

## National cultural policy from 2009 - 2014

### *Vision bases of the national cultural policy*

High appreciation of the importance of culture has been a stable element of the statement of policy of the government since 1989. Therefore Pavel Tigrid, the minister, began to draft the first national cultural policy. The necessity of establishing a political governmental programme in the field of culture grew after the Czech Republic joined the European Union.

The Treaty of Nice, signed on February 26, 2001, contains an article 151 regarding the attitude of the European Communities towards culture. The responsibility for cultural development of the member states is left to the national governments and the Council only takes on supportive measures without them being necessarily harmonized with the legislative and other regulations of the member states. This attitude of the European Union constitutes a platform for cultural politics of the individual member states.

National cultural policy suggests a number of steps, a realization of which could help overcome an ancient way of thinking of culture, which is more politely viewed as „a way of spending a person's leisure time“, or in a (post)communistic fashion is thought of as a „superstructure“, i.e. anything using the resources created in the more productive sectors.

The paragraph below is stated in a study „The Economy of Culture in Europe“, made by the society KEA Public Affairs in cooperation with Media Group (School of Economy, Turku, Finland) and MKW Wirtschaftsforschung GmbH<sup>1</sup> for the European Commission.

„The Cultural and creative sector is suffering from stereotypes, if viewed from the point of its economic efficiency... many people think that culture and economy are two different worlds that have nothing... in common. Even those who recognize its economic value usually assume that its economic efficiency is low. It is commonly assumed that artists, strongly subsidized cultural organizations or even folk art is going to succumb if confronted with the power of the market...“

The following facts established in the cited study overcome the above listed stereotypes:

- **In 2003 cultural and creative sector in EU reported a turnover of 653 million EUR, i.e. 2.6 % GNP of EU;** that is more than was created by for example the real estate sector (2.1 %), production of food, drinks and tobacco (2.1 %) or chemical and rubber industry including production of plastics (2.3 %);
- **From 1999-2003 there was an increase in this sector by over 12% points higher than the EU average;**

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<sup>1</sup> The Economy of Culture in Europe, European Commission, October 2006

- **In 2004 there were over 4.7 million people (2.5 % of the economically active population in the EU) employed in the cultural sector;** and employment in this sector grew faster than the EU average and has shown clear signs of “modernity” or (if you like) a picture of what the scene might look like in future – **more flexible, project oriented, requiring mobility and higher qualifications.**

Cultural economics is a very potent sector of the European Union. Along with its economic aspects there is another fundamental element: it is the spiritual base of a society, a measurement of its development and part of its identity including the national one. According to analyses this cultural aspect has the potential to become a major driving force of sustainable development, prosperity and the competitive strength of the whole society, mainly for its creativity, which uses culture as a cultivating medium.

Hardly measurable assets such as creativity, social coherence, ability of innovation will become dominant strategic points of the development in the next decades. Competition of Jewish-Christian culture (also called Euro-Atlantic) and mainly Asian cultures and others could prove to be an element influencing lives of whole nations in a similar way to the industrial revolution. The source of these values is mainly the culture and arts.

Culture accumulates capital and at the same time helps overcome the results of social differences, supports education, creativity, self-confidence and regional pride, as well as national and multinational cultural heritage. It contributes to understanding the world's integrity, including its past, present and future. Such potential of the cultural sector is characteristic for Europe and the Czech Republic located in its very centre could be a model of usefully deriving its benefits.

These are the bases of formulating a vision of the national cultural policy and a starting point of its individual OBJECTIVES and tasks. The vision is the most general and yet comprehensive expression of the desired state and the meaning of culture and the role which culture ought to play in Czech society in the future.

## *Vision of the national cultural policy*

**Culture can be viewed as a „ticket to the future“ ; once again the Czech Republic wants to become a cultural crossroad, it wants to utilize its natural position in a free, open and creative way in the creation of its own culture, in the preservation of cultural heritage and its application in every realm of social life. The task of the state is to create optimal relations between culture and other realms of life of society and therefore enrich the lives of citizens, develop creative opportunities in the economy, research and education, motivate donors as well as provide sufficient resources to strengthen the competitiveness of the state in a global environment.**

This vision of culture briefly explains what we consider most essential.

