

**Quadrennial Periodic Reports on Measures to Protect and promote  
the Diversity of Cultural Expressions  
- Montenegro –**

**Summary**

Montenegro ratified the Convention on the Protection and Promotion of the Diversity of Cultural Expressions in 2008 and thus confirmed the need to elaborate and develop the authenticity of the existing cultural expressions based on the historical and cultural particularities of Montenegro and to create new expressions.

Periodical report on the application of the Convention has been created in accordance with the suggested instructions with emphasis on the results achieved in specific areas, as well as figures and percentage overview where such data was available.

In Chapter *Measures*, sub-title *Cultural measures and policies*, there is an overview of the legislative activities underway during the last 4 years, as well as a summary of the strategic document the National Culture Development Programme of Montenegro 2011-2015. Apart from the normative activity, public financial assistance measures take an important place, and they are presented through an overview of realization of the annual calls for co-financing of projects in the field of cultural and artistic creation and media, as well as state subsidies for equal territorial development of culture. One of the measures is identifying manifestations and festivals of particular significance for Montenegro.

In Chapter on international cooperation, the information refers to bilateral agreements and programmes concluded, as well as significant regional and European cultural and culture-political associations and programmes.

For the part relating to integration of culture into sustainable development, parts from strategic documents where the field of culture is recognized as an important segment for development were set away. Having in mind the great expectations from realization of the project MACCOC - Marina Abramović Community Center Obod Cetinje, in the context of sustainable development, a brief overview of the project, preparations for which are underway, is given as a potential activator of cultural and economic development of both the Royal Capital and the entire Montenegro.

Review of raising awareness on the importance of the aims promoted by the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, as well as the importance of the document itself, is given through several round tables and conferences. Percentage figures are presented on the participation of civil sector as the implementer of projects co-financed through public calls. The role of nongovernmental organizations in adoption of new regulations is also emphasized.

After the renewal of independence in 2006, particularly in the last 4 years, Montenegro has made significant steps forward in creating cultural policy, and therefore evident emphasis in the report is on the specific results in culture with regard to:

- Completion of the normative framework in culture in accordance with European standards
- Accession to regional and international programmes for cooperation
- Continuous public financial assistance
- Promotion and renewal of the infrastructure and enhancement of cultural creations, in the context of balanced development of the culture of Montenegro (northern region)
- Involvement of NGO sector as the holder of a significant share of cultural production
- Initial steps in development of creative industries as a segment of sustainable development and the field for potential use of resources, intensifying of innovation and exploiting the economic moment in creation of cultural policies
- Enhancement of diversity in media pluralism as the fundament for promotion of diversity of cultural expressions.

The results achieved in the measures and activities carried out so far are detected as the basis which needs to be upgraded in the future with a view to strengthen the following goals and challenges in culture: Development of human resources potentials of all relevant cultural actors; Research of efficient use of the potential of creative industries and strengthening of cultural tourism; Research in alternative forms of financing; Stimulating development of new artistic expressions; Encouragement of more intensive consummation of cultural offers.

## 1. General information

(a) Name of Party

Montenegro

(b) Date of ratification

19.05.2008

(c) Ratification process (e.g. parliamentary process)

parliamentary process

(d) Total contribution to the IFCD (to date)

\$ 1,315.30 (€1,000.00) – May 2012

(e) Organisation(s) or entity(ies) responsible for the preparation of the report

National Commission of Montenegro for UNESCO; Ministry of Montenegro

(f) Officially designated point of contact

Mr. Dragoljub Janković

(g) Date report was prepared

8.05.2012

(h) Name of designated official(s) signing the report

Minister of culture prof. Branislav Mićunović

(i) Description of the consultation process established for the preparation of the report and name of representative(s) of participating civil society organisation(s)

## 2. Measures

### 2.1 Cultural policies and measures

#### Legislative measures in the cultural policy of Montenegro

After ratification of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions in May 2008, the Law on Culture entered into force in Montenegro in August the same year. Adoption of this significant act confirms commitments at the national level which correspond to the principles contained in the Convention. On the other hand, in accordance with Article 1 item h of the Convention, it is confirmed that countries have the right to maintain, adopt and implement policy and measures considered adequate for the protection and promotion of diversity of cultural expressions in their territories. The Law on Culture defines the tasks of public interest in culture, regulation of cultural institutions, the status and rights of artists and experts in culture, the measures for encouragement and support for development of culture, financing of culture and other matters of importance for culture.

