



NATIONAL CULTURAL POLICY OF THE CZECH REPUBLIC 2015 - 2020

The Ministry of Culture of the Czech Republic
Prague 2015

National cultural policy 2015- 2050

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MINISTRY OF CULTURE
CZECH REPUBLIC



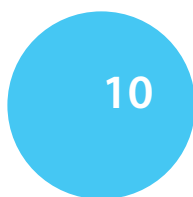
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NATIONAL CULTURAL POLICY 2015 - 2020



FOREWORD BY MINISTER OF CULTURE

Dear friends of Czech culture,



the material you have received, National Cultural Policy 2015-2020 (with a view to 2025), is the third government policy document on culture in the history of the independent Czech Republic. In its drafting the Ministry used the well-tested approach based on consultations with, and inputs from, regional and local governments, cultural sector organizations, representatives of cultural workers and employers and, last but not least, national cultural institutions.

The document stems from the policy programme statement of Bohuslav Sobotka's government. In this statement, for the first time in our modern history, the government committed itself to raising budget expenditure on culture as a public service to 1% of total expenditure.

The National Cultural Policy sets goals whose attainment will help preserve the specific features of our nation's culture and guarantee it its rightful place in the diverse mosaic of the world's ethnic and national cultures. The document recognizes the importance of anniversary commemorations for fostering people's sense of belonging to their country, particularly with regard to children and young people. It tries to fill in the gaps in cultural infrastructure, with special attention to the capital city which, paradoxically, lags behind in this respect. The policy also responds to the challenges of the present, namely the development of modern technologies. Technology must not be allowed to become the proverbial "bad master" but should remain our good servant, facilitating everyone's access to cultural assets that had not been easily accessible in the past and would be destroyed if made available to all in a traditional way. I refer to cultural content digitisation, which, through distant access, enables people from anywhere on the planet to admire the treasures stored in our public, ecclesiastical or private collections.

This is one of the new priorities of the national cultural policy, covered by the new term eCulture. Our second priority is to strengthen the economic impact of culture and promote the use of cultural assets in the cultural and creative industries, whose products have been shown by both domestic and European studies to have the greatest added value and to play a significant role in generating employment and GDP growth. In this field, the government has already approved an effective support framework for the film industry and will gradually apply similar approaches in other sectors.

Dear readers, I am confident that the National Cultural Policy will prove useful especially to your representatives in regional or local self-government, guiding and informing their work in their respective regions and municipalities. The aim is to achieve the much-needed synergy that would bring more entertainment, inspiration and higher-quality cultural experiences to all people in our beautiful country. Last but not least, I hope that this policy document may also prove interesting for you personally.

My best wishes to you all.
Daniel Herman

A handwritten signature in blue ink, appearing to read 'Daniel Herman', with a long horizontal flourish extending to the right.



**DECREE OF THE GOVERNMENT
OF THE CZECH REPUBLIC**



DECREE
OF THE GOVERNMENT OF THE CZECH REPUBLIC
No. 266 dated 15 April 2015

**Regarding the proposal of the National Cultural Policy for 2015-2020
(with an outlook to 2025)**

The Government

- I. **Takes note** of the priorities, objectives and measures of the National Cultural Policy for 2015-2020 (with an outlook to 2025) (hereinafter „National Cultural Policy“), included in Part III of Document ref. 393/15 with amendments based on the observations of the Government;

- II. **Instructs**
 1. The Minister of Culture to
 - a. submit to the Government a Plan for the Implementation of the National Cultural Policy before 30 June 2015,
 - b. implement, in collaboration with other members of the government, the priorities, objectives and measures of the National Cultural Policy,
 - c. publish the National Cultural Policy and acquaint the representatives of the local governments and the public therewith,
 - d. ensure the publication of this Decree in the Government Bulletin for Regional and Municipal Authorities,
 - e. submit to the Government information on the implementation of the priorities, objectives and measures of the National Cultural Policy before 31 December 2017,
 2. Members of the Government and the President of the Czech Statistical Office to collaborate with the Minister of Culture during the implementation of the priorities, objectives and measures of the National Cultural Policy;

- III. **Invites** the representatives of local governments to cooperate with the Minister of Culture during the implementation of the priorities, objectives and measures of the National Cultural Policy.