- *Culture is a sector, which can play a fundamental role in the years to come in the development of Czech society and which can be considered one of the basic elements of an economic, environmental and social development of the state.*
- *The Czech Republic can make use of contacts with European and global influences because of its geographical location and its tradition.*
- *The space for cultural production and for making use of the cultural values created in the past must remain open and accessible.*
- *The task of the state, regions and municipalities and its institutions is not only to support the culture itself but to connect it with other realms of life in a society, particularly to make its values accessible – the cultural heritage as well as the freedom and creativity important for cultural production – so people can make use of it in their various activities.*
- *The future competitiveness of the state should be based on these principles.*

This vision of culture enables us to formulate some concrete objectives, but first of all the tasks and steps which will contribute to achieving a desirable situation in the sphere of culture in the years to come. This is going to happen in the environment of intensive global competition, which is also the reality which some of the goals of the Lisbon Treaty created by the European Union address. It is not only desirable to reproduce those ideas praising the innovation and creativity as a main driving force in fulfilling the objectives of the European strategies. We consider it more useful that the cultural policy of the state determines specific objectives and steps towards them which will then put into effect the general strategies in the particular environment of the Czech Republic. The support of innovation and creativity, which is frequently preferred, is only one of the dimensions of this effort; the next one, but no less important, is making use of existing – material and non-material – cultural values, by means of which life transcends mere existence. Thus the cultural strategy must also include landscape conservation as well as the preservation of historical monuments and urban complexes, because these form the space of everyday life and influence society in a positive way once they are maintained and used also for economic purposes with respect to their values, or in a negative way once they are neglected and ignored. Without demeaning the importance and the support of original artistic production, we primarily want to give more support to those aspects of culture which also have the potential to stimulate other sectors.

## ***Cultural policy objectives***

Using the formulation of a vision the objectives of national cultural policy can be defined so that the required cultural dimensions are covered to the maximum extent and at the same time they are internally consistent and original enough compared with the other objectives.

### **OBJECTIVE 1 – ECONOMIC AND SOCIAL DIMENSIONS**

*To use the benefits of the arts and cultural heritage and associated creativity to increase competitive strength in other areas and activities.*

### **OBJECTIVE 2 – THE CIVIC DIMENSION – PERSONAL DEVELOPMENT**

*To emphasize the role of culture in individual professional and personal development of citizens, especially with regard to creativity, the cultivation of democratic values and individual attitudes and thus increasing general responsibility for the inherited values as well as the newly created ones.*

### **OBJECTIVE 3 – THE ROLE OF STATE, REGIONS AND MUNICIPALITIES TO SUPPORT MAINTANANCE AND FORMATION OF CULTURAL VALUES**

*To provide direct and indirect support to maintain existing cultural values and create new values as well.*

### **OBJECTIVE 4 – THE ROLE OF STATE TO FORMULATE THE RULES**

*To create a transparent and non-discriminating environment for cultural activities and their support at the levels of state, regions and municipalities.*

As for the individual objectives:

**OBJECTIVE 1: THE ECONOMIC AND SOCIAL DIMENSIONS** are aimed mainly at purposeful utilisation of cultural values, in a material sense (historical heritage, cultural landscape, works of art etc.) or in a non-material sense (intellectual dimension, innovation and creativity) in the quality of actions and challenges for the social environment of the state and its economy. In this area there are regulations aimed at more effective utilisation of cultural monuments, museum and gallery collections or urban and landscape systems with respect to tourism and associated activities, providing equal access to cultural heritage and new artistic creations, development of cultural trade and utilisation of international experience in the development of cultural trade and artistic work and strengthening the role of culture in external relationship policies etc. Realization of the tasks following from this objective also includes an impact of the main elements of cultural politics at strategies of other sectors.

**OBJECTIVE 2: THE CIVIC DIMENSION – PERSONAL DEVELOPMENT** presents an intention to increase the influence of culture in the area of education and enrichment of lives of individuals, both adults and children. Culture is a typical manifestation of our civilization coming from a renewal of traditions while using an open space, freedom of choice, in order to cultivate individuals and society itself. Society in its entirety will deliberately behave responsibly towards cultural values presuming that individual citizens consider that they are not only appropriate but primarily beneficial. Therefore it is important to set an objective to reach higher passive and active participation of citizens at cultural events and maintenance of existing cultural values.

