

Practical Note

**Citizens & Culture:
Fuse.
Transform.
Revive!**

Plovdiv, 28-29th March 2019

The Ministry of Culture of the Republic of Bulgaria, Europe for Citizens Point Bulgaria and the Office for cooperation with civil society of the Republic of Serbia are delighted to invite you to the international networking event 'CITIZENS & CULTURE: FUSE. TRANSFORM. REVIVE!'

The event is organised in cooperation with Plovdiv 2019 European Capital of Culture and Novi Sad 2021 European Capital of Culture.

It aims to present the opportunities for funding the Europe for Citizens programme offers to cultural organisations, create an open dialog and networking space for Bulgarian and Serbian stakeholders interested in the Europe for Citizens programme, and reflect upon the results of the European Year of Cultural Heritage initiative.

We welcome you to Plovdiv and hope you will fully immerse into this networking opportunity!

This practical information guide will facilitate your visit and participation in the meeting.

Venue

The conference will take place at the House of Culture 'Boris Hristov', Small conference room:



Address: House of Culture 'Boris Hristov', Gladstone Street 15

You will find more information [here](#).

Panels/Workshop sessions

Concept paper

Culture is at the heart of European integration and the current challenges it faces. On the one hand, crucial European societal challenges of our days like migration, integration, solidarity or the debates on an ever-closer Union are framed in cultural terms. On the other hand, research shows clear evidence of a much higher degree of Europeanisation than generally assumed of every-day culture and life practices of European citizens. This demonstrates that Europe is now part of the cultural life horizon of a significant section of the population, and not just of the elite as is commonly suggested.

With the raging debate on the future of Europe and the next European elections in sight, *it is a high point to create a new, positive narrative for Europe by exploring the change-making capacity of culture.*

Culture is a key element for the creation of jobs and growth in areas driven by creativity, innovation and access to knowledge. Culture and heritage shape our collective life and our future. They play a tremendous role at the local level and in Europe's regions, bringing communities together by helping them understand and engage with the places where they live. Cultural activities and projects help to make a city more attractive, while dynamic cultural and creative sectors can be strong engines of regional and urban development. Culture, cultural heritage, and the wider creative sector have also been widely recognised for reinforcing the sense of sharing a common past, a common present and a common European future.

In this framework, the conference 'Citizens & Culture: Fuse. Transform. Revive!' aims to engage the creative fuse of the European Capitals of Culture Plovdiv 2019 and Novi Sad 2021 in order to encourage the creation of collaborative networks and strengthen citizens' capacity to play an active part in the debate on the future of Europe.

Discussions will focus on creative exchanges, showcases of good practices and building grass-root ideas for reinforcing a sense of belonging to a common European space.

Agenda

27th March

All day	Arrival and check in
18.00 – 19.00	Welcome to Plovdiv – short city tour
19.00 – 21.30	Welcome drinks <i>The Balabanov House</i>

28th March

- 09.30 – 10.00 **Registration**
- 10.00 – 10.30 **Opening addresses**
- Ms. Amelia Gesheva, Deputy Minister of Culture of the Republic of Bulgaria
 - Ms. Asja Drača Muntean, Assistant to the Minister of Culture of the Republic of Serbia
 - Ms. Sanja Atanasković Opačić, Office for Cooperation with Civil Society of the Government of the Republic of Serbia
- 10:30 – 11:30 **Panel discussion – Key messages**
- Panel participants:
 - Mr. Peter Miladinov, Head of Unit 'International Activities';
 - Ms. Amelia Gesheva, Deputy Minister of Culture of the Republic of Bulgaria;
 - Ms. Asja Drača Muntean, Assistant to the Minister of Culture of the Republic of Serbia;
 - Svetlana Kuyumdzhieva, Artistic Director Plovdiv 2019 Foundation
 - Ms Milica Vukadinović, Novi Sad 2021,
- Coffee break
- 11.30 – 11.45
- 11:45 – 12:30 **Presentation: Novi Sad 2021**
Project 'European Youth Engagement Network', Mr Bojan Milosavljević
Q&A session
- 12:30 – 13:30 Lunch
- 13:30 – 14:30 **Presentation: Plovdiv 2019**
 Victor Yankov, deputy Director International relations Plovdiv 2019 Foundation
Q&A session
- 14:30 – 15:30 **Open discussion: Europe for Citizens and cultural projects**
- Representatives of the Europe for Citizens Contact Point Bulgaria and the Office for Cooperation with Civil Society of the Government of the Republic of Serbia.
- Moderators: Ms. Dobrina Milusheva and Ms. Sanja Atanasković Opačić*
Q&A session
- 15:30 – 17:30 **Cultural programme – SMOKE exhibition SKLAD**

