

## Programme proposal

### EEA and Norwegian Financial Mechanisms 2009-2014

Recognizing the importance of culture for fostering innovation and growth, the Culture Heritage support Program **main objective** is *-To achieve larger institutional and public participation of Bulgarian cultural heritage in the European context of cultural exchange and dialogue.* It will design and develop exhibition areas and renewed spaces, repurposed to make accessible a larger amount of cultural heritage both in museums and open urban sites. Proper documentation of cultural history (digitization of analogue collections) will be achieved through digitization of monuments and sites, design and development of Digitization Heritage Centers at **national** public cultural heritage institutions and development of data-bases (e-heritage registers) for online access to cultural heritage. There will be restoration and renovation of buildings of museums/galleries, renovation, restoration and protection of cultural heritage buildings, and design and development of mobile museum collections. Pilot projects for presentation of art and cultural heritage will be created in restored/repurposed public buildings, open air and distributed museums, or art or archeological parks. The Program will make accessible cultural heritage to broader audiences worldwide through the Internet and thus strengthen the intercultural dialogue.

- name of the Programme- **Culture<sup>N</sup>**
- name of Programme area addressed (refer to the MoU)- **Conservation and Revitalization of Cultural and Natural Heritage and Promotion of Diversity in Culture and Arts within European Cultural Heritage**
- name of the Programme Operator- **Ministry of Culture, Bulgaria**

### Relevance of the Programme

- **the overall objectives of the EEA Financial Mechanism or the Norwegian Financial Mechanism**

“**Culture<sup>N</sup>**” concentrates its efforts in two Program Areas: the protection of cultural heritage and the revitalization and fostering diverse culture and art within a larger European context, as well as transfer heritage management experience to and from the Donor states.

Reduction of economic and social disparities in Bulgaria is an overall objective of the EEA Financial Mechanism 2009-2014. This is achieved through funding projects that result in cost-effective sustainable usage of already existing cultural heritage infrastructure and assets, and building upon it through application of modern technologies for preservation, research and promotion, based on best practices donor state experience too.

In order to create largely accessible cultural products with high social value, the program focuses on cutting edge heritage conservation technologies and technologies for

digitization and creation of new content in e- databases, thus providing **maximum exposure to cultural diversity**.

- **the overall objective of the relevant Programme area, and**

–In the **PA16: Conservation and Revitalization of Cultural and Natural Heritage**, the **Program focuses on two types of preservation:**

- Renovation, refurbishing and re-purposing cultural sites and monuments, artifacts and intangible heritage,
- Digitization, research, documentation, save-guarding cultural content heritage in electronic databases and development of mobility of collections.

In the **PA17 “Promotion of Diversity in Culture and Arts within European Cultural Heritage”**, the **Program focuses on:**

- Support of exhibiting and performing contemporary culture(visual arts, music, melodrama, audiovisual, etc), including Donor state contemporary art and culture too,

Usage of modern technologies to tackle the digital divide for cultural interaction between Bulgarian participants and creators of cultural products and their European partners, including donor countries.

- **legislation and national priorities**

**The Program fully addresses and contributes to the achievement of the following national priorities and goals in the field of Culture:**

*Governmental Program for European Development of Bulgaria:*

- “Development and implementation of model for valorization of the architectural and archaeological cultural heritage through public-private partnerships”... funding projects that focus on revitalization, popularization, increasing access and digitization of architectural and archaeological heritage.
- The goal for “reforming the museum system and the transformation of the Bulgarian museums into modern cultural institutions, competitive on the global market, with competent museum management accordingly to the best European practices”... funding projects focused **on revitalization of museum exhibitions**, creating platforms in the field of E-distribution of cultural content, **developing movable collections, exhibition plans and models**.
- The "active support in the creation and marketing of cultural products and services"....will be outcome, reflected in the Program and Project indicators, as part of sustainability criteria.
- The improvement of. “Relationships between the fields of cultural heritage and education and increasing the role of museums in the educational process”..... should be included obligatory in the selected projects too.