**OBJECTIVE 3: THE ROLE OF STATE, REGIONS AND MUNICIPALITIES IN SUPPORT OF MAINTANANCE AND FORMING CULTURAL VALUES** formulates an issue that is commonly considered a main role of state that is the material support of maintaining cultural values created in the past and present. In respect of reforming public administration it is not possible today that this objective can be realized solely by state bodies and administration. This objective can be effectively fulfilled only providing the political pledge to distribute 1 % out of the state budget to support culture is fulfilled. Here belongs also the opportunity to use the means of EU funding (structural funds/IOP, ROP; community funds) where the bodies active in the area of culture have a directive or co-directive function. Another area is tax and budget policy aimed at overcoming the stereotype of considering culture as „superstructure“ or a department that has to do with what is “left over”, and also creating tax benefits to encourage entrepreneurs to sponsor culture.

**OBJECTIVE 4: THE ROLE OF STATE IN FORMULATING RULES** expresses a key role of the state as a rule creator – legislator and administrator or „promoter“ of their implementation. The rules have to be structured so that, similarly to application of the subsidiarity principle, their formation and realization belongs to an appropriate level (state, region, municipality), where these rules can be formed and realized with maximum effect in relation to the previous three objectives of cultural policy. At all level the rules have to be transparent, predictable and comprehensive, corresponding to the stated objectives and non-discriminating so that the variety of cultural representations is supported. It is desirable to give support to the mutual cooperation of individual levels of public administration working together to prepare grant programmes so that in case of larger projects multi-source financing is made possible.

## ***Tasks and measures***

Practical measures towards realisation of the above listed objectives serve the purpose of fulfilling requirements of more objectives when they concur, for example: identification and protection of existing values creates conditions for their utilisation in the economy and so on. A hundred percent effect can be attained by fulfilling them to maximum – the strategy of national cultural policy cannot be based solely on fulfilment of some of the objectives.

Tasks/measures are classified according to individual objectives and there is a brief commentary on each one of them. Most tasks or measures that are listed as part of an objective are immediately connected to other objectives, which are commented on. Many of the tasks require close cooperation of different departments. The date of realization also states the order in which the implementation of the tasks should proceed.

### **OBJECTIVE 1**

***To use the benefits of art works and cultural heritage and associated creativity in order to increase competitive strength in other areas and activities.***

Tasks/measures:

*1.1. Programme of mapping and analysis of needs of arts, culture and creative industries in the Czech Republic and a transfer of international experience.*

Czech cultural trade (industry) as well as cultural creative areas individually can utilize to a large extent the international experience of the countries that use their cultural potential more effectively. To be able to do that, it is necessary to map the current state, analyze the main issues of cultural trade and creation and at the same time to assess their solutions in other countries or regions (examples of best known methods) and the systems of their application in the Czech Republic.

Reference to other objectives: Objectives 3, 4

*Provided by: Ministry of Culture in cooperation with Ministry of Industry and Trade and Ministry of Foreign Affairs  
Check date: 2010*

*1.2. Utilization of an open coordination method aimed at more effective enforcement of the protection of cultural values and development of cultural diversity throughout the conceptual practices of regional and municipal bodies.*

Establishing an electronic platform for identification, sharing and promotion of the “best known methods“ in various cultural areas, including preservation of the heritage fund as well as the results of the research will together help public service organisations apply the appropriate models of cultural values and promoting their further development.

Reference to other objectives: Objective 3

*Provided by Ministry of Culture  
Check date: 2009*

### *1.3. Programme evaluation of cultural contributions for other social spheres including the national economy*

Economic flows in the cultural sector so far provide insufficient data on their contributions to the domestic economy and non-economy sectors. The objective of this programme is to find out and analyze the volume of production and services in financial terms, to measure productivity in terms of its effect on individual cultural sectors and specific costs for units of output etc. One possible way is to create and utilize a “satellite account of culture” which aims to combine the cultural research and analysis of the structural, legislative and economic positions of bodies active in the area of preservation of cultural heritage and arts.

Reference to other objectives: Objective 4

*Provided by: Ministry of Culture in cooperation with the Czech Statistic Office*

*Check date: 2010*

### *1.4. Implementation of a criterion „benefits to creativity and innovation“ in support for the programmes of Ministry of Culture*

In the EU and CR, equal opportunities and other programmes have already been implemented to meet these criteria. Taking innovation and creativity as an element of a certain solution or a complete project is undoubtedly important not only for certain segments of a society but for society as a whole, and deserves equal attention and opportunities.