On of the aims of adoption of this act is development of culture, as an activity of public interest, based on the following principles: 1) freedom of creation and respect of the right to culture; 2) commitment of the state and local government to encourage and assist development of cultural and artistic creation and protection and preservation of cultural heritage; 3) equal preservation of all cultural identities and respect of cultural differences; 4) development and improvement of the system of culture, in accordance with international standards, and particularly with the European Union standards; 5) establishment of an efficient, rational and creative management in culture; 6) transparent acting in culture; 7) respect and protection of

copyright and other similar rights; 8) democratization of cultural policy and decentralization of organization and financing of culture.

Law on Cinematography was passed in August 2008.

Activities of Montenegro with regard to the Convention also refer to implementation of its goals and obligations in adoption of new normative frameworks in our legal system in the field of cultural heritage. Namely, in accordance with European and international standards, as well as positive experience of the South Eastern countries, the Parliament of Montenegro passed 4 significant laws in August 2010:

- Law on the Protection of Cultural Goods;
- Law on Museum Activity;
- Law on Archive Activity and
- Law on Library Activity.

The new laws contain the principles and obligations from the ratified conventions, relevant international directives, recommendations and resolutions, as well as the rules of international expert organizations. Among those, the laws also incorporated obligations from the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (Article 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12 and 13). The principles of protection and promotion of diversity of cultural expressions, as well as obligations of the states to implement those in an adequate manner, were assumed.

During 2011, 23 bylaws were passed with regard to the passed laws. During 2012, development of 13 bylaws in the field of cultural heritage and 11 in the field of cultural and artistic creation has been initiated, on the measures for stimulating creation and on the status of artists and branch associations.

### **Regulatory instrument for creation of the cultural policy of Montenegro**

The Government of Montenegro passed the National Programme for Development of Culture 2011-2015 at the beginning of 2011, a strategic document which represents the first long-term projection of a comprehensive reform in the culture of Montenegro. The legal basis for adoption of this document is provided under Article 8 of the Law on Culture, which lays down that the National Programme is passed by the Government, upon a proposal from the Minister of culture, for a period of five years.

Having in mind the legal assumption that culture in Montenegro is defined as an activity of public interest, the National Programme sets the goals and priorities for development of all segments of culture and determines organizational, financial and administrative measures for their realization.

The National Programme lays down conditions, priorities, measures and goals for: protection and use of cultural goods; protection of Montenegrin cultural values outside Montenegro; cultural creation and production; reform of the institutional framework; strengthening human resources capacities; scientific and research work; amateurism; cross-sectoral cooperation; entrepreneurship in culture; international cooperation, and other matters of importance for a consistent and continuous development of culture.

Measures, activities, holders and dynamics of realization of the priorities set, as well as indicators and mechanisms for their implementation and evaluation are defined in the Action Plan, passed by the Government annually.

Five-year Strategy for the Development of Culture in Montenegro (2011-2015) is based on the analysis of all segments of culture, from the principles forming the base for development of activities in culture, to technical and institutional support for its improvement. Such an approach arises from the striving to point out exclusively to problems and challenges that institutions and individual face in this field. Problems and challenges in culture are the basis for setting five-year strategic priorities in the cultural policy in Montenegro, expressed in this document.

Key challenges in this mission are reaching balanced development of all cultural activities at the national and local level, strengthening legal and institutional support and strengthening human resources capacities.

### **Measure of public financial assistance – Public calls for co-financing cultural-artistic creation**

As one of the measures for enhancement and support to development of culture, the Law on Culture defines co-financing of programmes and projects of importance for realization of public interest in culture. This legal measure fosters realization of the set goals which, among other, include balanced territorial development of culture and creation of conditions for realization and development of all areas of cultural and artistic creation, but also to protect and promote diversity of cultural expressions differentiated according to areas of the public call. This form of regular annual support to cultural and artistic creation is in the spirit of measures for protection and promotion of diversity of cultural expressions provided for in the Convention, under Article 6 paragraph 2 items d, e and g.

If we summarize the public call from the perspective of the entire cultural production, as well as the size of the population of Montenegro, it represents a form of public financial support for a large share of cultural projects. An approved project may be co-financed through the public call up to 50% of the amount of total funds necessary for its realization. In case of projects of special importance for Montenegro, they may be co-financed in an amount higher than the stated one.

**(Public call 2009)** In the context of implementation of the stated support measure, the Ministry of Culture published a public call in 2009 for co-financing of projects in six areas, which were selected as priority ones within the available budgetary funds: fine arts, literature and translation, music and musical and stage activities, magazines for culture and arts, manifestations and festivals, as well as the field of new theatre productions. After the procedure of evaluation and expert selection, the Ministry decided to co-finance in 2009 the total of 185 projects with EUR 496,450, i.e.: 53 projects in fine arts, 83 in literature and translation, 8 magazines, 26 cultural-artistic manifestations and production of 5 new plays.