- Important focus will be mechanisms for “stimulating tourism, related to the cultural heritage through building the necessary environment, training and conservation of national traditions”.... according with the Governmental Program for European Development of Bulgaria and the National Strategy for Sustainable Tourism Development 2009-2013.

- ***Alignment with other national and international programs***

There is significant contribution of the Program towards the national priorities achieved by using the cultural infrastructure for education and fostering an economy of knowledge.

The Program fits with all national legislation on: Cultural Heritage, Copyright Laws, Law for community cultural centers, Law for Sponsoring Culture, Law for Creative Funds, The Program is based on the principles of good governance of UNESCO, ICOMOS, ICOM, the European Agenda for Culture, the Draft Framework for Bulgarian Strategy for Culture , the Creative Europe program of EU which would be opened 2014-2020.

### Challenges and needs analysis

- Low level of participation of Bulgarians in creation and consumption of culture

In spite that Bulgaria is in parity with all other European countries by the richness of its cultural heritage, statistical data from European Cultural Statistics Reports both in 2007 and 2011, data from the National Statistical Institute and proprietary research by the Ministry of Regional Development and Public Works show, that compared to the other nations in EU, Bulgarian citizens’ participation both in consumption and creation of culture is much lower. The low levels of cultural products consumption is vastly due to:

- Lack of financing and expertise to make the governmental, regional and local cultural institutions, sites and events appealing to the public,
- Poor usage of communication tools to disseminate information and inside interactivity between cultural operators and publics.

A simple comparison between the national spending for culture shows also that Bulgaria is dedicating the least percentage of GDP to culture and has the lowest spending for culture per capita from the EU27 countries (Eurostat, Compendium of Cultural Policies and Trends in Europe 2007, 2011, National budget law 2010, 2011).

- Low level of digital access to collections, monuments and sites information (2008 Report by the Bulgarian Ministry of Culture on Implementation of the Commission Recommendation on Digitalization and Online Accessibility of Cultural Material and Digital Preservation) both for technical advancement in internal management in cultural heritage, as well as for public access to large museum collections and architectural and archaeological heritage.

The online presence of the Bulgarian cultural heritage doesn’t serve the modern needs for global access, promotion and valorization of cultural product and services offered by

Bulgarian cultural. View the fact that **only 2% of around 5 million of artifacts are on display in museums and galleries, only 2% of the Bulgarian cultural heritage is available through Europeana digitalization project.**(Speech of the ex-deputy Minister of Culture, 2011), and thus accessible to the public, digitization, mobility of collections, and revitalization/increasing of exhibition spaces, are vital for creating access to cultural heritage.

- According to the same Report, **80%** of the exhibition of the permanent collections in the Bulgarian museums and art galleries **are outdated conceptually, thematically and technically.** That leads to lack of interaction with the public and lack of opportunities to use the spaces for educational purposes and thus to contribute to the “experience cultural economy”.

**There is limited amount of thematic museums in the country.** Most of the museums are divided in regional principal and most of them are historic. That creates artificial limitations for the general public: the museums are perceived as warehouses of “old stuff”, not as interactive spaces with the endless possibilities that a modern museums can offer.

- A need for common online platform of the analogue collections and heritage funds.

Each Bulgarian cultural institution uses its own digital platform.

**Incompatibility of platforms makes expensive the information exchange between cultural operators in Bulgaria and abroad.**

**Incompatibility of platforms** does not allow speeding the decision process inside the public bodies and increases the project evaluation time, which is vital for heritage conservation and restoration, as different heritage monuments are managed by different organizations- municipalities, regional authorities, national agencies etc.

- Low levels of funding for culture,( as % and as global budget, which do not cover urgent needs for saving important heritage monuments) although there is an effective processes to absorb existing funding and distribute it among cultural operators.
- For most of the European funded culture oriented programs, the Ministry of Culture is not direct beneficiary, **which creates a complex choreography of requirements, consultations and approvals, leading to delays and gaps in funding.**

Misbalance in government financing for cultural sectors

**The statistics (Compendium of Cultural Policies and Trends in Europe, data from 2009) shows that only 3.95% of national financing of culture is dedicated to museums and archives, 0.9 % to libraries and literature,** while the majority of funding goes to performing arts (music and theater), TV and radio and movies( data of National budget for culture for 2011 – only 8 million euro out of 52 million euro are

dedicated to cultural heritage preservation, and 1.8 million euro for popularization of culture.