*Provided by: Ministry of Culture*

*Check date: 2009*

### *1.5. System of utilization of the potentially immovable cultural heritage towards a more vigorous provision of cultural services and tourism services with higher added value.*

There are still plenty of historical objects which are inefficiently utilized for providing services in the area of culture itself. Tourism and associated sectors including accommodation and catering services are others. Methodical and systematic of support of distribution and improving the net quality of services will be prepared in cooperation with the relative locations and bodies of the regional public administration. Primarily, the implementation of progressive management forms and information and communication technologies will be a part of the system along with the mechanisms making it simple to utilize these services, for example by families (discounts, loyalty bonus systems and others).

Reference to other objectives: Objectives 3, 4

*Provided by: Ministry of Culture in cooperation with Ministry of Regional development, and the regional and municipal bodies*

*Check date: 2010*

### *1.6. Support of copyright system development in accordance with international and law based on equanimity between legitimate right holders, various users of goods subject to copyright protection including enterprises and the public.*

Copyright is an adequate protection tool for authors of cultural values and those who invest their means into promotion of the results of creative activity, such as music companies, film producers, broadcasters and publishers. At the same time (for example) the system of

exceptions and limitations as provided by current law facilitates access to cultural goods, scientific findings and other information to the general public. It regards mainly exceptions to serve the needs of libraries, museums, archives and education institutions. Cultural policy has to make an appropriate balance between the interest of authors and other originators including those who help promote the artistic results by their investments and balance that with those, who utilize such results, the users, such as mobile operators, cable television operators or other entrepreneur subjects or citizens who are the recipients.

Reference to other objectives: Objective 4

*Provided by: Ministry of Culture*

*Check date: 2010*

#### *1.7. Pilot projects Public Private Partnership (PPP)*

So far our culture does not utilize such projects as PPP. Nevertheless it is an instrument with a potential to enable a transfer of experience in one area to another associated sector, mainly services. The potential of PPP projects in the cultural sphere will be tested and the experience utilized for other similar cases.

Reference to other objectives: Objective 3

*Provided by: Ministry of Culture in cooperation with the regional and municipal bodies*

*Check date: 2010*

#### *1.8. More effective utilization of non-essential state property*

A review of all existing properties will be conducted within the national cultural institutions with the objective to check whether the property can be used in a more effective way providing it is owned by regional and municipal bodies. Any identified properties will be offered regional and municipal assistance according to their interest in accordance with current regulations.

*Provided by: Ministry of Culture*

*Check date: 2010*

#### *1.9. Strengthening the role of culture in external relations, politics and promotion of economical interests abroad*

In the form of the direct activities of Czech institutions, their participation in international projects such as festivals, expositions or regular various projects will be supported and act as “ambassadors” of the Czech culture.

*Provided by: Ministry of Culture in cooperation with Ministry of Foreign Affairs and Ministry of Industry and Trade.*

*Check date: 2010*

#### *1.10. Art and culture at the World EXPO 2010*

Cultural projects should form one of the basic elements of the presentation of the Czech Republic at the EXPO 2010. In the past this model has already proven right and thanks to



attractive cultural experiences many other projects and products from different sectors have been made available to visitors.

Reference to other objectives: Objective 3

*Provided by: Ministry of Culture in cooperation with Ministry of Foreign Affairs and others resorts participating at the preparation of presentation of the Czech Republic at the World Expo 2010*

*Check date: 2009*

*1.11. Improvement of an attitude towards cultural goods and services from abroad imported to the domestic market*

According to the obligations following from international conventions it is desirable to facilitate an approach to cultural products and services from countries outside Europe to the Czech market. In the first place an analysis of access barriers has to be conducted and then projects ought to be drafted to address these issues. Other country's culture is a force which enriches domestic production and services in accordance with objective 1.

*Provided by: Ministry of Culture in cooperation with Ministry of Foreign Affairs and Ministry of Industry and Trade*

*Check date: 2010*

*1.12. Utilizing the position of the Czech movies in the world and giving the opportunity of coproduction in order to expand cultural cooperation*

This regulation supports the presentation of Czech movies at foreign exhibitions, and widens possibilities of a coproduction being an instrument of more expansive distribution of Czech films. In the Czech Republic the procedure of providing a co-production status and associated administrative tasks are tedious and time consuming. And at the same time it is the film medium that can provide an immediate reaction and so increase an understanding of the Czech society and its culture and draw attention to cultural behaviour that can be used in other sectors.

