

Kako hrvatske institucije i udruge u kulturi sudjeluju u europskim projektima?
How do Croatian cultural institutions and associations participate in European projects?

KULTURNJACI SU (VEĆ) U EUROPI

CULTURAL WORKERS ARE (ALREADY) IN EUROPE



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Hrvatska je kultura, rekli bismo slikovito, od stojećea sedmog u stalnom prožimanju s europskim kulturnim kretanjima. U posljednje vrijeme, približavanjem i vezivanjem Hrvatske uz Europsku uniju, sve više institucija i udruge u kulturi koje svoje programe i finansijski grade s osloncem na europske fondove. I dobro se pri tome snalaze.

Kad bi se radila analiza tko je iz europskih fondova povukao više sredstava, proporcionalno svojoj ekonomskoj moći i "redu veličine" pojedinih projekata, hrvatski bi kulturnjaci bili, ako ne na prvom, a ono sasvim sigurno na visokom mjestu među onima u Hrvatskoj koji traže i osiguravaju finansijska sredstva iz EU fondova. Bez mnogo "mahanja papirima" u posljednjih se nekoliko godina više od 40 hrvatskih predstavnika uključilo u europski projekt financiranja multilateralne kulturne suradnje na razini EU. U više od trećine tih slučajeva partneri iz Hrvatske su organizatori ili suorganizatori projekata. To znači da u Europi postoji zanimanje za suradnju s Hrvatskom, ali i to da hrvatska kultura ima znanje i ljude, osmišlene projekte i vizije koji korespondiraju s modernim europskim tokovima i predstavljaju izazov drugima u Europi da se u njih uključe. Jer, sudjelovati s hrvatskim projektom u sklopu europskih projekata u kulturi znači pronaći barem još dva ili tri partnera u nekoj od zemalja Europske unije koji su spremni prihvatiti projekatni prijedlog i biti partner, dakle uključiti i svoje finansijske, ljudske i kreativne potencijale u ideju i viziju koje dolazi iz Hrvatske.

Since the 7th century to the present day, figuratively speaking, Croatian culture has been in constant interfusion with European cultural developments. Lately, when Croatia has been approaching the European Union and associating with it, a growing number of cultural institutions and associations in financially base their programs on European funds. And they seem to know their way around it.

If an analysis was made about to whom more resources from European funds were allocated, then those in Croatian cultural circles would take, proportionally to their economic power and the order of magnitude of particular projects, the first or at least a high-ranking place among all those who seek and secure funding from EU funds. Without a lot of "waving the papers", during the last few years, more than 40 Croatian participants joined the European project of financing multilateral cultural cooperation on an EU scale. In more than a third of these cases, partners from Croatia are project organizers or co-organizers. All of this means that there is in Europe an interest for cooperation with Croatia. It also means that Croatian culture has the knowledge and the people, projects and visions that correspond with modern European developments and present a challenge for others in Europe to join since participation in European cultural projects framework with a Croatian project means finding at least two or three partners in some of the EU countries. These partners should be willing to accept the project proposal and



"Karneval kraj Europe" jedan je od prvih projekata EU-CRO u sklopu programa "Kultura 2007 - 2013." "Carnival King of Europe" is one of the first projects in EU-CRO collaborated with "Culture 2007-2013".

Kulturna kontaktna točka

Pravi zamah participacije hrvatske kulturne u EU fondovima dogodio se u sklopu programa Europske komisije "Kultura 2007 - 2013." Svake je godine sve više subjekata u hrvatskoj kulturi koji svojim idejama i projektima žele sudjelovati u tom EU programu. Velik broj hrvatskih sudionika u Programu "Kultura 2007 - 2013." dobrim dijelom je rezultat i rada hrvatske "Kulturne kontaktna točke" – posebnog odjela u sklopu Ministarstva kulture. Ljubazne Anja Jelavić i Križana Brkić kažu nam kako ima organizacija koje se ne jave "Kulturnoj kontaktnoj točki" prilikom prijave na natjebe, no to je rijetkost.

"Kulturne kontaktna točke su odjeli zaduženi za provedbu programa "Kultura 2007 - 2013." u svim zemljama punopravnim članicama ovog programa. Rad Odjela sufinancira se u jednokratnim postotcima od strane nacionalnoga resornog tijela i od strane Europske unije, a u Hrvatskoj je oblikovan pri Upravi za međunarodnu kulturnu suradnju Ministarstva kulture u prosincu 2006. godine. Hrvatski Odjel redovito održava informativna seminara u Hrvatskoj i izvan nje, u suradnji s gradskim i županijskim upravama, razvojnim agencijama, kao i s institucijama ili organizacijama s kojima organizira-

participate in it as partners and include their financial, human and creative potential in an idea and vision originating from Croatia.

