. This initiative is supported by the ALIPH Foundation.

The European Heritage Hub launches regularly a Small Grants Scheme aims at encouraging and empowering heritage stakeholders from 11 neighbouring countries of the European Union to become active protagonists of the wider European heritage movement, enhancing their capacity to respond to Europe’s green, digital and social transformation.

The objectives of the 2024 call are: 1) Building the capacity of civil society; 2) Enhancing the key role of cultural heritage for the Triple Transformation of our society, economy and the environment (green, digital and social); 3) Building peace, stability, reconciliation, intercultural and interreligious dialogue through heritage-led activities.

Projects are implemented by the civil society and relevant amounts range between 2,000 - 50,000 EUR.

E. THE EUROPEAN FESTIVALS FUNDS FOR EMERGING ARTISTS

The European Festivals Fund for Emerging Artists (EFFEA) an initiative of the European Festivals Association, launches regularly calls to festivals to support emerging artists across Europe.

Armenian festivals are eligible.

In 2024, There are two grants categories:

- Discovery: Festivals (leading festival + minimum 1 partner festival, each from different eligible countries) take an early career artist(s) with exceptional talent and ready to breakthrough internationally under their wings. Approximately 40 grants of 8.000€ will be attributed to this category.
- Springboard: Festivals (leading festival + minimum 2 partner festivals, each from different eligible countries) take a mid-career artist(s) established in their own country and ready to develop their career internationally under their wings. Approximately 10 grants of 15.000€ will be attributed to this category.

<https://www.effea.eu/>

F. CULTURE MOVES EUROPE

Culture Moves Europe provides mobility grants for artists and cultural professionals in all 40 creative Europe countries. It covers the sectors of architecture, cultural heritage, design and fashion design, literature, music, performing arts and visual arts.

With a budget of €21 million, Culture Moves Europe offers mobility grants to around 7,000 artists, cultural professionals and host organisations from 2022 to 2025. Funded by the creative Europe programme of the European Union, Culture Moves Europe is implemented by the Goethe-Institut.

Two types of grants. The scheme consists of two action lines: individual mobility (for individuals and groups of up to five persons) and residencies.

- Individual mobility action

The individual mobility action offers financial support to individuals who travel between 7 and 60 days or groups of up to 5 persons who travel between 7 and 21 days. Rolling calls for all sectors that Culture Moves Europe covers are open every year between autumn and spring.

- Residency action

The residency action is aimed at organisations and established individual artists who regularly organise residencies and are interested in hosting artists and cultural professionals.

See more: https://culture.ec.europa.eu/funding/calls?facets_field_eac_topics=363

G. EU4CULTURE –Regional project

EU4Culture is a four-year project funded by the European Union to support the culture and creative sector with a special focus on non-capital cities and towns in the Eastern Partnership Countries. The overall objective of EU4Culture is to support culture's role as an engine for growth and social development in the Eastern Partnership countries. In 2021, EU4Culture launched a call to support regional cities in creating Cultural Development Strategies. 14 cities were awarded with grants of EUR 30,000 to develop their cultural strategies, among them 3 cities in Armenia: Ijevan, Charentsavan and Sevan. Late 2022, Ijevan was awarded a grant of up to €300,000 to implement its strategy and activities, for ex., three-day Community Festival “We and Our Mountains” – with participation of 3,000 artists, featuring variety of activities (exhibitions, fairs, concerts, outdoor movie screenings etc.). See more on : <https://euneighbourseast.eu/projects/eu-project-page/?id=1487>

It also provides capacity-building support to the 14 cities in the fields of Internationalisation, Cultural Enterprise and Management, and Cultural Indicators and Statistics.

EU4Culture has also been providing financial support to Artists and Cultural Professionals in Armenia through Mobility Scheme since 2021.

The project is implemented by Goethe Institute in partnership with Czech Centers, Danish Cultural Institute and Institut Français de Géorgie.

A new regional project (EUR 10 million) will start early 2025 for four years. It will build on the development of the on-going EU4Culture which places culture, the creative industries and cultural heritage at its core, and assists cities in the Eastern Partnership region to develop and implement cultural policies, following the approach of the European Capitals of Culture. It will focus on the local, national, and regional levels, strengthening the cooperation between Culture and Creative Industries (CCI), civil society organisations, including women's and youth organisations and relevant local and national authorities. It will support knowledge transfer to the regions, improve the local ecosystem and enhance CCI-related environment in the participating regions. It will enable market access for emerging entrepreneurs in the field of culture. It will support the synergies between culture (including cultural heritage) and sustainable tourism. This action could thus contribute to investment in and the economic growth of the partner countries.

H. KATAPULT Creative Accelerator Program

EU funded “KATAPULT” Creative Accelerator Program (EUR 3 million) is a project designed by the Armenian General Benevolent Union Armenia (AGBU, lead) in partnership with Creative Armenia (CA, co-applicant) with the global objective to vitalize the CCI ecosystem in Armenia, its creative agents and enablers, to catalyze a thriving creative economy.

The design of the project takes a full cycle approach, thinking of the process from creative ideation, to production, to market distribution. KATAPULT addresses existing knowledge and skills gaps not only for creative professionals, but also within existing support services, institutions and infrastructure.