Responsible Parties:

Members of the Government,
President of the Czech Statistical Office

Copy to:

Mayor of Prague,
Governors

Mgr. Bohuslav Sobotka, m. p.
Prime Minister



**STRATEGIC OBJECTIVES
OF THE NATIONAL CULTURAL POLICY**

STRATEGIC OBJECTIVES OF THE NATIONAL CULTURAL POLICY

The document The National Cultural Policy of the Czech Republic for 2015-2020 (with an outlook to 2025) has been compiled to foster culture, arts, heritage conservation and other goals based on the Government's Policy Statement approved by Government's Decree No. 96 of 12 February 2014. **A new understanding of culture is necessary, taking into mind its correlation to the economy, the education system and a broader social background. Through the Ministry of Culture ("MoC") and in collaboration with other ministries and local governments, the state has the task to preserve the values of the cultural heritage and to integrate them in the present life of the society. By legislative means, economic instruments and tax policies, it should create a social climate conducive to the development of arts and to the stimulation of creativity to develop cultural & creative sectors.** The safeguarding of established cultural values, the creation of new ones and their use for educational purposes, as well as in an economy based on cultural & creative industries guarantee both their transmission to future generations and their further dissemination; this is one of the conditions of civilisation-led competitive strength and also prosperity of the society.

The Government will focus on two new priorities whereby the proposed National Cultural Policy of the Czech Republic ("CR") for 2015-2020 (with an outlook to 2025) differs from previous documents of this kind: the development of cultural & creative sectors and the introduction of eCulture as an equivalent and consistent component of the eGovernment system.

To stimulate the development of cultural habits already in the young generation is of key importance; without them the continuity of the national culture cannot be preserved. At the same time, productive and post-productive segments of the population often seem to be indifferent both to the safeguarded and the newly created cultural values, lose their bearings in the information deluge and yield to the pressures of globalisation. **The Government will encourage active and passive involvement of all citizens in cultural life, promote participatory governance of cultural affairs, including the cultural heritage, reinforce access to culture via new technologies and promote the use of existing cultural assets as a source of development of cultural & creative industries. The Government will thus seek to increase the share of arts and aesthetic education in the curricula of primary and secondary schools.** Wide availability of arts education in basic arts schools must not only be preserved but also supplemented by greater knowledge of arts and of culture in general, inter alia, also by the implementation of the Goals for the Development of Arts Education of the Seoul Agenda. Closer connection between primary and arts schools, and the work of cultural institutions should create new conditions that will be more attractive to the young generation. Creative partnerships as one of the creative methods of education which not only helps boosting creativity and creative thinking but which is also important for inclusive education constitute an essential tool. **The Ministry of Culture will also focus on the assessment of the public enlightenment system put in place by the first independent Czechoslovak state; consequently, it will propose future actions in the field of lifelong learning to the Government.**

The 100th anniversary of the declaration of the independent Czechoslovak state along with the 25th anniversary of the foundation of the independent Czech state offer an occasion to take stock of the outcome of the implementation of the visions of the National Revival movement and of the independent Czechoslovak state against the background of the visions and their implementation after 1993. It is essential to seize the opportunity provided by the financial instruments of the European Union (Structural Funds and thematic programmes such as Creative Europe, Europe for Citizens, Erasmus +, Horizon 2020, etc.) to promote the development of cultural & creative sectors, including the cultural heritage, also in the framework of international cooperation, and to devise complementary mechanisms thereto at the national level.



**THE NATIONAL CULTURAL POLICY
OF THE CZECH REPUBLIC 2015-2020**

THE NATIONAL CULTURAL POLICY OF THE CZECH REPUBLIC FOR 2015-2020

The resulting vision of the future promotion of culture is subject to the attainment of the priorities, objectives and measures set out in the Government's Policy Statement and in the submitted document:

- National expenditure for culture will reach 1% of the national budget,
- The cultural sector will not hamper the development of the society (i.e. no lagging education and cultural level of the population and no underutilisation of the cultural heritage as a development potential in the global economic environment),
- Culturally diverse society will focus on the creation of innovations and on the use of tangible and intangible cultural heritage within various social groups, at the regional level and in local communities, with an emphasis on the promotion of individual cultural expression,
- Czech culture will become an active factor within the European cultural area; international cultural cooperation will be developed and the European and global awareness of the Czech culture will increase,
- Culture will be perceived as an economic factor and as an important component of state economic policy. Through cultural & creative sectors, artistic and cultural creation and the use of cultural heritage will have energising effect leading to the modernisation of the sectoral structure of the national economy,
- The citizens' participation in cultural events will increase; private, public and state institutions will contribute significantly to the support, organisation and funding of the development of cultural services,
- The state will stimulate, in every respect, inflows of off-budget funds to the area of cultural life. Through its economic, regional and fiscal policy, the state will fuel active involvement of culture in the development of the society,
- The state will promote the cultural values that lead to the cultivation of humanity, cooperation, compassion and sustainability of human society; support to education also indispensable,
- New legislation on heritage conservation will establish conditions for sustainable use of this part of the national cultural wealth,
- For the protection of cultural heritage and for providing access to culture, latest scientific advances, including information and communication technologies will be used,
- The cultural environment of communities, regions and landscapes will be broadly supported by a coordination of cultural, territorial and regional policies of the state and by land use planning tools as an essential condition for the quality of life of the population and for the development of related economic activities,
- All funds under the operational programmes allocated to the period under review will be drawn up (in particular, the Integrated Operational Programme, the Enterprise and Innovations for Competitiveness Operational Programme and Research, Development and Education Operational Programme).



