



European Union

# CULTURE in the EU: “United in Diversity”

*All About Europe  
at the EU Info Centre*

European cultural heritage is based on diversity in language, literature, theatre, architecture, crafts, cinema and broadcasting to name a few. Such cultural highlights may belong to a specific country or region, but they also represent Europe's common cultural heritage. The European Union (EU) aims to preserve and support this diversity and make it accessible to others beyond its borders, be it via art, dance, music, cuisine or its 23 official – plus several regional and local – languages. In terms of its unique cultural richness, the EU is “united in diversity”.

## Europe's cultural agenda

The EU's culture policy is designed to preserve, exchange and create dialogue between different cultures. The EU actively promotes these values through its culture-related programmes. The culture policy promotes diversity and intercultural dialogue, therefore, the EU encourages sharing cultural experiences across borders. For example, artists can move freely around the region and works of art can be easily shared with other countries.

The Lisbon Treaty entered into force in 2009 and obliges the EU to take culture into account in all of its actions in order to create intercultural respect and promote diversity.

Culture is a key part of European international relations. The EU is committed to integrating cultural issues into foreign affairs and its dealings with partner countries and regions. It is hoped that, in this way, the EU will become the cornerstone of a new cultural community, enriched by a wide range of different national influences.

Professional and non-governmental organisations, cultural institutions and European networks and foundations from the cultural sector are brought together by the EU to discuss issues and collaborate with EU institutions and Member States to support the development of new policies.

## Culture Programme

Since the early 1990s, a range of programmes have been established under the EU's culture policy. The Culture Programme, worth €400 million and lasting 7 years (2007 – 2013), aims to enhance and expand Europe's cultural area. It is available to Member States and some countries outside the EU, including Serbia. Its goal is to improve cooperation between European cultural entities. Using the concept of common cultural heritage, the programme gives organisations from participating countries the opportunity to collaborate, encouraging the emergence of a strong European identity.

## IPA in the field of Culture

In addition to funding from the Culture Programme, Serbian cultural institutions can apply to funds available to civil society from the EU's pre-accession funds (IPA), which are managed by the EU Delegation to Serbia. Currently there are nine organisations which have received grants worth €850,000 to implement projects dealing with important topics such as cultural inclusion of the elderly, ethnic and religious minorities and youth from disadvantaged communities.

## Programme goals

The programme promotes:

- trans-national mobility of people within the cultural sector;
- trans-national circulation of artistic and cultural works; and
- intercultural dialogue and exchanges.

The programme takes a flexible, interdisciplinary approach and is focused on the needs expressed by cultural actors during the public consultations leading up to its design.

## Participants

The participants in the 2007-2013 programme are: the 27 EU Member States, Lichtenstein, Norway, Montenegro, Croatia, Iceland, Macedonia, Turkey, Bosnia and Herzegovina and Serbia. At present, Serbian organisations have taken part in 32 projects, one of which as a coordinator.

## How to apply

Cultural organisations interested in applying for funding under the Culture Programme 2007-2013 should consult the calendar for a publication conditions and submission deadlines, available at: [http://eacea.ec.europa.eu/culture/programme/calendar\\_en.php](http://eacea.ec.europa.eu/culture/programme/calendar_en.php)

**Cultural contact points (CCP)** have been established in most participating countries. They are responsible for promoting the programme, facilitating the involvement of as many cultural professionals as possible, ensuring an exchange of information with national cultural institutions, maintaining contact between EU programme participants and link to other EU programme information sources. For the full list of CCPs and to find a cultural partner, please visit:

[http://eacea.ec.europa.eu/culture/tools/ccp\\_en.php](http://eacea.ec.europa.eu/culture/tools/ccp_en.php)

### Cultural contact point in Serbia,

Ministry of Culture, Vojkovičeva 3, 11000 Belgrade, Serbia

T: +381 / 64 666 999 6, 11 3398 548, ext. 156 / 168

E: [office@ccp-serbia.org](mailto:office@ccp-serbia.org), W: [www.ccp-serbia.org](http://www.ccp-serbia.org)



## Other cultural programmes

### European Capital of Culture

Each year the European Commission selects two cities to be a Capital of Culture. The cities showcase the richness and diversity of European cultures and celebrate the ties between European countries by bringing people together and fostering a positive image of European citizenship. Maribor (Slovenia) and Guimaraes (Portugal) have been selected as European Capital of Culture cities for 2012. Find out more at:

[http://ec.europa.eu/culture/our-programmes-and-actions/capitals/european-capitals-of-culture\\_en.html](http://ec.europa.eu/culture/our-programmes-and-actions/capitals/european-capitals-of-culture_en.html)

### Europa Nostra

[www.europanostra.org](http://www.europanostra.org)

This programme is the 'voice of cultural heritage in Europe'. It safeguards cultural landscapes, celebrates heritage achievements and builds bridges between past, present and future generations throughout Europe. During its 45-year history it has built a network of more than 400 associate organisation members from across Europe. The Serbian members are the Association for Preservation of the Architectural Heritage and Ambience of Belgrade and the Centre for Protection of Natural and Cultural Heritage of Kosovo and Metohija.