**(Public call 2010)** After previous call, as a challenge of the cultural policy in 2010, there was a need to provide special support to certain areas of cultural expressions which are under a threat to become extinct in Montenegro, i.e. the need to stimulate cultural creation as a segment of sustainable development. In accordance with such intention, the spheres of co-financing were expanded with the following segments: amateurism, traditional crafts and skills, creative industries, support to persons with disabilities, as well as film creation, which had earlier been supported through special public calls. In 2010, in 11 public call segments, the total of 302 projects were selected for which the amount of EUR 916,700.00 was earmarked, as follows: for 67 projects in fine arts, 81 in the field of literature and literature translation, 12 magazines, 8 music projects, 11 new films, 32 manifestations and festivals, 5 new theatre productions, 19 projects in amateur creation, 6 in the field of traditional artistic crafts and skills, 2 projects in creative industries and 7 projects with contents intended for persons with disabilities.

**(Public call 2011)** In 2011 the Ministry of Culture decided, with the aim to support a broader range of creation potential, as well as promotion of the wealth of various cultural expressions in Montenegro, to expand the existing areas of public call with another area – creation of children and youth. One of the intentions in the process of evaluation and selection of projects was to favourise quality compared to the number of selected projects. The number of 203 projects were selected in 11 areas (excluding film), and the amount of EUR 594,168.00 was earmarked from the budget. If we summarize according to the areas, the selection included: 36 projects in fine arts, 61 for literature and translation, 3 magazines in the field of culture, 8 music, 6 theatre, 21 manifestations and festivals, 21 projects in amateur creation, 9 projects in the field

of traditional artistic crafts and skills, 2 projects in creative industries, 10 projects with content intended for persons with disabilities and 26 projects in creation of children and youth.

If we compare experience from the stated public call periods, we can see evident growth in the quality and innovation of offer in cultural contents, which is a realistic indicator of successful realization of significant production in such manner. The quality was ensured through continuous support for projects that became recognized in this region with a tendency to exceed regional framework and cooperation with the relevant cultural actors as well as training of personnel for project development, raising the level of awareness and education in order to be able to apply with international funds.

Having in mind the fact that the public call procedure is realized during the period of promotion of tourist potential, culture is in correlation with these factors placed within the context of sustainable development of Montenegro. One of the effects achieved through public calls relates to stimulation of creative potential of marginalized groups.

One of the significant effects of this measure of public financial support is active participation of civil sector, which holds a large share in realization of the public call production. Within that context, we state that, out of the total number of implementers, non-governmental organizations comprised 24% in 2009, 29% in 2010 and 41% in 2011.

### **Measures of public financial support for equal development of culture – “Montenegro as one cultural address”.**

The Government of Montenegro, upon a proposal from the Ministry of Culture, adopted “Programme for Development of Culture in the Municipalities in the North of Montenegro”, as a less developed region, on 31<sup>st</sup> July 2008. This enables realization of measures defined under Article 6 paragraphs b and d of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

The Ministry of Culture then initiated in 2009 a comprehensive and complex programme for revitalization of culture in the north of Montenegro, in cooperation with the Directorate for Public Works, in 11 municipalities and municipal institutions of culture, with the intention to contribute to comprehensive use of the cultural potential of the north, increase in the quality of artistic production, protection of cultural goods and respect of the specific cultural needs, to provide qualitative raising of the general level of cultural life and its continuous promotion through various forms of cultural actions.

#### **Effects for the period 2009-2010:**

**Reconstruction, adaptation and equipping with modern stage technique of 15 cultural buildings in 9 municipalities in the north: Andrijevica, Berane, Plav, Bijelo Polje, Žabljak, Pljevlja, Plužine, Rožaje and Šavnik** – which created preconditions for equal, long-term and continuous development of culture in the entire territory of Montenegro based on the principles of self-sustainability, efficient, rational and creative management in culture;

In the stated period, *the total of 744 programmes were organized and performed* (theatre plays, music concerts, museum and fine arts exhibitions, literature promotions, film projections, educational presentations) – which provided representativeness of all forms of artistic expressions, from contemporary creation to protection and preservation of cultural heritage, original and traditional characteristics and values of multicultural Montenegro;

The executive production of the programmes included **seven national cultural institutions, 17 nongovernmental organizations, 12 cultural institutions from the region, a number of municipal cultural institutions and individuals**, dealing with artistic production – which achieved the principle of coordination and cooperation of the entities in culture, at the national and local level, along with participation of the civil sector and support for regional cooperation.



**For realization of the Programme for Development of Culture in the North in the period 2009-2010, the total of EUR 4,060,000 was earmarked, out of which EUR 3,083,000 for reconstruction, adaptation and quipping of cultural buildings and EUR 977,000 for programme presentation.**

#### Effects for 2011

For support to **24 programmes and projects** which obtained in 11 municipalities the status of special importance for the culture of the municipality, and which are a part of municipal agenda in 2011, additional EUR 95,000 was earmarked from the budget.