Government's Policy Statement (Government Decree no. 96 of 12 February 2014)

In the Government's Policy Statement, the Government has pledged, inter alia, as follows:

1. The Government wishes to channel a share of central government budget expenditure approaching one per cent into culture as a public service, forge a direct link between tourism income and expenditure on the conservation and maintenance of the heritage sites and make consistent use of European Union funds and the Norwegian Financial Mechanism to repair heritage sites.
2. The Government shall pass a law on culture, a law on a public institution in the arts which eliminates the shortcomings of today's organisations partly funded from the public purse, depoliticises them and ensures their stable funding, a new heritage conservation act and amendments to the Copyright Act and the media laws.
3. The Government shall promote a new model for the presentation of the Czech Republic abroad, based in part on exports of Czech art and Czech culture.
4. The Government shall make access to public cultural institutions easier, e.g. by introducing a day of free admission and family discounts, and shall advocate a more effective model for the development of children's creativity in the form of art activities and cultural experiences.
5. The Government shall support the amateur art activities, regional culture and public cultural services provided by not-for-profit organisations."

The Government also committed itself to:

"As a matter of priority, the state shall improve its own operations and, together with the implementation of the Civil Service Act, services for citizens.

Effective use of information and communication technologies (ICT) in public administration, combined with support for the internet economy. New growth sectors of the digital economy, and cultural and creative industries, shall also be taken into account.

The Government shall take this action primarily by enhancing the quality of RDI management and increasing motivation within the private and public sectors to use RDI results. The Government shall also take into account the important role played by social sciences as a source of knowledge and reflection for the social and economic development of the Czech Republic."

Citizens and their rights guaranteed to them by the Constitution of the CR, the Charter of Fundamental Rights and Freedoms and international treaty obligations of the CR, i.e. citizens as recipients of cultural values and as their creators, preservers and disseminators, **are the basis for the establishment priorities, objectives and measures set forth in the document.**

The document is based on a broad understanding of culture enshrined in the Final Declaration adopted by the World Conference on Cultural Policies¹ and reaffirmed in the final document of the Intergovernmental Conference on Cultural Policies for Development², according to which "culture [...] includes not only the arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs." Furthermore, it is based on the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions³ which likewise refers to the Universal Declaration of Human Rights, documents of the Council of Europe, in particular of the Steering Committee for Culture, Heritage and Landscape (CDCPP)⁴ and, last but not least, to the role of culture in the strategy of sustainable development.



1 The documents are still valid: "The Mexico City Declaration," adopted on 6 August 1982.

2 Stockholm, 2 April 1998.

3 It was approved by the General Conference of the United Nations Educational, Scientific and Cultural Organisation at its 33rd session, held in Paris from 3 to 21 October 2005. In the Czech Republic, it entered into force on 12 November 2010.

4 Available at http://www.coe.int/t/dg4/cultureheritage/CDCPP/default_en.asp

The document also takes into account the general world trend towards globalisation and unification which have both positive and negative dimensions and the fact that cultural diversity is one of the instruments that acts as counterweight to their negative effects, especially to the threat of uniformity.

In line with the interpretive definition of cultural policy (coined in UNESCO) as “targeted action on cultural processes and their conditions,” and, given the manifold disciplines that it affects, it constitutes a set of strategic priorities and objectives which are more closely specified by the proposed measures. They are linked by their basic objective - to create an environment for the citizens allowing them to exercise their rights in the area of culture guaranteed to them by the Charter of Fundamental Rights and Freedoms.

Culture is an important factor in the life of civil society which significantly facilitates its cohesion as a whole. It contributes to the development of intellectual, emotional and moral qualities of each citizen and, in this sense, it performs an educational (enlightenment) function.

It links the Czech Republic to the outside world but, at the same time, it sets it apart therefrom; it distinguishes it by comparing it to other countries.

It is one of the prerequisites for the civilisation-led competitiveness of the society.

Culture is also an important economic sector. Although it draws upon funds from the state budget and the budgets of local governments, examples of established cultural & creative sectors from abroad in particular prove that they contribute to the socio-economic benefits directly through the creation of new markets, jobs and tax revenues.

Culture performs an important social function. It contributes to the self-identification of citizens as free individuals and to their identification with the community in which they live, as well as with the municipality, region and country. This role of culture has a considerable incentive effect. Involvement in culture offers a meaningful leisure activity and, inter alia, it is an important preventive factor against drug abuse, gambling, crime and other social pathologies that threaten young people in particular.