### Europa Nostra Serbia

Dusana Radenkovic 5

RS-11000 Belgrade

T: +381 11 2 65 23 89

E: [irinasubotic@sbb.rs](mailto:irinasubotic@sbb.rs)

[www.europanostraserbia.org](http://www.europanostraserbia.org)

Culture is also integrated into other sectors such as education, tourism, employment and citizenship. Find out more about funding opportunities for cultural projects in other sectors at: [http://ec.europa.eu/culture/eu-funding/culture-in-other-eu-programmes\\_en.htm](http://ec.europa.eu/culture/eu-funding/culture-in-other-eu-programmes_en.htm)



### Jelena Lengold (1959)

is a storyteller, novelist and a poet. She is the winner of the European Prize for Literature 2011. This prize puts the spotlight on the creativity and diverse wealth of Europe's contemporary literature in the field of fiction, to promote the circulation of literature within Europe and encourage greater interest in non-national literary works.

## EU-funded projects in Serbia

Serbia entered into the Culture Programme in 2008. Serbian cultural organisations have been very active ever since. Since 2009, Serbia has received €372,000 to translate 90 books from European languages into Serbian. In 2011, a Serbian cultural organisation was chosen for the first time to be a project leader and received an EU grant of over €150,000 for their activities (see In/Visible City below for more details). Serbian cultural organisations are also project partners in another 23 international projects worth over €12 million and deal with many topics, ranging from music and arts to archaeology and promoting tourism.



### EU Info Centre

Dečanska 1 (Dom omladine)

Belgrade, Serbia

T: +381 (11) 3221 996

E: [info@euinfo.rs](mailto:info@euinfo.rs)

W: [www.euinfo.rs](http://www.euinfo.rs)

## In/Visible City

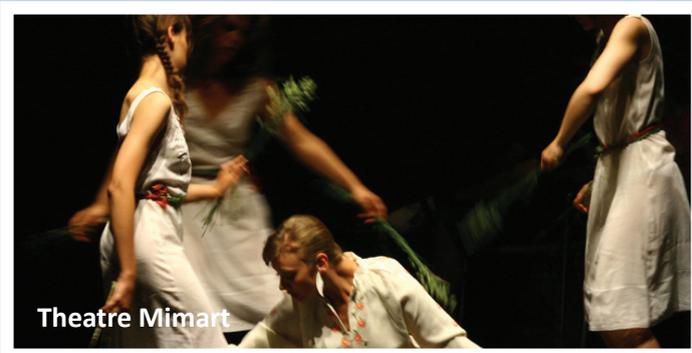
Dah Theatre was the first Serbian organisation authorised by the European Commission to coordinate and manage a project as part of the Culture Programme 2007-2013. In/Visible City promotes the richness of diverse ethnic cultures within Serbian cities (Niš, Leskovac, Vranje, Subotica and Indija). The project included performances on public transport depicting the multi-ethnic histories of Serbia's cities, as well as cultural exchanges through collaborative discussions about inter-cultural tolerance with artistic organisations in Denmark, the UK, Macedonia and France. Find out more information about this project at: <http://in-visible-city.com>



## Wake Up: A Force for Change

Wake Up is a two-year international project that promotes intercultural dialogue through training cultural leaders, supporting the mobility of artists and fostering respect for cultural diversity. The Serbian partner, Theatre Mimart, is working with pan-European partners to stage six international events across Europe. Through these activities the project aims to promote co-existence and respect for different cultures and beliefs. It hopes to create mobility opportunities for artists and encourage dialogue between practitioners and policy makers.

Find out more about this project at: [www.teatarmimart.org.rs](http://www.teatarmimart.org.rs)



Find out more at the  
EU Info Centre  
Dečanska 1 (Dom omladine)  
11000 Belgrade, Serbia

Mon - Fri: 10:00 - 19:00

Sat: 10:00 - 15:00



### Delegation of the European Union to Serbia

19a Avenue, Vladimira Popovića 40/V,

New Belgrade, Serbia

T: +381.11.3083200

E: [delegation-serbia@eeas.europa.eu](mailto:delegation-serbia@eeas.europa.eu)

W: [www.europa.rs](http://www.europa.rs)