**The target groups** –public cultural institutions- national, local, regional, local and regional authorities which manage local and regional heritage sites, heritage and culture oriented NGOs, etc, participating in the consumption and creation of cultural values **are seriously obstructed in the process of taking advantage of cultural heritage as a driver for national , regional or local economic and social growth. Future generations of artists, publics, students and researchers are seriously handicapped by lack of mechanisms of support in their efforts to reach broader publics and capitalize the cultural assets they create, as there are not enough alternative exhibition and performance spaces.**

**Describe funding gaps, existing complementary funding and any previous experience with funding.**

As stated above, funding gaps exist because of the delays and over-complicated ways to access and absorb existing funds, and in the distribution of the already allocated funds between main areas of culture. The Programme Operator will use its best resources and experience to avoid these gaps.

Ministry of Culture manages as direct beneficiary measures 1.2, 3.1, and 3.2 of the Regional Development OP 2007-2013, which amounts to a total of 26.5 million euro, and has proven its experience with large cultural programme management-reconstruction and rehabilitation of at least 4 Opera and philharmonic houses, 3 national and regional theaters, several large museum complexes, including 14 000 m2 of underground archeological park, the National museum complex, the National fine art gallery, several Thracian tombs and Roman and Bizantium cities and basilicas , it possesses a 13 people Project implementation unit inside the Directorate for control and management of EU projects, directly supervised by the Minister of Culture himself. There are well experienced evaluation committees in field of cultural heritage and conservation, too. Additionally, the Ministry of Culture has experience with the previous EEA Financial Mechanism, which has been finished successfully, and at the same time strong cooperation on operational level with the Ministry of regional development at the stage of ex-ante control , the monitoring and verifying procedures.

### **Legislation relevant to the Programme area**

**List EU and national legislation relevant to the Programme area and how the Programme complies with these.**

European Cultural Convention / 1991 /; **The** European Agenda for Culture / 2007; **Conclusions** of the Council and of the Representatives of the Governments of the Member States, meeting within the Council, on the Work Plan for Culture 2011-2014, 2010/C 325/01; **European** Convention for the protection of archaeological heritage / 1991 /; **Convention** for the Protection of the Architectural Heritage of Europe (State

Gazette 42 of 28.05. 1991); **European** Convention on Trans-frontier Television / 1993 /; **The** European Landscape Convention (State Gazette 22 of 15.03.2005); **The** Lisbon Strategy; **Europe** 2020;

**UNESCO conventions, relevant to** the Program, since Bulgaria has ratified them, since their principles are at the foundation of several European laws and acts on Culture: • **UNESCO** Convention for the Safeguarding of the Intangible Cultural Heritage / ratified in 2006; • **UNESCO** Convention on the Protection and Promotion of the Diversity of Cultural Expressions / ratified in 2006 /; • **UNESCO** Convention for the Protection of Underwater Cultural Heritage / ratified in 2003. /; • **UNESCO** Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer Ownership of Cultural Property / 1971 /; • **UNESCO** Convention for the Protection of Cultural Property in the Event of Armed Conflict / 1952;