In general, it also promotes gender equality and better mutual understanding between citizens of different ethnic origins, as well as it is a significant means of fighting xenophobia and racism. In the international context, it is an important element of the intercultural dialogue.

Involvement in cultural life helps disadvantaged persons to integrate into society not only physically but also socially and, to some extent, to overcome their handicap; similarly, such involvement can help the victims of violence.



Permanent principles of the National Cultural Policy are mainly the following:

- Guaranteeing freedom of creation of artists and creators, and creating conditions for the exercise of this freedom,
- Creating conditions for the cultural activities, above all on the basis of civic associations,
- Emphasizing the role of culture in individual professional and personal growth of citizens, in particular, for the development of creativity, cultivation of democratic values and individual attitudes and for increasing responsibility for both the inherited and the created values,
- Creating conditions for the decentralisation of decision-making in the cultural system as a whole and for the transference of decision-making processes outside the authority of the state administration, and for their independence including economic independence ("artists decide for themselves"),
- Guaranteeing equality of access of citizens to the cultural wealth and to facilitate this access to disadvantaged social groups (minorities, the disabled),
- Guaranteeing the protection of the cultural heritage,
- Providing direct and indirect support to the preservation of the existing cultural values and treatment thereof, as well as to the creation of new values,
- Guaranteeing free access of citizens to information and to support the exchange of information within the cultural system and between the cultural system and its external environment, irrespective of linguistic and administrative barriers,
- Supporting education and raising awareness in the system of the creation and the use of cultural goods, activities and services,
- Curbing the negative influences of cultural commercialisation,
- Using the benefits of arts and cultural heritage and associated creativity in order to develop cultural & creative sectors and increase competitive strength in other areas and activities,
- Creating a transparent and non-discriminatory environment for cultural activities and their support at the levels of the state, the regions and the municipalities.

Government's instruments for the enforcement of the National Cultural Policy of the CR for 2015-2020 (with an outlook to 2025) are as follows:

a. LEGISLATIVE

Although most substantive-law regulations were amended after 1993, state heritage conservation as a whole is still governed by legislation reflecting a completely different social situation. In other areas of culture too updating of legislation is necessary.

b. ECONOMIC

The state stimulates culture directly by grants and allowances from the national budget or, alternatively, structural funds or by financial instruments of national and structural funds, as well as indirectly by tax incentives.

c. GUIDANCE

Most activities in culture, especially in the area of cultural heritage conservation and the librarianship, can be influenced positively by methodological guidelines. Their effect can be increased by making grants conditional to the implementation of the guidelines as part of the grant policy, or, as is the area of state heritage conservation, by a statutory mandate.

d. INSTITUTIONAL

State cultural institutions bear and implement the tasks arising from National Cultural Policy in an effective manner.

e. **CONTROL**

After the elimination of district authorities, the control instruments of the Government narrowed down to indirect control by state institutions.

f. **SOCIAL**

Acknowledgment of excellence motivates both the creators and benefactors. Despite initial hesitations in the 1990's, prize awarding by the Minister of Culture became a stable feature and is seen as an important lever of motivation.

g. **TECHNOLOGICAL**

In accordance with the Government statement, in the area of culture, we foster creative, administrative, record-keeping and other procedures which use modern technology; ICT becomes a production tool, a co-creator and a bearer of a distinctive cultural expression (e.g. born-digital cultural goods).

A combination of economic, guidance and technological tools appears to be the most effective way of developing our national culture.



POLICY DOCUMENTS OF THE REGIONS

6 of 14 regions adopted policy documents aimed explicitly at the promotion of culture. Other regions address cultural priorities in general policy documents; culture is usually perceived as a field that is important for the development of tourism. In this respect, the policy documents of the regions also overlap most with the objectives of the proposed National Cultural Policy.

LOCAL CULTURE

A research of local culture showed that small town population is also interested in a relatively wide range of cultural areas, however, mainly in those which a priori are not too demanding perceptively and, typically, rather offer entertainment or relaxation and, possibly also, perform a social function, such as establishing and maintaining social contacts. (mainly areas such as film and video, popular music, cultural heritage and history, literature, visual arts and theatre). Typically, they attract over a half of the population.

ECONOMIC BENEFITS OF CULTURE

According to the results of the Culture Account in 2012, there were 90 thousand cultural professionals, of which almost 80 thousands employees (full time equivalents) and the rest were unpaid volunteers. In addition to this number, it can be assumed that there are several thousand persons who work in the sector on the basis of contracts to perform work or in the position of self-employed persons. The results of various statistical surveys suggest that about 45 thousand of self-employed persons (owners) are also active in the field of culture. Hence, in total, the number of cultural professionals can be estimated at about 150 thousand (employees, volunteers, workers under contracts to perform work and self-employed persons). The foreign trade balance in goods and services of a cultural nature was positive (CZK 7.6 bn.). The volume of production in the cultural sector reached CZK 210.9 bn. (2.16% of the national production) and the gross value added amounted to CZK 82.2 bn. (i.e. 2.38% of the total gross value added generated by the economy). The volume of GDP generated in culture can be estimated at CZK 55.1 bn. (1.43% of total HDP).