#### Measures in the field of media

The Ministry of Culture in accordance with the media laws and European standards (EU recommendations) on the financial support to media, in the context of achieving media pluralism and media diversity, co-financed according to the established multiannual practice, through a public call, programme contents in the media of public interest, in the last three years (2009-2011) co-financing included programmes and projects in printed and electronic media dedicated to topics of public interest such as: “Roma Decade 2005-2015“, Integration of Persons with Disabilities, Fight Against Human Trafficking, Media and the Rights of Children and similar. Within these public call topics, the most represented one was “Roma Decade 2005-2015“, since the Ministry of Culture is in charge of its media presentation with regard to promotion of the policy and programmes contributing to social integration of RAE population in Montenegro.

In the period 2009-2011, through three annual public calls, the total of 64 projects were co-financed and they were realized by printed media (16), local public radio broadcasting services (8), commercial broadcasters (29), physical persons (7) and four media associations in the field of media publishing activity. These projects were presented through numerous articles in printed media, series in electronic media, media publicity, and they were intended to various target groups from children, parents, to scientific, expert public, media representatives and broader public.

Such a method of support to thematic programmes and projects in the media contributes to realization of the right to freedom of expression and informing as well as to development and promotion of media pluralism and media diversity.

Results of the support to media programmes/projects reflect in promotion of both the quality and the quantity of programme contents.

One of the significant results is also **involvement of the civil sector** – in the structure of the founders of media whose projects were co-financed nongovernmental associations comprise 23% of the total number of implementers.

#### Determination of manifestations and festivals of special importance

Pursuant to the Law on Culture, the Government of Montenegro passed in 2008 the Decree on the Criteria for Determination of Manifestations and Festivals of Special Importance for the Culture of Montenegro. Through obtaining the status of special importance, festivals were provided with new organization and production plan, adequate management structure and secure sources of financing (state and municipal). During 2009 and 2010, the status of the festivals of special importance for the culture of Montenegro was obtained by 4 festivals: the Film Festival in Herceg Novi, the international festival of multimedia character Kotor Art, the International TV Festival in Bar and Ratkovic Poetry Evenings in Bijelo Polje, as festivals that have special programme profiles, long tradition and good production and organization conditions, based on Montenegrin cultural scene.

The main goals in implementation of this measure refer to the needs to maintain

recognition, quality and support for innovation in festival offer.

The challenges in implementation of this governmental measure with regard to festivals and manifestations of special importance and the quality of their programme contents include defining of stable and additional sources of financing and reaching self-sustainability, as well as the need of institutional reorganizing.

The most significant effects of recognizing manifestations and festivals of special importance is their confirmation and positioning as international cultural brand of Montenegro and the points for meeting and exchange of conceptual, creative and educational reach of the cultural brand of national and international cultural actors.

The success indicator is a quantity and quality growth in affirmed participants not only from the regional but also from broader international framework. This confirms that these manifestations are one of the generators of mobility of artists, ideas and their creation potential.

## 2.2 International cooperation and preferential treatment

Having in mind that international cooperation is one of very significant factors for promotion and development of culture, activities of Montenegro, i.e. the Ministry of Culture in this field in the previous four-year period were focused on:

- development and promotion of bilateral and multilateral cooperation;
- determining of specific programmes for long-term cooperation with the countries that have signed bilateral agreements;
- supporting participation of referent Montenegrin creators and experts in international projects;
- cooperation with UNESCO, the Council of Europe and the European Union.

- Signing of a large number of **bilateral agreements and programmes for cooperation** of Montenegro with the countries from the region, Europe and the world in the last 4 years provided significant steps forward in this field, which created solid basis for exchange of experiences and equal participation of relevant cultural actors in the activities of the signatories. These agreements which provide support to mobility of artists and ideas provide at the same time the possibility of a more intense access to the market and distribution of cultural goods and services. Bilateral agreements have been signed with 15 countries, and programmes for cooperation with 2, as well as the Agreement between Montenegro and the USA on Protection of Cultural Goods. Agreements with another 8 countries and 5 programmes for cooperation are in preparation and harmonization phase.