### **Bulgarian Legislation Relevant to the Program**

The basic principles of protection and development of culture were introduced in the **Law on Protection and Development of Culture** (promulgated, SG. 50 on 1.06.1999). The principle of promoting philanthropy, patronage and sponsorship in culture is enshrined in the **Law on Patronage** (promulgated, SG. 103 of 23.12.2005, in force from 23.12.2005). The **Cultural Heritage Law** (promulgated, SG. 19 of 13.03.2009, in force from 10.04.2009), which introduces the definition of intangible and tangible immovable and movable cultural heritage types and have created specific mechanisms for the protection of movable and immovable cultural property through coordination, permitting and registration procedures and processes. Significant place in the law is given to the archaeological heritage and its research. There is the **Public Libraries Law** (promulgated, SG. 42 of 5.06.2009, effective 6.07.2009) which supports public libraries at state( national and university or school) and municipal level. The **Law on Community Cultural Centers** (chitalistha), Promulgated, State Gazette No. 89 of 1996 governs the legal status, establishment, types, functions, management and funding of community cultural centers. The **Law on compulsory deposit of printed and other works** (promulgated, SG. 108 of 29.12.2000, in force from 1.01.2001) defines the subjects and objects of compulsory deposit and the rights and obligations under the deposit. Works of literature, art and science are subject to regulation and protection in the **Law of Copyright and Related Rights** (promulgated, SG. 56 of 29.06.1993, in force from 1.08.1993 on). Administrative control over reproduction, distribution, importation and exportation of optical discs and authorization procedure is performed in accordance with the **Law on administrative regulation of production and marketing of optical discs, matrices and other carriers containing subjects of copyright and related rights** (Prom . SG. 74 of 13.09.2005, in force from 14.10.2005). Film making and distribution is governed by **the Film Industry Law** (promulgated, SG. 105 of 2.12.2003). Radio Broadcast and TV Broadcast Media services are the subject of legislation in the **Law on**

**Radio and Television Law** (promulgated, SG. 138 of 24/11/1998 on). In addition, all application of the laws in the Programme are guided by the 3 core objectives of the European Agenda for Culture: cultural diversity and intercultural dialogue; culture as a catalyst for creativity; and culture as a key component in international relations, as well as the Lisbon Treaty (Article 167, paragraph 4; formerly EU Treaty Article 151), which requires the Union to take culture into account in all its actions so as to foster intercultural respect and promote diversity.

### **State aid and public procurement**

**State aid and public procurement** - The Bulgarian Law on State Aids covers state aid legislation. The State Aid Legislation manages the prohibition for organizations receiving state aid to be applicants or partners in the EEA financed projects.

**The Law for Public Procurement (LPP)** covers public Procurement. All necessary tenders will be held according to the national legislation.

**LPP defines the usage of guidelines for different types of projects, call for proposal publicity requirements, notifications, and contract terms, terms for filing claims, etc.**

### **Program strategy**

The Program strategy is based on the main priorities and goals established by the Governmental Program for European Development of Bulgaria, the MoU priorities and objective, the European Agenda for culture, the Plan for Culture 2011-2014 and the European strategy 2020, the i-Libraries Initiative 2020. Program strategy, emphasizing **on three main measures:**

- **infrastructural, conceptual and technical improvement of cultural heritage assets and resources;**
- **digitization of cultural heritage and development of mobile collections;**

**In addition, the Program strategy counts on large participation of volunteers** ( these will be university and school students of art and ICT faculties, volunteering but organized by their tutors to participated in this national activity to bring online the Bulgarian heritage, first, and second it is one of the main instruments to bring the young people to get in touch directly with the cultural heritage of Bulgaria)**and culture oriented NGOs.** That will additionally contribute to the strengthening of the citizens' cultural identity and to the sustainable social development of the communities.

## Programme objectives and indicators

### Objective of Programme (expected impact)

#### **Programme Area 16: Conservation and Revitalization of Cultural and Natural Heritage**

**Programme objective:** Cultural and natural heritage for future generations safe-guarded and conserved and made publicly accessible

#### **Programme area: Programme Area 17: Promotion of Diversity in Culture and Arts within European Cultural Heritage**

**Programme objective:** Cultural dialogue increased and European identity fostered through understanding of cultural diversity