A Cultural Contact Point

Cultural participation in EU funds went into full swing within the European Commission program named "Culture 2007-2013". Every year there is a growing number of cultural organizations in Croatia who wish to participate in this EU program with their own ideas and projects. The high number of participation of Croatian organizations in the Culture Programme 2007-2013 has, to a great extent, been made possible by the work of the "Croatian Contact Point" – a special department within the Ministry of Culture. Kind Anja Jelavić and Križana Brkić tell us that there are organizations which do not contact the "Cultural Contact Point" when they enter a competition, but there were only few.

"Cultural Contact Points are departments responsible for the implementation of the Culture Programme 2007-2013 in all the countries that are full members of the program. The work of the department is co-financed in equal percentages by the national relevant department and the European Union.

Etnografski muzej Zagreba sudjeluje već u drugom projektu programa "Kultura...". Voditeljica tih projekata mr. sc. Zvezdana Antoš kaže nam kako su se 2007. među prvima uključili u projekt: "Karneval – kraj Europe", koji je vodio Etnografski muzej Trentina (Italija), a u projekt su još bili uključeni partneri iz Francuske, Makedonije i Bugarske.

"Cilj je projekta, koji se sastoji od terenskog istraživanja, realizacije filma, putujuće izložbe, web stranice i studijskih sastanaka, bio utvrditi i istražiti zajedničke korijene europskog karnevala, u sklopu zimskih obreda plodnosti koji se još održavaju u velikom broju ruralnih i postruralnih zajednica u Europi", kaže Antoš. Projekt "Karneval kraj Europe", vrijedan 180 000 eura EU dotacije, završava ove godine (izložbe, dokumentarni filmovi, predstavljanja, znanstveni skupovi) u studenome, ali zagrebački Etnografski muzej već sudjeluje u novom EU projektu vrijednom 260 000 eura dotacije. To je projekt "Poduzetničke kulture u europskim gradovima", bavi se ekonomskim, socijalnim i kulturnim strategijama poduzetnika koji su tek započeli djelatnost, a mnogi od njih imaju imigrantsko zaleđe. Nositelj projekta je Povijesni muzej iz Amsterdama. Uz nizozemskog i hrvatskog partnera, u projekt su uključeni i partneri iz Grčke, Luksemburga, Velike Britanije i Španjolske.



Ministarstvo kulture Hrvatske
Croatian Ministry of Culture

The Ethnographic Museum Zagreb has been participating in the second project of the Culture Programme 2007-2013. The project manager, Zvezdana Antoš M.Sc., tells us that in 2007 they were among the first ones to join the "Carnival King of Europe" project, which was organized by the Ethnographic Museum Trentino (Italy), and partners from France, Macedonia and Bulgaria were also included.

"The goal of the project, which consists of field-research, a film realization, a travelling exhibition, a web page and studio meetings, is to define and explore the communal roots of the European carnival within the winter fertility rituals that are still held in a great number of rural and post-rural communities in Europe", Antoš says.

"Carnival King of Europe" project, which received a donation of 180,000 Euros ends this year (exhibitions, documentary films, presentations, scientific meetings) in November, but the Ethnographic Museum Zagreb has already taken part in a new EU project that has received 260,000 Euros in donations. It is the "Entrepreneurial Cultures in European Cities" project, which deals with economic, social and cultural strategies of entrepreneurs who have started a business quite recently, many of whom have immigrant backgrounds. The organizer of the project is the Amsterdam Historical Museum. Along with Dutch and Croatian partners, the project gathers partners from Greece, Luxembourg, Great Britain and Spain.



"Poduzetničke kulture..." novi je EU projekt u kojem sudjeluje i EMZ
"Entrepreneurial Cultures..." is a new EU project which EMZ also participates in



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mo radionica. Također, pomažemo korisnicima tijekom prijava, no ne smijemo osmišljavati projekte niti ispunjavati prijavne umjesto njih. U suradnji s kolegama, koji u Hrvatskoj provode ostale europske programe, organiziramo jednom godišnje zajednička predstavljanja drugih europskih programa i inicijativa kako bismo djelatnicima u kulturi (ili i šire) predstavili različite mogućnosti suradnje u europskom kontekstu", kaže nam Anja Jelačić i Križana Brkić.