- Montenegro is a member of the *Council of Ministers of Culture in the South East Europe*, a regional body that provides through its acting strengthening of cultural linking of the countries from the region. Established in 2005 at the meeting in Copenhagen, this regional council today has 11 member countries, whose ministers of culture meet every spring in order to discuss joint projects and programmes. Their decisions and priorities are contained in declarations passed after each meeting, as well as through action plans intended to provide realization of cultural policies. Although it was designed as a policy body, whose main task was to provide formal preconditions for cooperation between its members states, the work of the Council gradually moves from formal to concrete joint activities. Functioning of the Council is based on the principles of democracy, so that one-year presidency is conducted in accordance with alphabetical order. Previous, current and future presiding member state comprise the Council's Secretariat, which ensures continuity in regional policies and priorities. Importance of this independent regional initiative is also increasingly evident to international organizations, which often base their programmes on cooperation with the Council itself and its members. In this manner, ministers of culture from the South East Europe protect and promote exceptional

cultural potential of the entire region, take specific activities and unite their intentions, which not only establish closer cooperation among the countries, but the region also appears on the international stage as a significant policy actor in the field of culture.

- Special importance for development and promotion of culture in Montenegro, as well as its international affirmation belongs to **accession to the programme of the European Union Culture 2007 – 2013**, in November 2009, whose goal is to promote trans-national mobility of persons in the field of culture, support to circulation of cultural and artistic works and products, and promotion of inter-cultural dialogue. This programme represents a mechanism of support relating to strengthening of institutional framework and cultural cooperation. This programme enables Montenegrin actors in the field of culture to develop projects based on long-term partnership with cultural organizations and institutions across Europe, through co-financing from the budget of the European Union.

- During 2011 within this cooperation with the European Union, Montenegrin cultural actors participated actively in the Programme “Culture 2007-2013“ and in that manner they provided funds for realization of projects from international funds: Publishing Company Oktoih, NGO Plima and PI Music Center of Montenegro. Also, thanks to this programme, Montenegrin author Andrej Nikolaidis got the European award for literature.

- Accession of the Ministry of Culture to various international associations in the field of culture in the last 4 years (Biennale of the Youth of Europe and the Mediterranean, Forum of Slovene Cultures, “Ana Lind“ Foundation) opened more opportunities for participation of Montenegrin artists in multilateral international projects.

- Apart for supporting of individual participation of referent Montenegrin creators and experts in culture in international projects, special attention was placed on organized and continuous participation of the representatives of Montenegrin culture and arts in the most referent international manifestations and festivals, such as Biennale of Arts in Venice; Film Festival in Cannes; Book Fair in Frankfurt; Film Festival of South East Europe in Paris.

- During 2011 the Regional Programme for Cultural and Natural Heritage of South East Europe was implemented by establishing of the office of the Council of Europe Secretariat for Component B in the Royal Capital of Montenegro - Cetinje. The Festival of Nature and Culture was held within the Component C, and Montenegro, as a partner, joined the realization of 2 cross-border IPA projects (Cultema and CHAIRPLAN).

- Operational action plan for optimization of international cooperation, both with regard to promotion of cultural diversity and valorization of cultural heritage, is a part of a broader action plan passed annually for the purpose of implementation of the National Programme for the Development of Culture of Montenegro 2011 – 2015.

### **2.3. Integration of culture in sustainable development policies**

#### **- National Programme for the Development of Culture 2011-2015**

One of the missions within the National programme, as stated in this strategic document, is to place the field of culture within the context of sustainable development, and to promote its resources as areas favourable for investment.

It is also stated that cooperation between culture and tourism is of essential importance for creation of a unique tourist offer of Montenegro. Defining and development of sustainable



cultural-tourist product is a common priority and the subject of cooperation of institutions at the local and national level. Cultural tourism of Montenegro is pointed out as the generator of development and promotion of both areas, which contributes to economic development of the society.

- **National Strategy for Sustainable Development of Montenegro**

National Strategy for Sustainable Development of Montenegro (NSSD MNE) was adopted in April 2007, as the first strategic document of long-term development of Montenegro whose creation arose from broad consultations and harmonization of positions of various social structures. This comprehensive participation process and spirit in which the Strategy was written contributed for it to be accepted by all actors, and bringing closer the concept of sustainable development itself both to the public and to the decision makers.

NSSD was adopted together with the Action Plan (AP) for the period 2007 – 2012, which defines strategic tasks and individual measures for 24 areas organized into the following five identities. General goals represent specification of five visions of sustainable development of Montenegro - economic, social, environmental, ethical and cultural.

First reports on implementation of the Strategy

First annual reports on implementation of the National Strategy for Sustainable Development emphasized the need for completion of the normative framework in the field of culture and media. Within the competences of the Ministry of Culture, these goals were confirmed through adoption of a set of legal acts and bylaws, the Law on Culture and the Law on Cinematography in 2008 and 4 umbrella laws in the field of cultural heritage in 2010 (laws on museum, library and archive activity as well as the Law on the Protection of Cultural Goods), 2 laws in the field of media (the Law on Public Radio Broadcasting Services of Montenegro in 2008 and the Law on Electronic Media in 2010) and the National Programme for the Development of Culture in 2011.