### Programme expected outcome

#	Outcome	Indicator
1	Cultural heritage restored, renovated and protected	Number of buildings of cultural heritage value restored or rehabilitated; Number of exhibitions/ performance stages revitalized through interactive technologies; Number of cultural heritage landscapes and areas converted into open air museums; Number of objects of cultural/heritage value restored/preserved;
2	Cultural heritage made accessible to the public	1. Number of new museums and cultural centers facilities created; Number of buildings of cultural heritage value opened or reopened to the public; Number of exhibitions spaces/mobile exhibitions(digital too) created /performance infrastructures revitalized through interactive technologies; Number of objects of cultural heritage value made available to the public for the first time, including in electronic format;
3	Cultural history documented	1. Number of items of cultural heritage value converted to electronic format for first time; Number of content units of cultural heritage and CCIs made available online for first time; Number of monuments, sites, movable cultural heritage, intangible cultural heritage, made available on the Internet and major Social Media Websites; Number of Digital centers established in cultural heritage institutions /or universities; Number of hits to newly created online databases with digitally available cultural heritage documentation;

#	Outcome	Indicator
4	Contemporary art and culture presented and reaching a broader audience	1. Number of new contemporary art exhibitions created( including culture of minorities) 2. Number of new multidisciplinary contemporary art events created (mixed exhibitions with performances including children oriented, installations, based on conservated and rehabilitated heritage buildings, converted into contemporary art centers, etc) 3. Number of visitors to newly created permanent/temporary exhibitions, contemporary art museums, exhibition spaces;

### Programme outputs

Outcome	Output	Output indicator	Indicator value		Description
1. Cultural heritage restored, renovated and protected	Buildings of cultural heritage value restored and repurposed for museums and art galleries	Number of sites with buildings for restoration and conservation with status of "Building of national or regional importance for culture"	Baseline	Target	Bulgaria has more than 35000 buildings labeled with the status "Building of national importance for culture" , most of them in derelict conditions. Unfortunately under OP regional development predominantly "Chitalishta"(Local community cultural centers) have been rehabilitated, while museums, and galleries have been left for better economic times. A lot of former cultural buildings, including heritage buildings have been sold to public, privatized. As huge construction activity in cities take place in last 7 years there is lack of newly developed and designed constructions for cultural events and performances in the newly emerged citizen quarters.MC has started a program for reconstruction of state property cultural institutions heritage buildings, though it is unevenly spread through the country, and there are thousand needed to be rehabilitated
			15	20	
	Number of buildings with cultural heritage value <b>repurposed for usage of cultural institutions (museums, galleries, exhibition spaces, etc.)</b>	4	9		
	Increased exhibition spaces in museums and galleries	Number of new or repurposed spaces for exhibitions in museums, galleries and other cultural institutions fully reconstructed and equipped	201	208	
Number of square meters available for new exhibition space			335198 m2	345000 m2	
Exhibition spaces revitalized through increased number of <b>exhibited restored objects</b> of cultural heritage value and interactive technologies	Number of new exhibitions implemented using ICT for presenting and interacting cultural heritage	4	12	Only 2% of more than 6 million artifacts in the 200 Bulgarian museums and galleries are displayed for public view in conceptually old exhibitions. Modern technologies permit not only to display much bigger amounts of objects, but to make them appealing to the public also, through interactive technologies.	

Outcome	Output	Output indicator	Indicator value		Description
	Cultural landscapes preserved and revitalized through open air archeological parks	Number of cultural landscapes preserved and revitalized	5	10	The UNESCO principle for mixed landscapes will be applied on smaller scale for regional and local cultural clusters, combining ecologically clean environment and rich archaeological heritage. This way a common policy not only for preservation, but also for marketing the cultural values will be created. As a result, preservation and interaction will contribute to the local development and in the same time, protect the archaeological and natural landscapes from deterioration, destruction and neglect, while bringing sustainable economic prosperity to the local communities.
	Sustainable business models for operation and management of public cultural institutions, designed and implemented	Number of business models developed and approved	0	8	
2. Cultural heritage made accessible to the public	New thematic exhibition plans designed and implemented	Number of new thematic museums/ exhibition opened in historic cultural heritage sites or buildings	108	113	Most of the Bulgarian museums are historic museums (91out of 201), but only few of them are thematically related with a period in history or a concrete civilization. This results in poor interest by public, since there is not a niche targeting of potential audiences. The Program will encourage creation of new thematic exhibitions or museums created around a concept of historic period or historic civilization.
		Number of thematic museums/ exhibitions based on cultural heritage related themes, <u>located in non-cultural heritage sites and buildings</u>	91	94	There are less than 20 thematic museums and galleries in Bulgaria with exhibitions related to cultural heritage other than history and archaeology. The Program will concentrate on modern concept of thematic museums or gallery exhibitions, which will help the diversification