EUROPEAN ENVIRONMENT

The Council of Europe issued its measures and recommendations much earlier, already in 1980s. "The European Union shall respect its rich cultural and linguistic diversity, and shall ensure that Europe's cultural heritage is safeguarded and enhanced" (Art. 3 (3) TEU). "The EU shall have competence to carry out actions to stimulate, coordinate or supplement the actions of the Member States" (Art. 6 TFEU). "The Union shall contribute to the flowering of the cultures of the Member States, while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore" (Art. 167 TFEU). The strategic framework for European cooperation in the field of culture is given by the Resolution of the Council of 16 November 2007 on a European Agenda for Culture, based on which temporary work plans setting out main priorities and working methods are adopted, which are then reflected in a wide range of non-legislative acts (recommendations, resolutions or conclusions) of the Council. Support to cultural projects with a European added value is provided by the Creative Europe program. It was the European Union, which became one of the first signatories of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (concluded on 20 October 2005 in Paris, effective from 18 March 2007; the EU adhered to it on 18 December 2006) and it reflected its implementation in the priorities of the newly formulated European strategy for culture.

Hence, in the priorities and recommendations of both international organisations, recommendations and suggestions for the national cultural policies can clearly be found.

1

FOSTERING CULTURAL IDENTITY, CULTURAL DIVERSITY AND INTERCULTURAL DIALOGUE

1.1 FOSTERING NATIONAL AND CULTURAL IDENTITY IN A GLOBALISED WORLD

1.1.1 Using significant anniversaries to foster national identity of citizens and to build an awareness of responsibility for inherited and created values

In the history of virtually all of our municipalities and regions, there are events and personalities or families that are locally perceived as symbols helping to shape the unique character of their history. Hence, a support to use anniversaries of these events or personalities is efficient measure to achieve the said objective. It is an important lever for safeguarding the specificities of the local and regional cultural heritage and for fostering the sense of pride of the citizens and of belonging to their municipalities and regions. The basic form of support is methodical guidance (distribution of handbooks and case studies) or, alternatively, minor co-financing of pilot projects.

The period covered by the National Cultural Policy for 2015-2020 includes several very important historical anniversaries: 2015 marks the 600th anniversary of the death of Jan Hus, 2016 marks the 700th anniversary of the birth of Charles IV and the 150 anniversary of the Battle of Hradec Kralove; 2018 marks the 100th anniversary of the foundation of independent Czechoslovakia. These anniversaries are excellent occasions to encourage appropriate cultural, educational and outreach activities and thus to fulfil the task under 1.1 hereof and an occasion to collaborate with the Ministry of Education, Youth and Sports, the Ministry of Defence (MoD), the City of Prague, municipalities, the CzechTourism agency, etc. Events associated with personalities of Comenius or Mozart are other anniversaries that can be used to raise cultural awareness; in the field of literature, we should mention the 100th anniversary of the birth of such prominent writers as Ivan Blatný (2019), Josef Kainar (2017) and others. Sites of remembrance will certainly take the opportunity to remind the general public the 200th anniversary of Czech museology. In the film sector, fifty years from the shooting of the Oscar-winning “Closely Watched Trains” could be marked.

The Ministry of Culture prepares projects to commemorate (the 600th anniversary of burning at stake of Jan Hus – a document submitted to the Government for information in 2014) or to celebrate (Celebrations of the 700th anniversary of the birth of Emperor Charles IV. in 2016 based on the Government Decree no. 56/555, 260th anniversary of the birth of Wolfgang Amadeus Mozart, etc.) specific anniversaries.

1.1.2 Promoting research on national and cultural identity

The Ministry of Culture successfully implements the Programme for applied research and development for national and cultural identity (NAKI), within the scope of which projects of applied



research and development in the field of national and cultural identity are aided. The programme duration is from 1 January 2011 to 31 December 2017. It is evaluated regularly. Considering its success, it has been proposed to continue in the programme event after 2017. The results of the program greatly increase the knowledge about the cultural heritage and diversity of cultural expressions; the methodology serves as a basis for directing the stakeholders in the field of culture towards a desirable behaviour.