Action Plan for Implementation of the Strategy for the period 2011 – 2012

The last Action Plan for Implementation of the National Strategy for Sustainable Development of Montenegro, for the period 2011-2012 also defined a set of measures for reaching of the goals in the field of culture. Apart from the normative, institutional, human resources and measures for the use of information technologies in culture, the *measure of fostering understanding and affirmation of cultural diversity and preparation and implementation of inter-cultural projects* was also set as one of the priority measures.

Success indicators in implementation of this measure refer to a number of campaigns for fostering understanding and affirmation of cultural diversity as well as financial investments for their implementation.

- **MACCOC – project of Marina Abramović – preparations for the realization of the project**

The concept of the future international multimedia center: MACCO Cetinje - Marina Abramović Community Center Obod Cetinje which will cover an area of 140,000m<sup>2</sup> of the former fridge factory Obod in the Royal Capital of Cetinje.

Marina Abramović Community Center Obod Cetinje will be the center of production, presentation, distribution and development of various artistic forms: art of performance and visual arts, theatre and dance, music and opera, film and video, educational and environmental programmes, architecture, science and new technologies. MACCO Cetinje has been designed as a generator of changes, a great drive for the process of reanimation, revitalizing, defrosting, “clearing” and “ventilating”, mixing clear water, as an activator of cultural development in Montenegro and networking with individuals, groups, institutions, ideas and initiatives in the modern international cultural context.

Multi-purpose center MACCO Cetinje will also develop apart from cultural an entire set of commercial and service activities which should give significant contribution both to reanimation of the factory complex Obod and revitalization of the town of Cetinje as a whole. In accordance with the planning documents of the Royal Capital of Cetinje, it was envisaged to realize the first phase of this project during 2013. The project was presented at the 54th Biennale in Venice under the title "The Fridge Factory and Clear Waters", in 2011, which placed the future center MACCOC on the map of production centers of contemporary art.

[www.maccocetinje.me](http://www.maccocetinje.me)

## 2.4\_Protecting cultural expressions under threat

*Measures in this field were not necessary.*

## 3. Awareness-raising and participation of civil society

### Raising awareness on the importance of the Convention

An overview of the importance of the goals promoted by the Convention on the Protection and Promotion of Diversity of Cultural Expressions, as well as the importance of the document itself, was given in a number of round tables and conferences. Some of them, where the ministry of Culture appears as one of the organizers, were the following events:

- **(in 2010)** Contribution of Montenegro, together with the countries from the region, to raising awareness on the importance, goals and principles of the Convention, is provided at

*VI Ministerial Conference on Cultural Heritage in South East Europe "Cultural Heritage – a Bridge to Common Future"*, which was held in Cetinje, Montenegro, on 23rd and 24th April 2010. Namely, one of the conclusions from the meeting of the international work group was that the experiences of forming regional networks of experts and joint organization of seminars in South East Europe on non-material cultural heritage should be used, expanded and similar regional network should be initiated on diversity of cultural expressions, as well as underwater cultural heritage, restoration of heritage and similar.

The international work group also pointed out to the importance of further strengthening of regional cooperation, among other, in the field of contemporary creation and cultural industries, as an important element for the support of cultural diversity and sustainable development – which is also in accordance with Articles 12 and 13 of the Convention.

- **(in 2011)** In Cetinje on 24th October 2011, a panel discussion was organized on the subject *"Role of the Youth in the Context of Multiculturalism and Development"*, within commemoration of 66th anniversary of the United Nations. The celebration of the United Nations' Day was organized by the Ministry of Foreign Affairs and European Integration, the Royal Capital of Cetinje and the UN Office in Montenegro. The panel discussion was held in the Ministry of Culture.

Within the discussion, after the introductory statements of high officials and diplomats, the representatives of the associations of youth, professors and students from Montenegrin universities, representatives of the Government, non-governmental organizations and the United Nations, had the opportunity to state their views on the role of youth in the context of development and multiculturalism, on the obstacles that the young face in seeking their place in the society, as well as the priorities for creation of new opportunities for the young in Montenegro.

- (in 2012) The European Union Delegation to Montenegro in cooperation with the Ministry of Culture of Montenegro organized, on 8th March 2012 in, a round table on the subject "Contribution of Montenegro to the European Cultural Identity and Diversity".

- With the aim to introduce better the wider population with the text of the Convention in 2012, preparation of a publication with the accompanying text of that international document is underway.

### **Participation of civil sector**

The number of nongovernmental organizations in Montenegro is, according to the data of the Center for Development of Nongovernmental Organizations, about 4,000, out of which 23 percent are registered for activities in the field of culture. However, only a small number of NGOs is an active participant of cultural and artistic productions. Nongovernmental organizations and other associations with good managerial and creative personnel and with relatively low resources are able to realize important projects.