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Outcome	Output	Output indicator	Indicator value		Description
					of the cultural product and thus contribute to niche audience for better marketing results.
	New thematic exhibition locations/mobile exhibitions designed and displayed using interactive technologies	Number of new mobile exhibitions <b>based on interactive technology</b> designed and implemented	12	20	Since museum and gallery spaces are scarce in Bulgaria, and even new construction will not solve this problem, alternative spaces might be used for new permanent and temporary/mobile exhibitions, spaces with poor utilization in urban areas, such as community cultural centers (chitalishta), <b>industrial buildings</b> , former schools, entertainment establishments (theaters, opera houses, etc.). In order to attract more public, the exhibitions must be conceptually new and thematically related to the location and cultural strategies of the community.
		Number of <b>alternative exhibition spaces opened to the public</b>	0	5	
	Increased diversity of types of items with cultural heritage value digitally presented and accessible to the public	Number of items with historic cultural heritage value restored and made accessible to the public, in electronic format	15183 7	1528 37	Mobile exhibitions need themes and focus, in order to attract larger amount of audiences. That is why it is needed to increase the amount of artifacts under a concrete theme, ready to be packaged and travel to exhibitions. This requires serious restoration.
		Number of items not registered as cultural heritage value made accessible to the public, as part of new thematic exhibitions	<b>60734</b>	<b>65734</b>	Performance of traditional cultural heritage items only, does not coincide with the new look on presentation of historical epochs and cultural tradition. <b>Simple common objects, movies and photographs are often</b> more interesting than the expensive historical art objects. The program will encourage new vision on thematic exhibitions where common culture is

Outcome	Output	Output indicator	Indicator value		Description
					integrated inside cultural heritage items
	Mobile collections prepared ready to be exhibited outside museums of origin	Number of mobile collections packaged and ready to travel	<b>45</b>	<b>58</b>	Mobile collections often travel only to big cities, and are using traditional exhibition spaces, such as museums and art galleries. The Program will make sure to implement pilot projects that will showcase the possibility to package mobile exhibitions with lesser security risk and thus making them much more accessible to larger publics through their travel to small cities and large villages, <b>at least 30 % of the exhibitions should be performed in non-NUTS 3 district cities</b>
		Number of locations where newly created mobile collections are exhibited during the Program Period	<b>135</b>	<b>171</b>	
	Sustainable business models for operation and management of mobile exhibitions, designed and implemented	Number of business models for operation and management of mobile exhibitions developed and approved	<b>0</b>	<b>13</b>	
3. Cultural history documented	National Digitization centers in cultural institutions established; electronic databases for cultural heritage in fine arts, archive movies, archives, archeology, building and construction cultural heritage, ethnography etc,	Number of databases created and implemented to include monuments, sites, movable, immovable and intangible and tangible cultural heritage	<b>8</b>	15	Several public databases designed for including digital records and information of cultural heritage and modern culture in Bulgaria have failed because of the lack of coordination with other existing databases, digital incompatibility or poor cooperation between different public stakeholders. In order to minimize costs and to involve the maximum participants, the Program will approve management and maintenance models counting on volunteering, student and young people participation in the process of database development, integrated with high tech <b>Digitizing centers</b> established at several National or Regional cultural institutions- Min of