Reference to other objectives: Objective 3

*Provided by: Ministry of Culture in cooperation with Ministry of Foreign Affairs*

*Check date: 2010*

*1.13. Help solving environmental issues by works of art*

Cultural traditions influence citizens' everyday life and behaviour more than legislative regulations. Prevention of bad behaviour and encouragement of correct behaviour is the most economic way towards the protection of our environment. Development in the environmental area is so fast that classic forms of bringing up our youth and current education cannot sufficiently prepare the next generation for everyday life challenges. Works of art can effectively and permanently address any individual and thus give an internal warning against dangerous behaviour.

*Provided by: Ministry of Culture in cooperation with Ministry of Environment*

*Check date: 2010*

## **OBJECTIVE 2**

***Accentuate the role of culture for individual professional and personal growth of citizens especially with respect to creativity development, cultivation of democratic values and individual attitudes towards increasing responsibility for inherited and current values***

Tasks/measures:

### *2.1. Evaluation mechanism of the public cultural services choices*

The Ministry of Culture proscribes a mechanism to evaluate the benefit of public cultural services, and especially their quality, with respect to the role of services in civic professional and personal life. Based on the results a legislative and non-legislative support of this mechanism of public cultural services development will be constantly reviewed and updated.

*Provided by: Ministry of Culture*

*Check date: 2010*

### *2.2. Support of international and regional mobility of individual persons involved in the cultural arts*

The Ministry of Culture elaborates a programme in support of communication, contacts, internships etc. for the originators of cultural goods and programmes, students in fields associated with culture and managers of cultural facilities and others. The objective is to enlarge the space for promotion of European and world cultural influences and their understanding in the Czech Republic and also to facilitate promoting the Czech culture abroad. This programme will facilitate creation of portals and special web pages containing information related to all aspects of job markets in the area of culture and artistic mobility.

Reference to other objectives: Objective 3

*Provided by: Ministry of Culture in cooperation with Ministry of Education, Youth and Sports and Ministry of Foreign Affairs*

*Check date: 2010*

### *2.3. Elaboration of supportive mechanisms of the modern art market*

The Ministry of Culture elaborates a collections supporting instrumental manual not only regarding public institutions but also private collections (of individuals and companies) and strategies to place modern art in foreign collections.

Reference to other objectives: Objectives 3, 4

*Provided by: Ministry of Culture in cooperation with Ministry of Foreign Affairs and Ministry of Trade and Industry*

*Check date: 2010*

### *2.4. Reinforcement of cultural education and cultural knowledge within educational facilities*

Implementation and promotion of cultural knowledge (drama, music, film, dancing, arts and education) and development of talented individuals supports creativity and so better confidence in work and civic life. Education in the area of intercultural dialogue is promoted, that helps fight against prejudice towards different cultures and supports increasing responsibility for our cultural heritage. Cultural institutions themselves have to participate in this process.

*Provided by: Ministry of Culture in cooperation with Ministry of Education, Youth and Sports*  
*Check date: 2010*

#### *2.5. Support of projects facilitating access of handicapped citizens and minorities to cultural services*

More attention needs to be given to eliminating barriers blocking a more active approach of handicapped persons to cultural goods and services. These projects are (for example) providing non-barrier entrance to buildings, installation of information systems for people with physical handicaps, providing specialized assistance services, application of an access system and others. Also, members of minorities will be a subject of specific attention that usually includes “new” minorities, whose integration with the domestic culture is mutually beneficial for everyone.

Reference to other objectives: Objective 3

*Provided by: Ministry of Culture*  
*Check date: 2010*

#### *2.6. Enhancing voluntary activities in protection, promotion and cultivation of our cultural heritage*

Voluntary activities create a common base for providing cultural services in the area of non-material cultural heritage and non-professional artistic activities. In the area of cultivation of material cultural heritage these activities are not utilized enough by far in comparison to Anglo-Saxon countries. The Ministry of Culture elaborates a pilot project evaluating current experience and providing their application under local conditions.