1.1.3 Reidentifying the mission of national cultural institutions in the context of the 100th anniversary of the proclamation of an independent state

Some national cultural institutions (the National Theatre, the National Moravian-Silesian Theatre, the National Museum, the Moravian Museum, the Silesian Museum, the Czech Philharmonic Orchestra and others) emerged in the National Revival period or in connection with it (The National Gallery in Prague was established as a result of the nationalisation of the collections of the Society of Patriotic Friends of the Arts in Bohemia (Private Gesellschaft patriotischer Kunst-Freunde) and collections of the Modern Gallery of the Kingdom of Bohemia). Since their creation, these institutions basically fulfil the tasks set by the players of the National Revival in contrast to others that reflect international trends of development in their respective fields. The 100th declaration of the independent Czechoslovak state seems to be a good opportunity to address the role of these institutions in the present and the future. It is proposed to hold a structured discussion with the academic community and, possibly, to stimulate related projects within the NAKI research program, and, in 2018, to share the results of this discussion with the Government and the general public.

1.2 DEVELOPING CULTURAL DIVERSITY

1.2.1 Implementing the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

The Convention on the Protection and Promotion of the Diversity of Cultural Expressions (the “Convention”) was adopted by the 33rd session of the UNESCO General Conference on 20 October 2005 and, in the CR, it entered into force on 12 November 2010. The Convention was established to safeguard and promote cultural diversity in the era of globalisation, create conditions that that would allow cultural expressions, including artistic expressions, to flourish and to freely interact with each other and in favour of a more intense cultural exchange. It is the very first international document that encompasses the principles and concepts regarding cultural diversity.

By adhering to the Convention, the CR gained the opportunity to participate in the preparation of international implementing provisions in this area without relinquishing the sovereign right of each state to adopt its own cultural policy (this right is guaranteed to parties to the Convention by Articles 1, 5 and 6).

Already in the year of accession to the Convention, a document Objectives and Recommendations was compiled for the implementation of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions; it is the result of the work of representatives of cultural instituti-



ons, specialists in the field and the civil society. Of course, these recommendations are not rigid guidelines on how the Convention should be implemented because, in the future, it will be necessary to respond flexibly to changes relating to cultural diversity in the world and in our country; they are more of an interim report on how the CR looks after the diversity of cultural expressions at present and an indication of possible protection of cultural diversity in the future.

In any case, promoting cultural diversity seems to be necessary in order to foster democratic values and contribute to social and economic cohesion. Therefore, continued implementation of the Convention in the years to come is necessary.

1.2.2 Implementing the Convention for the Safeguarding of Intangible Cultural Heritage

Another UNESCO document, the Convention for the Safeguarding of Intangible Cultural Heritage, is an important international legal document which supplements and strengthens the objectives and tasks of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The CR has become a signatory to this Convention in 2009; by the act of its adoption, legislative framework has been put in place for modern conservation of intangible cultural heritage in the CR. The Government's Strategy of Improved Conservation of Traditional Folk Culture in the CR is an implementation tool for the fulfilment of the tasks of this Convention; it was adopted already in 2003 and, since then, it has been updated continuously.

1.3 STREAMLINING THE INTERCULTURAL DIALOGUE

1.3.1 Developing and implementing a coherent strategy for the activity of the CR abroad

1.3.2 Implementing and updating the Strategy of Improved Activity of the Ministry of Culture of the CR in relation to foreign countries for 2013-2018

The Strategy of Improved Activity of the Ministry of Culture of the CR in relation to foreign countries for 2013-2018 reflects the principles of the National Cultural Policy for 2009-2014, as well as its updated version, the National Cultural Policy for 2013-2014 with an outlook to the period 2015-2020, as well as specific sectoral strategies approved by the Government and it also respects the bases of Czech foreign policy for the period under review. Its aim is to provide basic orientation for foreign cultural activities of the Ministry of Culture which would also become a guideline for the strategies of other entities active in the field of culture.



2

DEVELOPMENT OF CREATIVITY; PROMOTION OF CULTURAL ACTIVITIES AND OF THE CREATION OF CULTURAL GOODS; THE PROVISION OF PUBLIC CULTURAL SERVICES; WORK WITH THE AUDIENCE; PROMOTION OF THE ACCESS TO CULTURE AND THE DEVELOPMENT OF A PARTICIPATORY CULTURE TO FACILITATE SOCIAL INCLUSION

2.1 PROMOTING THE DEVELOPMENT OF CULTURAL SKILLS AND KNOWLEDGE OF THE ENTIRE POPULATION

2.1.1 Mapping cultural competences of the population that are important for their participation in cultural activities and devising programmes to develop these competences for the different segments of the population

The level of cultural competences of the population of a specific area plays a significant role when benefiting from the supply of cultural activities and it entails its potential increase. Although people in our country have more or less sufficient competences (knowledge and skills) that allow them to participate in most cultural activities, they themselves feel a deficit in this respect. A lack of cultural competence is a major obstacle to a more intensive use of the existing supply of cultural activities and its potential increase, especially activities that are more demanding on participation (typically classical music concerts) or on specific knowledge (e.g. artistic styles or architecture). A large part of the population perceives this deficit as a personal shortcoming.