19.00 – 22.00 **Dinner**
Restaurant Smokini, 12 "Otets Paisiy" street

29th March

- 09:00 – 09:30 **Registration**
- 09:30 – 10:30 *Session FUSE: includes the integration of ethnic and minority groups and aims to bring together different generations and social groups and to overcome the borders of the isolated territories and zones.*
 Showcase successful Europe for Citizens projects supporting the integration of ethnic and minority groups and aims to bring together different generations and social groups; Create space for networking and new ideas.
Moderator: Gina Kafedzhian, deputy-director Programme, Plovdiv 2019
- 10:30 – 11:00 **Coffee break**
- 11:00 – 12:00 **Session TRANSFORM:** *re-thinking and reviving of forgotten and abandoned urban spaces as well as for changing the perception of them.*
 Showcase successful Europe for Citizens projects representing historical events and real impact over the local communities; Create space for networking and new ideas.
Moderator: Ms Milica Vukadinović, Novi Sad 2021
- 12:00 – 13:00 **Session REVIVE:** *represents culture and cultural heritage preservation in contemporary context avoiding the stereotypes of the touristic attraction. It aims to improve and broaden the access to culture as well as the use of new technology and digital media.*
 Showcase successful Europe for Citizens projects with clear cultural aspects; Create space for networking and new ideas. Build upon the European Year of Cultural Heritage 2018 initiative.
Moderator: Dobrina Milusheva, Manager ECP Bulgaria
- 13:00 – 13:30 **Conclusions and closing remarks**
- 13:30 – 14:30 **Lunch**

***The event is associated project of Forum 2019 - an educational platform of Plovdiv 2019 European Capital of Culture that includes information workshops, lectures and meetings aimed at creating partnership networks in an effort to increase awareness, build and develop capacity and audiences in order to lay the foundations for successful results.

Panel discussion – Key messages

Culture and heritage for the future of Europe

The 2018 European Year of Cultural Heritage marks a turning point for Europe's ever-growing movement for cultural heritage. We must build on this momentum to recognize and unfold the positive and cohesive power of our shared cultural heritage and values to connect Europe's citizens and communities and to give a deeper meaning to the entire European project.

Participants are invited to reflect on the implementation of the EYCH within their countries and share their views on the opportunities for creating a new, positive narrative for Europe by exploring the change-making capacity of culture.

Questions guiding the discussion:

- Our cultural heritage feeds both our sense of belonging to a local community and the sense of togetherness and solidarity in Europe, yet divisions seem to occupy the debate on the future of Europe and the forthcoming European elections. What is the potential of creative and cultural organisations to engage the European citizens in a positive and constructive debate about the future of the EU? What are the main challenges in changing the Eurosceptic discourse to a positive narrative for Europe?
- How should we maintain cultural identity and promote cultural heritage? What is the suspected role of each country in supporting and maintaining the cultural and natural heritage? How do we engage the European citizens?
- Can culture and heritage be one of the pillars for social and economic development?
- How can we assure sustainability in cultural heritage? Could fostering the contribution of culture to social inclusion be the response to this question? Is including culture as a cross-cutting issue in the fields of social policy, health policy and local development, among others the must?
- How can we increase participation of citizens, particularly the young people in culture? Are active citizenship and raising interest among young people and engaging them as active audiences the key for their future employability, active citizenship and social inclusion?
- What are the alternative possibilities for funding cultural heritage? Could crowdsourcing activities help to preserving the cultural heritage?
- Could active participation in general, with special focus in art and culture, contribute to better understanding of shared values, principles and democracy in general?