*Provided by: Ministry of Culture*  
*Check date: 2010*

#### *2.7. Increasing public awareness and all involved subjects regarding copyright legal regulations*

In connection with the development of new technologies enabling and facilitating mass production and promotion of author crafts and other goods subject to copyright protection, there is a lack of awareness of the thin line between legal use of these non-material cultural goods and breaching the law, commonly labelled as pirating. It is highly desirable to elaborate and realize educational programmes in the area for civilians as well as respective institutions and other organizations.

*Provided by: Ministry of Culture and Ministry of Education, Youth and Sports*  
*Check date: 2010*

## *2.8. Increasing number of students at Czech colleges and universities in arts and cultural sectors*

The Czech art school system and education in the area of cultural institution management reaches international quality parameters. This phenomenon is usable also for foreign presentation of Czech economic interests because the foreign graduates at the Czech art schools could become “ambassadors” of commercial interests and other associated spheres in their country of origin. It is desirable to conduct an analysis of the potential and barriers that may be blocking its full utilization and consecutively elaborate project objectives for its exploitation.

*Provided by: Ministry of Culture in cooperation with Ministry of Education, Youth and Sports and Ministry of Foreign Affairs*

*Check date: 2010*

## *2.9. Support of a system of lifelong learning for cultural workers*

To reach the given objectives of the national cultural policy is basically ensured by qualified professionals. At times of dynamic change it is necessary to permanently update a system of professional education for cultural workers and introduce a system of accredited education for selected fields in the cultural area.

*Provided by: Ministry of Culture in cooperation with Ministry of Education, Youth and Sports*  
*Check date: 2009*

## **OBJECTIVE 3**

***To provide direct and indirect support of maintenance of existing cultural values and their cultivation and utilization as well as origination of new values***

Tasks/measures:

### *3.1. Higher motivation of owners of historical monuments towards continuous cultivation of heritage fund*

In the past fifteen years the state and regional administrative bodies have invested considerable amount of finance into cultivation and protection of historical monuments and reconstruction of their cultural value. Lump-sum investments would be come to nothing had there been low motivation of the owners (positive and negative, that is support and sanctions). Therefore it is necessary to adopt measures that will motivate owners of historical monuments to continually reconstruct their property and evaluate state and other public means invested into preservation of the heritage fund so far.

Reference to other objectives: Objective 1

*Provided by: Ministry of Culture in cooperation with Ministry of Finance*  
*Check date: 2010*

### *3.2. Supportive programme of preservation of petty cultural landscape monuments*

Hitherto insufficient preservation of cultural landscape monument that are often determining its character, for example Calvarias, byways, small technical artefacts etc. will be supported based on specific donations and a motivation programme elaborated by the Ministry of Culture.

*Provided by: Ministry of Culture*

*Check date: 2010*

### *3.3. Support of acquisition activities of museums, galleries, libraries and National film archive*

Along with a standard acquisition activity the current period is characteristic of a large number of opportunities to gain cultural goods of an exceptional importance, cultural monuments, libraries or archives that newly appeared on the market in connection with their owners' changes in recent years. In the same fashion libraries should keep and document the still wider library fund of domestic and foreign production including new media and electronic resources. It is essential to use this opportunity systematically and based on clearly stated rules and methods.

Reference to other objectives: Objective 1

*Provided by: Ministry of Culture*

*Check date: 2010*

### *3.4. Support of enhanced material, space and technical grounds of museums, galleries and libraries*

Conditions for the active operation of many cultural institutions do not suffice current requirements for protection, specialized care and utilization of millions of movable cultural goods. A reconstruction of the areas where these goods are kept is required, and in other cases a new construction is mandatory or removal of depositories of exhibits into buildings that have so far been used for other purposes. The Ministry of Culture will conduct a revision of the current state and define priorities, types of solutions and costs.

*Provided by: Ministry of Culture*

*Check date: 2010*

### *3.5. Supportive programme of modernization of cultural infrastructure to provide modern cultural services with higher added value*

Despite the existence of a broad network of cultural facilities, most of them are equipped with out-of-date technologies. The programme objective is to repair and modernize all the nationwide centres providing technological grounds and consulting and assistance in distribution and promotion of products and services in the areas of book stock, book production and distribution, film, music and modern art, modern art crafts, theatre, dancing, multimedia and creation of nationwide networks of modern multifunctional centres providing cultural services in the areas of modern art and librarianship.