The role of NGO sector in implementation of the Convention on the Protection and Promotion of Diversity of Cultural Expressions is present in the part relating to production, expansion and distribution of cultural activities, goods and services through a public call for co-financing of programmes and projects in various forms of creation. This is not the only but it is certainly one of efficient types of support and strengthening of the position of NGOs in culture. Members of the civil sector are also present in some working bodies in the procedure of adoption of strategic documents regulating the priorities for the development of culture in Montenegro.

A public call for co-financing programmes and projects in various fields within the scope of cultural and artistic creation in Montenegro provided realization of a long-term continuity of support for participation of the civil sector as the holder of a large share of cultural activities and expressions. Of the total number of implementers, nongovernmental organizations comprised 24% in the public call in 2009, 29% in 2010, and 41% in 2011.

Projects of NGO sector contributed largely through monitoring and evaluation of the realized projects in public calls for the current year, raising awareness on the exchange and flow of ideas and diversity of cultural expressions of all entities in the cultural scene.

### **Western Balkans Women Performative Artists Networking Project ASKA/WBWPAN**

One of the positive examples of projects that received public financial support is the project of NGO Nova Center for Feminist Culture. It is particularly important for affirmation of cultural identity of sensitive groups (women) and their involvement into cultural flows. Namely, the target group in the Western Balkans Women Performative Artists Networking Project ASKA/WBWPAN, under the auspices of the European Cultural Foundation upon initial concept of the mentioned NGO were women artists from Montenegro and the region (Serbia, B&H and Croatia) who work as professionals in performative arts and therefore the project is significant from a number of aspects: the need for increase of the influence of feminist performative practices as a special form in production and reception of culture; activities that will reflect the needs and interests of women artists and strengthening of cultural diversity.

**Challenges** in implementation of the Convention in the future period from the aspect of NGO sector in Montenegro refer to permanent education of the representatives of NGO for the

processes and mechanisms for participation and partner relation with all cultural actors; transparent mechanisms for acting in culture and sharing of experience; strengthening of interaction of public and civil sector; strengthening of the position within NGO sector itself on inclusion on cultural and development policies; intensifying of the process of organization of public discussions, round tables, seminars and other forms of joint dialogue in expansion of the cultural mission, as well as the principles and goals of the Convention.

#### **4. Main achievements and challenges to the implementation of the Convention**

Realization of the goals and principles of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions are reflected in the following **results** achieved in the culture of Montenegro:

- **Completion of the normative framework as the basis for promotion and development of culture.** In the past four years a set of legal acts and bylaws harmonized with the regional and European practice and standards was adopted. Apart from the systemic Law on Culture, umbrella laws were also adopted for specific areas of cultural and artistic creation and cultural heritage, and the strategic document – National Programme for the Development of Culture 2011-2015.
- **Strengthening of international cooperation.** After the renewal of independence in 2006, particularly in the last four years Montenegro has signed a large number of bilateral agreements and programmes for cooperation, and joined important regional and international associations and funds in the field of culture (elaborated in more detail in Chapter 2.2 on international cooperation). This created preconditions for intensified mobility in culture, promotion of cultural dialogue and affirmation of Montenegrin cultural expressions outside its borders.  
With the aim to promote international cooperation and mobility of artists, the Elaborate on Justifiability of Establishment of the Regional Center for the Support of International Networking in the Field of Culture has been developed.
- **Continuity of public financial assistance.** Realization of regular annual public calls for co-financing and budgetary subsidies for the development of culture in lower developed regions of Montenegro provides for significant support to cultural production. Civil sector has had a significant share in realization of the approved projects (elaborated in more detail in Chapter 2.1).
- **Enhanced infrastructural conditions and richer cultural offer in less developed region of Montenegro.** After the decision of the Government of Montenegro in 2008, significant funds were invested into renewal of centers for culture in the north of the country and their technical equipment. Apart from that, in accordance with the concept of annual Programmes for the Development of Culture in the North, the activities were also focused on: support to programmes and projects in 11 municipalities which gained the status of special importance for the culture of the municipality, and they are a part of the planned municipal agenda; as well as organization and realization of the guest programmes – production of public institutions of culture, referent nongovernmental organizations and other institutions.
- **Active participation of civil society in creation of the regulatory framework and production of cultural expressions.** In intensified legislative activity in the field of culture, involvement of the representatives of the civil society was evident in development of specific legal acts and bylaws, as well as strategic documents (the National Programme for the Development of Culture 2011 – 2015). Special treatment in the civil sector, defined under the Law on Culture, is provided for representative branch associations bringing together referent names from particular areas of cultural creation and cultural heritage.