In the CR, it was addressed by a survey conducted in selected locations by the Institute of Ethnology Faculty of Arts of the Charles University between 2012 and 2014 (the project The Creation and verification of the assessment system of public cultural services) under the NAKI Programme, as well as similar surveys conducted by the former Department of Cultural Studies, Charles University already since 1992 as part of its long-term research activities. However, the mapping of cultural competences must be continued and updated.

The research conducted so far concludes that the citizens across educational and age categories have sufficient cultural competences but they realise their shortcomings in the areas that are demanding on knowledge and skills which they perceive as a drawback.

The basic cultural competence which allows participating in cultural life is reading. One of the priorities of the National Cultural Policy is the systematic promotion of reading as a cultural practice whose spread and structuring demonstrably correlates with the levels of education and cohesion of the society. Furthermore, research on reading and ways of its development will be encouraged.



This is closely related to an increase of the support to literary activities and to the publication of artistic literature and literary periodicals. The literary sector must be stabilised in particular by the establishment of multiannual financing of literary institutions from the sphere of distribution of literary values (magazines, publishing).

Considering the fact that an increasing part of the information will be made available in the digital area through information and communication technologies, it is also necessary to pay attention to information and digital literacy of the population combined with access to the cultural heritage. Hence, some interest in educational events on the said areas can be expected. It is therefore necessary to devise programmes that would cater for this interest, target various segments of the population and lead to the desired development of cultural competences.

In the first stage of the implementation of the measure, it is therefore necessary to carry out further mapping and analysis of the actual and subjectively perceived deficit of cultural competences in the population. In the second phase, drafts will be drawn up of specific programmes to enhance the improvement of cultural competencies of various segments of the population by means of the education system (including lifelong learning), national, regional and local cultural facilities and other bodies active in the field of culture. The drawn-up draft programmes will serve as the basis for the follow-up measures.

2.1.2 Strengthening of the teaching of cultural skills and knowledge about culture and cultural heritage in schools and in extracurricular education facilities

In the competitiveness and prosperity of the society, the fulfilment of the objectives of the National Cultural Policy may be reflected only to a limited extent, unless the transmission of cultural values is ensured also by the educational system. The understanding of education incorrectly narrowed to learning should be abandoned. It should be accepted that, primarily and above all, its purpose is to pass general cultural values from one generation to another which cannot be provided by mere learning. A naturally perceived link between cultural skills and business with creative content is equally important. The educational system must overcome sectorisation and open up to other forms such as e.g. experiential education in museums, galleries, listed buildings, archives and libraries, direct contact with witnesses and prominent personalities in various realms of human activity, art workshops, environmental education, etc. Considering the development of knowledge-based society, information literacy, including the ability to use information resources offered by libraries, archives, museums and other sites of remembrance should be included in teacher training and in the school curricula.

Since 2010, film education has also been an optional subject in elementary and secondary schools. At the moment, however, this subject lacks methodology, teaching materials and trained teachers. Therefore, the introduction of film education to schools is very complicated. Unlike other areas of art which have found their place in primary and secondary education either within separate subjects (Czech language and literature, music, etc.), film as part of Czech culture is not taught. Therefore, we would like to encourage film education by promoting methodological training and teaching materials, as well as access to Czech films which fall under state administration. This is how future generations of educated viewers are also formed.



2.1.3 Involving more effectively cultural institutions in systems of education mainly of children, youth and members of socially vulnerable groups; implementing and extending national and international projects aimed at this end

Fostering the teaching of cultural knowledge and skills mentioned above can be streamlined significantly by greater involvement of cultural institutions in the education of both children and youth (where educational activity in the transmission of cultural values is a necessary investment in the future), as well as of other segments of the population, including the members of socially vulnerable groups (where it can have a positive impact on the process of their social inclusion). The desired development of aesthetic education of children and youth and significant facilitation of access to cultural heritage (arts) and to prominent cultural personalities through a broader, systematic and efficient cooperation between cultural institutions and activities of national and regional significance can be reached ideally by the implementation and extension of the current national (ARTEDIEM, MAK Karlovy Vary, etc.) and international projects (The Cultural Rucksack, Creative Partnership, etc.). The system of education should be considerably more active in the use of the potential of libraries to promote reading and information literacy, and of art galleries, museums, theatres, orchestras and ensembles to stimulate the development of other cultural competencies. To achieve this goal, synergy will be ensured of the Ministry of Culture, Ministry of Education, Youth and Sports, Ministry of Defence (the Operace Historikon project) and local governments.