Iste boljke

Uvriježeno je mišljenje kako je ispunjavanje prijavnih formulara i zadovoljavanje strogih i do u detalje propisanih formi za EU najtežaje "rudarski posao". Dobra, sve na prvi pogled izgleda strašnije, no što doista jest, ali da je forma stroga i da se mora poštiavati, činjenica je koju se suradnici svuda u organiziranim zajednicama – a Europska unija to jest. Svi rari se nauče, trim prije što ni institucije koje dolaze iz kruga članica EU-a nisu u boljem položaju. I – ne snalaze se ništa bolje od naših, kako nam kaže Anja Jelačić.

"Početkom 2007. godine nekoliko je hrvatskih projektnih partnera pristupilo projektima. U suradnji s njima, a to su bili BADCO, Muzej suvremene umjetnosti u Zagrebu, KEL Esperanto i Etnografski muzej u Zagrebu, započeli smo prezentaciju programa u Hrvatskoj. Najveće nedoumice koje su tada postojale, uočavamo i danas: u kojoj najtežajnoj kategoriji prijaviti projekt, kako osmisliti financijsku konstrukciju, koji su dozvoljeni, a koji nedozvoljeni troškovi, kako pronaći projektne partnere i al. Danas, nakon gotovo tri godine sudjelovanja Republike Hrvatske u programu Kultura 2007 – 2013, zanimanje Hrvatske kulturne javnosti iznimno je veliko i stalno raste. Bitno je reći da je mnogo lakše prijava onima koji prijavljuju projekte, programske sadržaje koji već postoje pa ih sada žele proširiti u više zemalja, s više partnera", dodaje Jelačić.

The Department for the Cultural Contact Point within the Directorate for International Cultural Cooperation of the Ministry of Culture was formed in Croatia in December 2006. The department regularly holds informative seminars in Croatia and abroad, in cooperation with city and county administrations, developmental agencies, as well as with the institutions and organizations that take part in organizing workshops. We also help the users during their registrations but we are not allowed to create projects or complete their applications. In cooperation with colleagues, who implement other European programs in Croatia, once a year, we organize joint presentations of other European programs and initiatives in order to present the varying possibilities of cooperation within a European context to the cultural workers (and others)", Anja Jelačić and Križana Brkić say.

The Same Ills

It is widely accepted that filling in the application forms and meeting the strict and detailed forms when entering EU competitions is hard work. Of course, at first sight it all looks more horrible than it really is, but the rules are strict and they must be obeyed. It is a fact that is true for all the organized communities – and the European Union certainly is an organized community. It can all be learned, even more since the institutions from the EU member states are in no better position and they do not manage better than our institutions do", Anja Jelačić says.

"In the beginning of 2007 several Croatian project partners joined the projects. In cooperation with them, and they were BADCO, Museum of Contemporary Art in Zagreb, KEL Esperanto and the Ethnographic Museum in Zagreb, we began the presentation of the program in Croatia. The greatest dilemmas that were present with project applicants back then are still present: choosing the comple-

Muzej "Lapidarium" iz Novigrada u Istri također je bio uključen u jedan od projekata.

„Uključili smo se u projekt X-OP koji je vodila mariborska "Kibla", a u kojem su uz Slovence i nas sudjelovali još i umjetnici iz Portugala, Finske, Estonije, Njemačke, Turske, Austrije i Češke. Iz svake je zemlje partner u projekt ušao s jednim već uhodanim programom. Mi smo participirali s našim programom "Media shop" – festivalom i radionicama za nove medije. Tijekom tri godine u nekoliko smo zemalja partnera predstavili radove Tanje Dabo, Andreje Kulunčić i Gorana Tomčića. Za cijeli projekt, koji vrijedi oko 1,7 milijuna eura, od EU komisije smo dobili 800 000 eura, a ostatak su osigurali partneri iz svojih drugih izvora. Iskustva? Pozitivna, zapravo izvrsna. U početku ti nije puno toga jasno, ali potom se otkriva kako sve to skupa ima smisla. Pravila su stroga, ali su i efekti izvrsni i doista svaki je euro potrošen s razlogom i daje rezultate", kaže nam Jerica Žheri, koja je u međuvremenu postala ravnateljica Muzeja moderne i suvremene umjetnosti u Rijeci, pa je cijeli projekt X-OP sada iz Novigradskog "Lapidaria" preselio u Rijeku, u čemu je već postignuta suglasnost s EU partnerima.

The Lapidarium Museum of Novigrad in Istria has also been included in one of the projects.