Outcome	Output	Output indicator	Indicator value		Description
	designed, developed and implemented				Culture, National Audio Movies complex- Orpheus, National Fine Art Gallery, national and regional archeological museums, National Archives Agency, National Institute for intangible cultural heritage, Universities with architectural and civic engineers faculties etc.
	National electronic cultural heritage databases interlinked with other relevant databases in Bulgaria, EU and globally around the world	Number of content units, describing cultural heritage sites, items etc. created and published	0	50 000	
		Number of professionals and volunteers trained to work with national electronic database content input and maintenance	0	500	
	CULTURE.BG portal implemented and promoted	Number of Internet domains and sub-domains (Culture.bg, CultureDirect.bg, Culture4Tourism.bg, etc.) implemented and promoted through all media formats (traditional and social media)	0	3	Culture.bg is a predefined project. It is vital for the Bulgarian culture to implement a public portal for culture, in order to attract more young people to participate in cultural events, arts, crafts, etc, at the same time to preserve at least in digital format the still alive heritage in the country. The digital bases are vital for the regional cultural project development too as it shortens the time for taking conservation and restoration and reconstruction permits for heritage reconstructions, rehabilitations and socialization of heritage sites and landscapes. In addition, the portal will be the true public face of the cultural and creative industries in the
		Number of hits to the newly created portal CULTURE.BG	0	1 000 000	

Outcome	Output	Output indicator	Indicator value		Description
					country. For more information, see annex for predefined projects.
4. Contemporary art and culture presented and reaching a broader audience	Conceptually new thematic exhibitions of contemporary, modern and eclectic art and mixed media and performances created with participation of ethnic and religious minorities and displayed in traditional or alternative cultural institutions	Number of thematic exhibitions created focused on contemporary and modern art, some created with participation of minorities too, developed and exhibited	2045	2050	<b>Conceptually new thematic exhibitions</b> of contemporary, modern and eclectic art and mixed media and performances are hard for funding in Bulgaria last years. Exhibitions and performances by minorities in Bulgaria are isolated events too and are branded by the corresponding minority, often focused on the traditional folk art of this minority, rather than based on minority look at contemporary and modern art. <b>Even more, there are no art spaces specialized in minority contemporary and modern art too.</b> Focusing on a modern, or contemporary theme will permit the branding and positioning of the exhibitions and performances outside of the closed circle of the minorities and thus will reach broader audience. Involving minority artists in the design and promotion of these exhibitions and art & performance spaces and/or it will create a feeling of belonging to the society and to the artists' guilds and associations.
		Number of minority artists involved in exhibition/performance design, participation and promotion	0	10	

Outcome	Output	Output indicator	Indicator value		Description
	New forms of innovative cultural event spaces created and implemented	Number of new forms of innovative cultural event spaces for participation of at least 2 art forms (architecture and music, installations and literature, for example) designed, reconstructed and established inside urban areas	0	20	The Program will foster design and <b>development of innovative cultural event spaces</b> , especially ones in mixed media and art forms. This way the audience will increase because people who follow one of the art forms, but not necessary the other one will attend both and thus will be exposed to new for them form of art expression at alternative for them art spaces. In addition, these innovative cultural event spaces will be established in alternative suburban and urban areas and animate existing cultural institutions there- as local museums, galleries, chitalishta( community cultural centers etc.).

## Bilateral relations

### **Describe how bilateral relations between the Beneficiary States and the Donor State(s) will be facilitated and encouraged.**

- Encouraging at Program and Project levels cooperation at all stages of development: from conceptualization through design, implementation, monitoring, information and publicity;
- Joint conferences and meetings to encourage best practices at Program and Project Level
- Tapping in the advanced expertise of Norway, Iceland and Lichtenstein in digitization of cultural heritage and building long-lasting partnerships in the information technology and Internet best practices exchange in the cultural and creative industry sectors. This will also actively contribute to the expected outcome for the pre-Defined Project “Culture.bg”.
- Enhancement and encouraging partnerships in the multicultural and cross-cultural exhibitions and performances at alternative innovative art exhibition and performance spaces, as well as through focusing on exhibitions and performances directed to minorities, emigrants, Roma, etc. In addition to be mutually beneficial through mobility of collections and distributed cultural events, these partnerships will be mutually beneficial, since they are based on common interest of cultural diversity, focused on contemporary arts, and strengthening the individual artistic character of citizens in all included countries.

## Pre-defined projects

There will be two pre-defined projects as part of the Program.

