



## Press Release

10 December, 2015

Chisinau

### **The launch of the EU-Eastern Partnership Culture and Creativity Programme**

*Date: 10 December, 2015*

*Venue: Mihai Eminescu National Drama Theatre, Valeriu Cupcea Studio Hall, 11:00 AM*

*Today, 10 December, in Chisinau, the EU-Eastern Partnership Culture and Creativity Programme presented its activities that target cultural and creative sectors for the next two years. The 3-years programme which started in February 2015 is funded by the European Union with a budget of 4,29 million EUR and aims to support the cultural and creative sectors' contribution to sustainable humanitarian, social and economic development in all 6 countries of EaP region.*

EU Ambassador to the Republic of Moldova, Pirkka Tapiola, highlighted during the event the importance of the cultural and creative sector for the development of the country and also for its identity, pointing out the need for this sector to be supported by a performing vocational education system.

*"The Programme will reframe the debate on the 21st century concept of culture among state bodies and key cultural players in the region and promote an understanding of the positive impact creative industries can have on employment, small and medium businesses, the role of municipalities and social engagement,"* said Renate Utzschmid, Programme Manager, EC Directorate-General Neighbourhood and Enlargement Negotiations.

The Programme will focus on four main areas including research development of evidence-gathering mechanisms, capacity-building, raising awareness and providing opportunities for international cultural cooperation. Topics covered by the Programme will include project cycle management, cultural leadership, cultural and statistical research, advocacy, fund raising, cultural journalism and communication capacities.

*"The Programme will build capacity in the context of culture as an expression of the everyday lives of society today. The media, and most government departments understand that they have to engage in culture in a serious way. The private sector and NGOs must also understand how and when to best engage government in debate in a constructive way. Everyone needs to pull together. Because culture and creative industries in the*

*21st century will shape our education, finance, health, trade, youth, labour, and information", explained Tim Williams, Head of Programme.*

The culture and creative sub-sectors includes architecture, archives, libraries and museums, artistic crafts, audio-visual (film, television, video games and multimedia), tangible and intangible cultural heritage, design, festivals, music, literature, performing arts, publishing, radio and visual arts. Together they provide jobs in the EU for 8.3 million people and are worth €558 billion. The cultural and creative industries are also growing faster there than the manufacturing and the service industries.

For additional information please contact National Coordinator for the Republic of Moldova Victoria Tcacenco, tel.:+37322 27 00 31, e-mail: [moldova@culturepartnership.eu](mailto:moldova@culturepartnership.eu). Follow us on Facebook [www.facebook.com/culturepartnership](https://www.facebook.com/culturepartnership) and visit our web site [www.culturepartnership.eu](http://www.culturepartnership.eu)



The Programme is funded by the European Union



The Programme is implemented by a consortium led by the British Council, in partnership with the Soros Foundation Moldova, the National Centre for Culture of Poland and the Goethe-Institut.



the Soros



European Union Delegation in  
the Republic of Moldova

M. Kogalniceanu Street 12, Chisinau, MD 2001  
Tel: (+373 22) 50 52 10

The European Commission is the EU's executive body.

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.