Open discussion: Europe for Citizens and cultural projects

The European Union is made of its citizens and for its citizens! Encouraging and facilitating citizens' wider involvement in the European Union and what it stands for is of great importance. This ranges from the need to

increase their participation in current affairs to the need of ensuring a broader understanding of the history of the European Union and its origins in the aftermath of two world wars.

Europe has a challenging agenda for the next years, with serious issues at stake. With decisions and policies needed on issues ranging from economic growth, security and Europe’s role in the world, it is now more important than ever for citizens to take part in discussions and help shape policies.

Considering the European citizenship as an important element in strengthening and safeguarding the process of European integration, the European Commission continues encouraging the engagement of European citizens in all aspects of the life of their community, thus enabling them to participate in the construction of an ever closer Europe.

In this context, the Europe for Citizens Programme aims at promoting Europe’s shared history and values, and fostering a sense of ownership for how the Union develops.

This panel discussion will present Europe for Citizens’ funded projects with a strong cultural dimension that explore the link between our past and our future, inspire on-going creativity and innovation, and share good practices on active and responsible citizenship.

Participants are invited to share their experiences, good practices from own projects and lessons learned as well as to explore the opportunities for creating new partnerships.

Workshop sessions

Session FUSE

Moderator: Gina Kafedzhian, deputy-director Programme, Plovdiv 2019

Includes the integration of ethnic and minority groups and aims to bring together different generations and social groups and to overcome the borders of the isolated territories and zones.

The goal of the workshop is to allow participants to discuss, share and reflect on the role culture and creativity play in fostering civic engagement, social cohesion and intergenerational exchanges.

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| 1. | Session begins with a short introduction by Plovdiv 2019 presenting successful stories of projects selected and/or implemented under their programme. |
| 2. | Participants are encouraged to discuss and present ideas/good practices in using culture as a tool for fostering social cohesion. |

Session TRANSFORM

Moderator: Ms Milica Vukadinović, Novi Sad 2021

Re-thinking and reviving of forgotten and abandoned urban spaces as well as for changing the perception of them.

The goal of the workshop is to allow participants to discuss, share and reflect on key historical events, their impacts on local communities and the bridge between past legacies and current challenges.

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| 3. | Session begins with a short introduction by Novi Sad 2021 presenting successful stories of projects selected and/or implemented under their programme. |
| 4. | Participants are encouraged to discuss and present ideas/good practices in re-designing the role of |

	abandoned heritage sites and urban spaces for fostering European cultural diversity and common values.
Session REVIVE	
<i>Moderator: Dobrina Milusheva, Manager ECP Bulgaria</i>	
<i>Represents culture and cultural heritage preservation in contemporary context avoiding the stereotypes of the touristic attraction. It aims to improve and broaden the access to culture as well as the use of new technology and digital media.</i>	
The goal of the workshop is to allow participants to discuss, share and reflect on the success of the European Year of Cultural Heritage 2018 initiative and create space for new grass root initiatives that place culture and heritage at the heart of citizens' engagement with Europe.	
5.	Moderator of Session Revive presents a few examples of projects funded by the Europe for Citizens programme that have used special priority line 'European Year of Cultural Heritage 2018' to uphold the importance culture and heritage play for engaging citizens with the future of Europe; projects that re-discuss the embedded stereotypes and propose a new vision for Europe.
6.	<p>Participants are encouraged to discuss and present ideas/good practices in reviving citizens' engagement with Europe; constructive and creative ways to overcome EU citizens' growing alienation from political dialogue and the opportunities provided by the digital technologies for reigniting everyone's passion for Europe.</p> <p>Questions guiding the discussion:</p> <ul style="list-style-type: none"> • Our cultural heritage is what makes us European as it reflects our varying and shared values, cultures and memories. Therefore, how can we better appropriate this unifying force in order to resist divisive forces which are a danger to our society? • Special attention must be given to history education and heritage interpretation placed in a broader context of Europe's past, present and future. What is the role of creative and cultural organisations in promoting inclusive non-formal education? • We all commit to continue raising the awareness of the multiple values and benefits of cultural heritage for Europe. This is particularly important in view of the upcoming European Parliament elections in May 2019, and the subsequent appointment of the new European Commission. What priorities do you think should be at the forefront of the up-coming policy programmes and the EU's new multi-annual financial framework?