The Specific Objectives are to 1) empower creative professionals with capacity building in business, finance, and marketing, and increased access to funding in order to be competitive players in a global market; 2) bridge gaps in existing services, institutions and infrastructure via CCI awareness building, trainings and investment.

To know more: <https://agbu.org/katapult>

I. EUROPEAN FILM FESTIVAL

Each year in May, the Delegation organises a European film festival and some side events.

This festival brings together EU member states and the EUNIC Armenia cluster, some professionals, some EU funded projects, cultural players, small private cinemas in the provinces, and communication partners.

All films shown are free of charge to ensure a wide audience. It is a requirement to show only European films that have never been screened in Armenia. All movies are subtitled in Armenian to insure a large audience. The European films are selected from the repository proposed by the project “European film festivals (EUFF)”¹⁵. The Presidency of the Council of the European Union opens the Festival.

¹⁵ <https://www.goethe.de/ins/be/en/kul/eur/seu.html>

The main partners are the Cinema house/Golden Apricot International Film Festival. All the EU member states and EUNIC cluster members will be closely associated and consulted for the choice of the movies.

To enrich the festival experience, EUD and its partners organizes panel discussions in collaboration with esteemed partners such as KATAPULT, TUMO). Engaging with these discussions will provide a deeper understanding of the art of filmmaking and its impact on the local and international stage.

Some movies will be screened in the regions (Gyumri, Dilijan, Vanadzor and Syunik region).

J. PUBLIC DIPLOMACY ACTIVITIES

The EU Delegation organizes different cultural activities, as supports initiatives/events by others, if they are in line with its objectives, i.e. are aimed at EU awareness raising, related to European values (democracy, human rights, etc.).

The Delegation cooperates with the Armenian Ministry of Culture, as well as with the EU MS for the European Heritage Days, European Days of Languages.

These initiatives/activities are being financed from the Delegation's FPI budget.

ACTION PLAN

In the following area, the EID will:

1. Propose to the Ministry of Education, Science, Culture and Sports its support in developing its cultural strategy through different tools such as TAIEX or any technical assistance.
2. Promote any funding opportunities under all the following projects and programmes: Creative Europe, Cultural Relations Platform, European Spaces of Culture and EU4Culture (mobility scheme), etc.
3. Work with the European Bank for Reconstruction and Development (EBRD) and European Investment Bank (EIB) on the feasibility of a support project combining loans and grants for cultural projects.
4. Explore sponsorship and patronage opportunities with its European partners.
5. Use its available resources and financing tools to have productive and successful synergies between NEAR and EEAS.
6. Attend the sessions organised by this projects and programmes for each call and will facilitate the registration and the information.
7. Establish, with the support of the Creative Europe Armenia Desk, a working group to assess the possibility and opportunity for Armenia to join partly the Media Stand.
8. Communicate and share about its projects and cultural activities through a dedicated page on the website and its social network.
9. Involve some media outlets, bloggers to reshare the information.
10. Inform and mobilise its networks, such as the Young European Ambassadors to promote its cultural cooperation.
11. Forward to its cultural network any initiative from the EU member states and/or EUNIC cluster.
12. Organise regularly meetings with EU member states and EUNIC Armenia cluster, as well as the cultural entities.
13. Organise the European Film Festival during the Europe days, in May, each year.
14. Continue organizing European Heritage Days, European Days of Languages. It will try to encourage EUNIC to join in the organization of these events.
15. Support projects and activities, where possible and in line with its objectives, within its FPI budget.
16. Initiate a structured dialogue with the civil society to strengthening EU-Armenia relations in the cultural and creative field.
17. Engage EU member states and their EUNIC network in active support of Armenia's cultural policy, its artists and the whole cultural offering.
18. Initiative a “Team Europe” initiative on the cultural field, with the EU member states, EUNIC members, as well as the European banks and European cooperation and agencies

TIMELINE 2024

- ✓ Consultation and presentation of the roadmap to key cultural players (1st quarter 2024)
- ✓ Approval and publication of this roadmap (strategy and action plan) - (1st quarter 2024)
- ✓ Regular promotion of funding opportunities and information on calls for proposals
- ✓ Discuss with the European International Financial Institution (IFI) the possibility of combining loans and grants for cultural projects. (2nd quarter 2024)
- ✓ Set up a working group to evaluate the possibility and opportunity for Armenia to join part of the Media Stand. (2nd quarter 2024)
- ✓ Creation of a web page dedicated to cultural activities. (2nd quarter 2024)
- ✓ Mobilization of EU networks and EU member states to promote cultural cooperation.
- ✓ Organization of regular meetings with EU member states and the EUNIC Armenia group, as well as with cultural entities.
- ✓ Co-organization with the EUNIC Armenia cluster of the European Film Festival. (May-June 2024)
- ✓ Co-organization of European Heritage Days and European Language Days. (September 2024)
- ✓ Launch of a "Team Europe" initiative in the cultural field, with EU member states, EUNIC members, European banks and European cooperation agencies. (2nd quarter 2024)