"We joined the X-OP project which was organized by "Kibla" from Maribor and, along with the Slovenians and ourselves; artists from Portugal, Finland, Estonia, Germany, Turkey, Austria and the Czech Republic participated. A partner from each country entered the project with an already well-established program. We participated with our "Media Shop" program – a festival and workshops for new media. In the period of three years we presented the works of Tanja Dabo, Andrea Kulunčić and Goran Tomčić in several partner countries. The whole project cost about 1.7 million Euros and we got 800,000 Euros from the EU Commission, while the rest was secured by the partners from other sources. Experience? Positive, in fact excellent. In the beginning there's a lot that you don't understand, but then you reveal that it all makes sense. The rules are strict, but the effects are excellent and every Euro is spent for a reason and it has effect", says Jerica Žheri, who has become the director of the Museum of Modern and Contemporary Art in Rijeka in the meantime, so the whole X-OP project will now move from Novigrad's "Lapidarium" to Rijeka, and EU partners have already consented on the change.

Europska dodana vrijednost

Cijela se priča vrti oko jedne sintagme – "Europska dodana vrijednost". To je ono što predstavlja europsko zajedništvo, zajednički europski kulturni prostor, europsko državljanstvo. Svakli projekt koji ističe i potiče upravo te vrijednosti, uz mobilnost kulturnih djelatnika, na pravom je putu da dožije pozitivnu ocjenu. Najveći dio projekata iz Hrvatske doista i jest takav pa svaki od njih na sebi svojstven način predstavlja ugradnju, podizanje nešega hrvatskog u europski kulturni milja.

Dodatni izvori

S obzirom na to da program "Kultura..." podrazumijeva 50 posto ili manje potrebnih sredstava, jasno je kako se ostatak sredstava

titibon category for project registration, planning the funding, recognizing the permitted and unpermitted expenses, finding project partners and so on. Today, after almost three years of the participation of the Republic of Croatia in the Culture Programme 2007-2013; the interest of the Croatian cultural public is exceptionally great and it keeps growing. It is important to say that it is much easier to apply for those who register projects and programs that already exist and should only be elaborated in other countries, with more partners", Jelačić adds.

European Added Value

The whole story revolves around the banner "European added value". It represents





Sudionici projekta X-OP iz cijele Europe na "Media Shop" festivalu u Novigradu / Participants of the X-OP project from Europe during the "Media Shop" festival in Novigrad

Pomoć Ministarstva kulture je neupitna. Projekti koji ostvare sufinansiranje iz Programa, ne gube pravo prijave na natječaje Ministarstva...

Help from the Ministry of Culture is unquestionable. The projects that achieve co-financing from the program do not lose the right to apply for the Ministry award procedures...

va mora namiriti iz drugih izvora. Pri tome ne postoje nikakva ograničenja – to mogu biti i drugi fondovi, međunarodni "grantovi", sponzori, vlastita sredstva kao i sredstva lokalnih ili regionalnih zajednica. "Uz to, Ministarstvo kulture je donošenjem posebnog Pravilnika kojim se određuju kriteriji i postupak prema kojem će se izabirati i sufinancirati projekti već odobreni u okviru programa "Kultura 2007 - 2013." učinio napor za dodatno stimuliranje uspješnih projekata", pojašnjava Anja Jelavić.

Projekte koji se natječu za program "Kultura..." ocjenjuje posebna komisija evaluatora u Bruxellesu. Važno je pri tome reći dvije stvari – riječ je o stručnjacima za pojedina područja kulture i drugo, za Hrvatsku veoma važno, u tim ocjenjivačkim timovima sudjeluju i kulturni poslenici iz Hrvatske. Dakle, i na planu evaluacije projekata Hrvatska ravnopravno sudjeluje s ostalim članicama Programa. ■

a European togetherness, a communal cultural area. Every project that emphasizes and stimulates these values, along with the mobility of cultural workers, is on the right track to achieving a positive assessment. The majority of projects from Croatia are like this so each of them, in its own way, represents an incorporation of something Croatian into the European cultural milieu.

Additional Resources

Considering the fact that the Culture Programme 2007-2013 implies 50 percent or less of the needed resources, it is clear that the rest of the finances need to be drawn from other sources. There are no limitations – it can be other funds, international grants, sponsors, self-funding, as well as local or regional community funding. Besides, the Ministry of Culture has already made an effort in the additional stimulation of successful projects by issuing a special Book of Rules which states the criteria and the procedures to select and co-finance the projects that have already been authorized within the Culture Programme 2007-2013 framework", Anja Jelavić clarifies.

The projects that enter the Culture Programme 2007-2013 competition are assessed by the special commission of evaluators in Brussels. It is important to say two things – they are experts in particular fields of culture and, secondly, it very significant for Croatia since cultural workers from Croatia also participate in the evaluation teams. Therefore, even on the level of project evaluation, Croatia participates on equal terms with other program members. ■