*Provided by: Ministry of Culture in cooperation with the regional and municipal bodies*

*Check date: 2009*

### *3.6. Digitalization of cultural content*

Digitization of a cultural content material is a current urgent task as it is a method of preservation and protection of the original carriers of information, and a tool for getting high-quality information across to public in an effective way. Digitization of cultural material could significantly contribute to higher efficiency of the national administration; to give an example there is a currently published document on digitization of the Central registry of cultural heritage including supplements containing important and often hardly accessible information on heritage funds. The Ministry of Culture therefore elaborates the National strategy for digitization of cultural content that will clearly specify tasks in this area.

Reference to other objectives: Objectives 1, 2

*Provided by: Ministry of Culture in cooperation with Ministry of Interior*

*Check date: 2009*

### *3.7. Creating conditions for permanent maintenance and disclosure of digital documents as an important part of cultural heritage*

Development of information and communication technologies is the reason for the increased volume of different types of digital documents. Digital documents are not yet perceived an integral part of cultural heritage. The legislative, organizational and technical conditions for permanent maintenance and disclosure to future generations are lacking. Therefore there could be irreversible losses of cultural heritage. We propose legislative revision of obligatory creation of certified data storages and other systems guaranteeing permanent maintenance and disclosure of digital documents (for example the Czech digital library run by the Czech national library).

*Provided by: Ministry of Culture*

*Check date: 2010*

### *3.8. Support of selected projects from IOP programme and cooperation with regions at ROP realization*

The Ministry of Culture performs the function of a mediating body for the Integrated operational programme –cultural area. Based on documents approved by the European Commission on December 22, 2007 it is presumed that a finance drawdown will reach up to six billion CZK. In this context regions will also participate while drawing resources from the Regional operational programme – cultural area in order to reach a higher synergistic effect accessing EU funds. The fulfilment of cultural policy objectives is of high priority.

Reference to other objectives: Objectives 1, 2

*Provided by: Ministry of Culture in cooperation with regions and Ministry of Regional development*

*Check date: 2010*

### *3.9. Support of cinematography production*

The Ministry of Culture provides means to the State Fund for Czech Cinematography Support and Development also in form of annual direct subsidy from the state budget according to disposable financial means.

Reference to other objectives: Objective 1

*Provided by: Ministry of Culture*

*Check date: 2009*

### *3.10. Projects of cooperative and long term financing*

Currently The Ministry of Culture, regions and municipalities dispose of certain experience from the pilot projects of coordinated long term financial support for creating cultural infrastructure including a support of certain important projects. This practice will systematically continue and the results evaluated for elaboration of a model support system.

*Provided by: Ministry of Culture*

*Check date: 2010*

### *3.11. Development of low-budget resources for cultural support*

Public budgets do not and cannot investigate the volume of resources necessary for fulfilment of cultural policy objectives. One of The Ministry of Culture's tasks is to actively seek out possibilities of creating outside-budget resources and continue to systematically create the appropriate conditions. A well-proven tool for outside-budget resources for cultural development in Europe is the utilization of lottery profits.

Reference to other objectives: Objective 1

*Provided by: Ministry of Culture in cooperation with Ministry of Finance*

*Check date: 2010*

### *3.12. Enhancing motivation for private cultural support*

The capacity for donating or sponsoring is very large in general. The motivation system will be tested in a framework of pilot projects aimed at minor contributors. The evaluation of pilot projects will bring suggestions for legislative changes. Possibilities of tax relief for sponsors combined with stricter rules for the receivers of sponsors' gifts (see also – receivers of public financial means – on condition of non-profitability that is recycling any profit within the project itself).

Reference to other objectives: Objective 4

*Provided by: Ministry of Culture in cooperation with Ministry of Finance*

*Check date: 2010*

## **OBJECTIVE 4**

***Creating transparent and non-discriminatory environment for cultural activities and their support at the levels of state, regions and municipalities.***

Tasks/measures:

### *4.1. Amendment to the Law on Preservation of Historical Monuments*

The key principle of the preparation of the new law on the heritage fund is establishing a link to the new system of administration and building law with the objective to ensure an optimum care for the heritage fund in the most effective, simplified and transparent method. The law on the heritage fund brings a new definition of public interest regarding protection of national cultural heritage, enhancement of legislative confidence of the owners of cultural monuments, simplifying the performance of public administration in the area of monument protection, increasing legal enforceability and controlling activity in the area of national monument protection, decreasing the bureaucratic burden of the owners of cultural monuments and enhanced reimbursement for limitations of ownership rights by ways of better cohesion with tax regulations so that the owners of cultural monuments are motivated to continually care for their property in the best way possible to maintain their value.

