

IFCD Project Recommended by Expert Panel

Request N.	Country	Applicant	Field of activity	Type of application	Recommended amount (US\$)	Year of funding
165	Croatia	Institute for International Relations – IMO (State Party)	Cultural policies	Programme/project	99,000	2013

Project title	Building the creative city: developing Zagreb's cultural industries
Aim	The project aims to introduce cultural policies at the local level to invigorate Zagreb's cultural industries and spur the creation of new ones.
Brief summary (§ 16.1)	The Institute for International Relations (IMO), a prominent research institute in the fields of international relations and sustainable development in Croatia, proposes to: 1) map the potential of cultural industries in the city; 2) contribute to the formulation of cultural and economic policies in collaboration with local authorities; 3) carry out capacity-building trainings and networking activities to help implement the cultural policies adopted and 4) put in place a campaign to enhance the visibility of Zagreb's cultural industries.
Expected results and impact (§ 16.2)	<ul style="list-style-type: none"> • Zagreb's cultural industries mapped and analyzed – building on previous research work carried out in 2010, a team of experts will complete three mapping exercises to measure the potential of the city's cultural industries for social and economic development. • New local cultural policies to harness the cultural industries are introduced – Two consultation meetings will be organized, a local registry of creative industries will be created and the Creative Industries Office will be established in an effort to diversify the city's economy, increase its competitiveness and the quality of life of its citizens. • Human and institutional capacities of all stakeholders are strengthened and connections among them established in order to implement the adopted cultural policies and measures – 15 training workshops and 7 exchange sessions with public administrators and cultural entrepreneurs will be implemented to improve their management skills and competitiveness. • Public awareness is raised about the importance of Zagreb's cultural industries, with an emphasis on its design sector – IMO will conduct a media campaign, communicating the results of the mapping exercise and giving visibility to the city's cultural industries and products through different media (TV, radio, internet).
Relevance to the objectives of the Convention and the fields of activity of the IFCD (§16.4)	<ul style="list-style-type: none"> • Contributes to the strengthening of existing local cultural industries, namely the design sector, and the creation of new ones – by conducting capacity building workshops and networking activities, IMO ensures that a greater diversity of cultural goods, services and activities can reach the marketplace. • Promotes cross-sector cooperation and exchange – every action of the project encourages an active participation of partners from the local city council, representatives of civil society associations and cultural

	<p>entrepreneurs operating in the field.</p> <ul style="list-style-type: none"> • Contributes to the development of a dynamic cultural sector in Croatia – decision-makers and cultural practitioners participating in the project will have a better understanding of the current local market environment and policy situation and may be able to make more informed decisions.
Feasibility and expected structural impact (\$16.5)	<p>The project's budget is realistic and its main activities are well coordinated and in line with the proposed objectives.</p> <p>This project has substantial potential for structural impact as IMO has established an active cooperation with decision and policy makers from Zagreb's city council, which is a key stakeholder in the project, and maintains a regular dialogue with networks of cultural practitioners at local and national levels. Moreover, by sharing information on the mapping and making it publicly available, IMO contributes to gaining public buy-in to the cultural policy development and the generation of a decisive structural impact at local level.</p>
Recommended amount (US\$) (\$16.3)	99,000
Comments from evaluators	<p>The evaluators strongly recommend this project because of its feasibility and measurable impact and its potential to impact the development of an effective cultural policy in the city of Zagreb. Furthermore, the objectives of this project are fully aligned with the ones of the 2005 Convention and of the IFCD.</p> <p>In addition, evaluators commented on the applicant's experience in cultural mapping and policy analysis, including the development of previous studies in the field of Croatia's cultural industries. The fact that, for years, the applicant has been committed to helping Zagreb's government strengthen the development of cultural industries and that the applicant is supported in its activities by the city council of Zagreb, guarantees the achievement of the results and their sustainability.</p>