**1. Second Stage of development of the Museum of Contemporary Art.**

**2. Culture.BG** – Establishment of Public Heritage Digitization Centers; with the first official Internet portal for culture, arts and creative industries in Bulgaria.

Information about both pre-defined projects is provided in 2 separate annexes – one for each project.

## Small grant schemes

The purpose of the small grant scheme will be to **"Promote Bulgarian cultural diversity within the European cultural heritage"**. Projects focusing on cross-cultural exhibitions, performances, contemporary art and cultural exchanges between donor state and Bulgaria will be the core of the Small Grants Scheme (SGS). **The target groups** will be local governments at NUTS3 level, cultural institutions; cultural and art research and education centers, Associations of artists and performers, Association of friends of museums, universities and schools, local culture community centers or equivalent, partnership projects with partners from the donor states are encouraged..

- There will be at least 500 000 EUR allocated. That will include support for cultural diversity, contemporary art and culture and presentation of innovative educational art projects in conservation and restoration of heritage monuments (digitization included).

### Environmental considerations

The Program is in full alignment to the legal requirements for environmental protection. In the cases, where open-air museums in protected areas or archaeological sites are performed, an independent assessment will be executed under the Environmental Impact Assessment (EIA) in accordance with the EIA Directive (Directive 85/337/EEC as amended by Directive 97/11/EC and 2003/35/EC).

### Economic sustainability

At Program level:

- The Program will focus on conceptually new projects, **involving local cultural action groups, municipality art /culture councils etc. as main stakeholders** in the decision making process and thus increasing their role in the strategy and implementation phases in the region/ local community strategy for development of culture and cultural heritage.
- High impact activities, involving on one side culture oriented NGOs and institutions on the other side, to support building capacity in both institutional and NGO culture oriented sector to develop **result- oriented creative and cultural industries service economy** in the field of the cultural heritage;
- Development of efficient cost-benefit structure operational model , promoting only result oriented outputs, with long-term benefits at national, regional and municipal level;
- Demonstrated Use of sustainable strategies to self-finance many of the activities after the period of the financing; The continuation of the activities should be based on a strategic plan counting in economic sustainability, and sufficient operational staff guaranteed by the project promoters;
- Demonstrated Use of trained volunteers to continue activities after the financing of the program;
- Sound business, financial and marketing models, which will be applied in the period after program.

#### **Project level sustainability:**

All projects should present sound business development model for the follow up financing, after end of grant funding. All results and indicators of success will be strictly monitored by the PO. Project that cannot ensure sustainability in the last stage of implementation for the next 5 years, will not receive the last payment until they re-work their implementation measures in order to prove sustainability in front of the PO.

### Social sustainability

- Building social capital
  - Even geographical distribution of heritage development projects- at least each of the Bulgarian 6 Planning regions (NUTS II regions) should receive at least one funded project under the program;
- Building community spirit, inside migrants, minority or vulnerable groups;
  - Enhancing local and regional identities and cultures;
  - Building relationships between NGOs, associations and public administration and individual artists; Development employability of low-qualified or unemployed people in field of conservation and restoration projects; Additional scoring will be given to projects which explain and declare use of local unemployed in the implementation phase, if they are have art or cultural tourism background it will give additional scoring too

All program tenders will include special provision for equality treatment, and some will give advantage, to disability groups, young adults or retired people, people with different religious or sexual orientation and will firmly promote equality and anti-discrimination.

**The Program will facilitate access to out-of-school education (online and through several seminars, and training programs) that will increase skills and knowledge creation on marketing and financing of cultural products. These way young adults, unemployed, disabled people of areas outside capital of Sofia will have clear path to new employability in field of cultural heritage development and services.**

In the evaluation of program proposals it will be considered relevant standards protection of human rights and good governance of the Council of Europe (for example, monitored by the CPT, GRECO, GRETA, ECRI, etc.), including the Convention for the Protection of Human rights and fundamental freedoms.

### **Gender equality**

Cultural statistics for Bulgaria show that there is already gender equity in cultural production and consumption and no big disparities are shown. Gender equality will be maintained through the Program **through choosing gender-neutral projects.**