



# PROMOTING CULTURE FOR A STRONGER BELARUS

#strongertogether



Cooperation on culture enriches contacts between societies and promotes cultural diversity and intercultural 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 Belarus, 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 Belarus is not a full member of the programme, organisations from Belarus 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 Belarus. 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

**Margarita Lazarenkova** is fully engaged in the development of the creative industries in Belarus. She began by establishing the creative space **Balki**, and now conducts motivational 'Creative Mornings' while developing her NGO Creative Belarus. Margarita was also involved in the **EU-Eastern Partnership Culture and Creativity** programme's 'Creative cities and regions' initiative, mapping the urban DNA of **Svetlogorsk** – 'the youngest town in Belarus' – and developing a set of recommendations to unleash its creative potential, including ways to **develop youth culture**, **rebranding the city** on the Belarus map, and support for **creative entrepreneurship**.

Find out more:

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



*"That was crazy cool! Especially the experience of working in an international team of experts. I now understand how to convey information about our country in the right way."*

**Margarita Lazarenkova**

## HERITAGE FOR DEVELOPMENT

The town of Mscislaŭ received support from the EU-funded **COMUS project** (Community-Led Urban Strategies in Historic Towns – 2015-17) in an initiative that worked to involve local residents in creating a strategy for sustainable development of heritage in the town. The strategy focused on **promoting tourism** and the **restoration and management of historical sites**.

Find out more:

<https://pjp-eu.coe.int/en/web/comus/mstislav-belarus>



*"At first, the townspeople treated the initiative with caution, but they are now taking the initiative themselves, expressing ideas on how the town can develop further, what it is lacking and what can be done differently. The authorities also have a vision, as the citizens do, and we are all learning to interact."*

**Sviatlana Zubrynovich**,  
Mscislaŭ District Executive  
Committee

## MEMORY AND SOCIETY

Funded by the EU through the **CHOICE programme** – 'Cultural Heritage: Opportunity for Improving Civic Engagement' – the **Node of Life** project, implemented by the Mogilev Jewish Community Public Association, worked with young local volunteers on the rehabilitation and preservation of Jewish cemeteries in the region, including cataloguing of tombs and translation of inscriptions, and awareness raising in local schools and communities. Other projects implemented by CHOICE in Belarus have ranged from highlighting Belarusian poster art to saving the work and memory of a master wood carver, from art for children to preserving the local culture of traditional songs.

Find out more:

<http://choiceproject.eu/category/actions-belarus/>



*"Even before the project was over, there were signs that local residents had changed their attitude to ancient cemeteries and that they recognised them as historical-cultural objects and places of memory."*

**Node of Life**