



# PROMOTING CULTURE FOR A STRONGER AZERBAIJAN

#strongertogether



Cooperation on culture enriches contacts between societies and promotes **cultural diversity** and **inter-cultural dialogue**. At the same time, cultural and creative industries, craft-based SMEs and tourism can help stimulate economic growth. In line with the **EU strategy on international and cultural relations**, the EU supports a vibrant cultural sector in Azerbaijan, which engages citizens, state actors and cultural operators alike, strengthens civil society and affords greater economic opportunities.

## WHAT IS BEING DONE

### POLICY SUPPORT

*Fostering the role of culture and creativity in social and economic development*

### CREATIVE EUROPE

*Promoting cultural cooperation through the EU's flagship culture programme*

### CULTURE FOR DEVELOPMENT

*Involvement of local communities in creative industries and heritage*

### CULTURE FOR DIALOGUE

*Culture and creativity for intercultural dialogue and a stronger civil society*

### CROSS-BORDER COOPERATION

*Funding for cross-border culture, heritage and tourism projects*

### Our heritage: where the past meets the future



*2018 is the European Year of Cultural Heritage*

Cultural heritage can be **tangible** (buildings, monuments, artworks, books), **intangible** (knowledge, skills, traditions, language), **natural** (landscapes, flora and fauna), or **digital** (resources created in digital form or digitalised to preserve them).

*Cultural heritage has a universal value for us as individuals, communities and societies. It is important to preserve and pass on to future generations. While we may think of heritage as being 'from the past', it evolves as we engage with it, and has a key role to play in building the future.*

Find out more:  
[www.europa.eu/cultural-heritage/european-year-cultural-heritage](http://www.europa.eu/cultural-heritage/european-year-cultural-heritage)

### Creative Europe

**Creative Europe** is the EU's flagship programme to support the **cultural, creative** and **audiovisual** sectors. Although Azerbaijan is not a full member of the programme, organisations from Azerbaijan can get involved with any culture project that has the minimum amount of eligible partners. The Creative Europe Culture programme supports projects in:

- **cultural cooperation**
- **literary translation**
- **cultural networks**
- **platforms for cultural operators promoting emerging artists**

Find out more:  
[www.ec.europa.eu/programmes/creative-europe](http://www.ec.europa.eu/programmes/creative-europe)

### Culture and creativity programme

During three years from February 2015 to January 2018, the Eastern Partnership Culture and Creativity Programme **supported the role of culture and creativity in the social and economic development** of the six Eastern Partner countries, including the Azerbaijan. The project's website and resources remain online and are being maintained, including:

- key **policy briefs** and **country resources** developed by the programme  
[www.culturepartnership.eu/en/article/list-of-publications](http://www.culturepartnership.eu/en/article/list-of-publications)
- 14 **online training courses**  
[www.culturepartnership.eu/en/publishing/online-learning](http://www.culturepartnership.eu/en/publishing/online-learning)
- **Eastern Partnership Cultural Observatory**, an NGO set up by the programme to continue its policy work  
[www.observatory.culturepartnership.eu](http://www.observatory.culturepartnership.eu)

Find out more:  
[www.culturepartnership.eu](http://www.culturepartnership.eu)

## CREATIVE CITIES AND REGIONS

As part of the **EU-Eastern Partnership Culture and Creativity** programme, the town and region of Shamkir were chosen to take part in the 'Creative cities and regions' initiative. The project assessed the cultural and creative potential of the region and suggested **14 recommendations** on how it could be used for development, including:

- Make use of the town's 19th century German architectural and cultural heritage
- Organise a city photography festival
- Use Youth Centre broadcasting studio for youth film and innovative TV projects
- Better animation for archaeological sites
- Combine arts and food culture through slow food restaurants and concept cafés
- Experimental studios of design and handicrafts

Find out more:

[www.culturepartnership.eu/en/article/report-shamkir](http://www.culturepartnership.eu/en/article/report-shamkir)

## CULTURE FOR DIALOGUE

From 2-17 May 2018, Baku hosted the second **Imagine – Euro Tolerance Festival**, with support from the European Union and EU member states, bringing together artists from all over the world to promote the values of intercultural dialogue and tolerance, with events including:

- 40 films from 30 countries
- Debates and master classes with international movie directors
- World music in focus: music in dialogue across the world
- Street theatre

Find out more:

[www.sizinavropa.az/imagine](http://www.sizinavropa.az/imagine)

## CULTURE AS AN ECONOMIC ASSET

An EU-funded Twinning project implemented by the Ministries of Culture of Azerbaijan and Italy is helping Azerbaijan **move towards a more strategic management model** for the culture sector, with a particular focus on **cultural heritage needs** (including tangible and non-tangible heritage, museums and libraries), adapting appropriate European experience and models. Sharing Italy's huge experience in **cultural management**, the project has recently included exchanges, training and study visits in:

- Heritage for development
- Fundraising
- New trends and ICT in culture
- Conservation methods
- Museum management

Find out more:

[www.twining.mctgov.az/en](http://www.twining.mctgov.az/en)



«I am convinced that even in the tiniest of towns, which looks uninteresting at first sight, something peculiar and interesting that will attract attention can be found, if it is presented differently. The main thing is to attract people, create synergies, join resources.» **Dzhakhangir Selimkhanov**, national project consultant for Azerbaijan.



«Sometimes we think that people in Europe think differently, feel differently, but when you watch the films and compare them with what's happening around you, then you understand that people all over the world react in the same way to everyday problems.» **Afsana Yusifova**, festival moderator and film director



«Cultural heritage has become an important macroeconomic asset for governments that needs to be valued as a country's productive activity.» **Alessandro Bianchi**, resident Twinning adviser to Azerbaijan's Ministry of Culture