Data on co-financing in public calls, as well as financial support outside public calls for projects of crucial importance in culture, show that the representatives of nongovernmental sector are implementers of a large share of cultural production in Montenegro (quantitative overview in Chapter 2.1 Measures of public financial assistance).

- **Completion of preconditions for stimulating of the status and creation of artists.**

For a circle of persons with the status of independent artists and independent expert in culture, funds projected in the budget were used for regular settlement of the obligation to pay contribution for their mandatory social insurance.

A new category has been introduced into the cultural hierarchy of Montenegro under the Law on Culture – distinguished cultural creator. During 2010 and 2011, in accordance with the legal procedure, a circle of the holders of this status was determined, mostly older persons, whose career and works are of special importance for the culture of Montenegro. Apart from the honorable status, these creators receive certain lifelong monthly compensation in the amount of one to two average wages in Montenegro, from the previous year.

In the past four-year period, legal stimulating measures for all artists: obtaining incentives for the provision of office and residential premises, as well as compensation of costs for customs and VAT in regular activities, were provided in accordance with the current economic situation, i.e. financial capacities within the budget of Montenegro.

- **Stimulating of cultural industries as a segment of sustainable development**

Creative industries are recognized in the legal and strategic documents as one of important segments for the creation of cultural and sustainable development (the Law on Culture, the National Programme for the Development of Culture and other), which emphasized the obligation of the state to stimulate development of this field. In public calls for co-financing of programmes and projects in 2010 and 2011, this field was set away as a separate segment of the public call.

The last public call had twice the number of applied projects in this sphere. Generally, we believe that first steps have been made to promote and value this field.

A project that might move the borders of the initial level of development in this field is the project of establishment of an international multidisciplinary cultural center MACCOC - *Marina Abramović Community Center Obod Cetinje*. (elaborated in more detail in Chapter 2.3.)

- **Promotion of media diversity**

In the context of promotion of freedom and diversity of media pluralism through adoption of relevant legal acts and bylaws, normative framework in this field was completed in the past 4 years. Results of such form of support to thematic programmes and projects contribute to enhancement of the quality of programme contents and thus to media pluralism and diversity. Contribution to enhancement and provision of variety of media expressions is provided by continuous organization of international TV Festival in Bar.

## **Challenges**

Basic challenges in implementation of the Convention are transparency in creation of cultural policies and respect for equality and particularity of cultural needs of all cultural groups.

Realization of the economic aspect of the development of culture through creation of cultural policy supporting diversity of contemporary creation, equal access to development opportunities for creative industries, strengthening of local markets and provision of access to international markets.



Strengthening of capacities for the production and distribution of cultural expressions of all on equal basis, through training and strengthening of institutional and administrative capacities.

Challenges in strengthening of cultural industry and its stimulation through active cooperation between the public and civil sector.

Profiling NGO sector for promotion of diversity of cultural expressions and their continuous engagement for such type of acting in culture.

## ANNEX: Complimentary data and information (sources and statistics)

### 1. Main sources and links

Some of the documents which were the sources of information and data:

National Programme for the Development of Culture of Montenegro 2011-2015

<http://www.ministarstvokulture.gov.me/biblioteka/dokument>

Decisions from the public call for co-financing of cultural and artistic creation, Decisions from the no public call for co-financing of projects in media.

Action Plan for the National Strategy for Sustainable Development of Montenegro 2011-2012

<http://www.kor.gov.me/rubrike/nacionalna-strategija-odrzivog-razvoja>

### 2. Reporting on available statistics

#### 2.1 Demographic context

##### a) Population structure

- Total population **620 029**

- Total annual growth rates per 1000s **2.2**

- Age structure

**Age 0-4:** 38950; **5-9:** 38430; **10-14:** 41371; **15-19:** 44093; **20-24:** 42816; **25-29:** 45793; **30-34:**

44495; **35-39:** 41879; **40-44:** 40496; **45-49:** 43089; **50-54:** 43613; **55-59:** 41223; **60-64:** 34196;

**65 and over:** 79337; **Unknown:** 248.

##### b) Migration

- Migrant stock as a percentage of the population **0.7% of the population**

- Emigration

##### c) Language and literacy

- Number of official languages **1**

- Number of languages spoken **5**

- Literacy rates (2010): **Female 97.4 %, Male 99.4 %**

#### Sources:

a) Statistical Office of Montenegro - Monstat (<http://www.monstat.org/cg/>).

b) Statistical Office of Montenegro - Monstat (<http://www.monstat.org/cg/>).

c) UNESCO Institute for Statistics, Literacy Statistics

([http://www.uis.unesco.org/ev\\_en.php?ID=6401\\_201&ID2=DO\\_TOPIC](http://www.uis.unesco.org/ev_en.php?ID=6401_201&ID2=DO_TOPIC)).