Reference to other objectives: Objectives 1, 3

*Provided by: Ministry of Culture*

*Check date: according to the Governmental plan of legislative objectives*

#### *4.2. Care for non-material cultural heritage*

Non-material cultural heritage such as folk music, theatre, dance, rituals and traditional crafts are an essential part of the national cultural treasure and one of the cornerstones of the cultural identity of civilian and local communities, but their cultivation is not firmly imbedded in the legal system of the Czech Republic in a way similar to protection and cultivation of material cultural heritage, neither is it comparable in an international context. The ratification of the Agreement on preservation of non-material cultural heritage creates a legal framework to cultivate cultural heritage.

Reference to other objectives: Objectives 1, 2, 3

*Provided by: Ministry of Culture*

*Check date: 2010*

#### *4.3. Repatriation of illegally exported cultural goods in the framework of the EU and application of the directive No. 7/93/EEC*

After the Czech Republic joined the EU in 2004 the Ministry of Culture in cooperation with Ministry of Internal Affairs managed to repatriate several monuments that had been illegally exported outside of the territory. Our objective is to continually deepen and intensify such activities internally as well as on level of departmental cooperation between the ministries and central national bodies of other EU member states. The Ministry of Culture will therefore initiate the necessary changes on the level of communitarian law, mainly concrete changes of the directive No. 7/93/EEC.

*Provided by: Ministry of Culture*

*Check date: 2010*

#### *4.4. Amendment of the Law on Cinematography*

The Ministry of Culture will submit a draft bill on cinematography. The objective is systematic institutional provision for the enhancement of transparency of national support for film-making, further development of the Czech film industry and an increase of competitiveness in the international market.



Reference to other objectives: Objectives 1, 3

*Provided by: Ministry of Culture in cooperation with Ministry of Industry and Trade*

*Check date: 2009*

#### *4.5. Application of EU rules for audio-visual production and media diversity*

The relevant EU directive reflects the technological progress in the area of audio-visual and media in general, which radically transforms the environment for related activities. The application of the new rules has to happen in a transparent way.

*Provided by: Ministry of Culture*

*Check date: 2010*

#### *4.6. Establishment of regional coordination bodies for improved utilization of the heritage fund.*

Coordination of activities related to the heritage fund between the state, regions, municipalities and other subjects involved, and between the regions especially will improve opportunities for more systematic sustainable exploitation of its potential. In this way, an environment for more complex projects reaching beyond the regional borders can be created. Coordination bodies can formulate these common programmes and enhance the quality and extent of the services provided.

*Provided by: Ministry of Culture in cooperation with the regional and municipal bodies*

*Check date: 2010*

#### *4.7. Increased public participation in public cultural institution's activities*

Cultural facilities should react more to the needs and demands of the wider public. One of the alternatives is a higher involvement of citizens at creating cultural programmes as well as regular evaluation of the effects of activities of such facilities.

Reference to other objectives: Objective 2

*Provided by: Ministry of Culture*

*Check date: 2010*

#### *4.8. Transformation of cultural institutions*

An experience of the public administration transformation process proves that national cultural institutions could provide better public cultural services similarly to institutions governed by public law. Therefore the Ministry of Culture will elaborate a draft of the relevant legal regulations.

*Provided by: Ministry of Culture in cooperation with regions and municipalities*

*Check date: 2010*

#### *4.9. Enhancement of employees' remuneration in the area of culture*

Employees' remuneration in the area of culture is still way behind their value in regarding their education, work scope and the benefits for the national economy. The Ministry of Culture in cooperation with the Ministry of Labour and Social Affairs will submit an amendment of wage regulations that would reform the current situation.

*Provided by: Ministry of Culture in cooperation with Ministry of Labour and Social Affairs*

*Check date: 2010*

#### *4.10. New conditions for operation of non-profit cultural organizations*

Support of public budgets ought to be fundamentally targeted to activities that do not generate profit or where the profit generated cannot cover the costs of such activities.

*Provided by: Ministry of Culture in cooperation with The Committee on Non-Governmental Organizations*

*Check date: 2010*