2.1.4 Stimulating the development of personality by means of amateur art

Involvement of children, youth, adults and the elderly in non-professional artistic activities not only ensures the acquisition of artistic and cultural skills but it also develops the social aspects of the personality, it strengthens confidence, competitiveness and communication skills. Actively experienced amateur art thus contributes to the development of the personality and the community. Therefore, the Ministry of Culture will continue to stimulate non-professional arts through specialised programmes.

2.1.5 Establishing an accredited system of lifelong learning for cultural professionals

Persons active in the field of culture represent a great potential for the organisation of cultural activities, especially in smaller towns. They include both professionals and volunteers (individuals and associations). However, their numbers, especially in smaller towns, are limited. Therefore, an efficient use of the potential that they represent is important. To date, this has been prevented, inter alia, by the absence of a comprehensive system of specialised training both for cultural professionals at the city level (in cultural management, economy of culture, culture legislation, communication, PR and promotion of culture, etc) and for volunteers (in areas which they are active in). The Ministry of Culture will devise such a comprehensive system. In cooperation with the Ministry of Education, Youth and Sports, it will promote the implementation of the system of further education in the field of culture to be based on the National Qualifications Framework pursuant to Act no. 179/2006 Coll., on Verification and Recognition of Further Education Results and on the Amendment of Some Other Acts (Act on the recognition of further education results), as amended.



2.1.6 Promoting better access to cultural heritage. Introducing free admission to selected permanent exhibitions of state museums and galleries

The introduction of free admission to the permanent exhibitions of national museums and galleries controlled by the Ministry of Culture is one of the suitable instruments how to reach the objective to promote the development of cultural skills and knowledge of the entire population. The positive experience with such measures can be seen in the UK where free access to the major museums and galleries has been in place for many years since the sixties and the number of institutions with free admission continues to grow since 2001. In the CR, this approach has been successfully applied by the Ministry of Defence in all museum exhibitions of the Military History Institute in Prague since 2002. Within the scope of the measures, it is also necessary to create an instrument to compensate for lost profits and increased costs associated therewith (cleaning, security service, museum watchers, etc.). It is also possible to introduce (or to extend if already available) free admission in particular times of the year, e.g. on important dates. This measure should also be coordinated with other ministries and with possibilities in the field of accessibility and pricing, such as family discounts, youth targeting, etc. A positive impact of the measures can be expected in the improvement of the access to cultural education, for example through financially easily accessible school trips and other collective visits.

Supporting license acquisition and copyrights clearance with respect to cultural items in digital format, e.g. library collections in digital format, will be an important way to improve the accessibility of cultural heritage to the public.

The Ministry of Culture will coordinate these measures.

2.1.7 Encouraging projects facilitating the access of the elderly, the disadvantaged citizens and the minorities to cultural services, including personal fulfilment activities for disadvantaged persons

Two problem areas can be identified in the relation of disadvantaged groups of citizens to the cultural sector, namely the area of accessibility of cultural facilities and activities for these groups, and the area of the possibilities of personal fulfilment activities, possibly also employment in the cultural sector.

The first area covers handicapped citizens who have limited access to many cultural heritage sites and institutions. It is necessary to remove physical and administrative barriers and to make cultural values accessible to these citizens to a maximum extent possible. Drawing up standards providing access to cultural sites for each type of handicap will be encouraged and support to barrier-free access will be included in the relevant grant schemes of the MoC.

The second area also concerns persons at risk of social exclusion or already socially excluded persons (including members of the Roma minority); through the implementation of specific projects that encourage inclusion, combining personal fulfilment needs of these citizens, the needs of the cultural sector and the available capacity of registered clients at employment offices, as well as disabled citizens.

Above all, specific projects to promote intercultural dialogue should be involved, such as cultural activities for the handicapped, Roma festivals, etc. This area was already reflected in the National



Cultural Policy for 2009-2013 in the Measures to implement Objective No. 2.5 (such as the Invitation to grant selection procedures for programmes to encourage cultural activities for the disabled and the elderly and to promote the integration of the Roma minority and leisure cultural activities; the implementation of The Library of the 21st century grant selection procedure; the implementation of the VISK programme and of the Mobility for All national development programme, and measures to remove the barriers). The Ministry of Culture will continue to implement these measures.

At the same time, it seems becoming to stimulate the creation of a supply of re-training courses in culture-related fields for the said groups of citizens and projects for their employment. The creation of instruments of cooperation of all relevant stakeholders, in particular of providers of public cultural services and public employment services, as well as good-quality training of target groups and permanent expert supervision during project implementation are of key importance.

2.1.8 Devising a system of lifelong learning for different groups of citizens

Educational activities in the field of lifelong learning are an important part of cultural institutions and, in particular, sites of remembrance. Based on the Library Development Strategy in the CR for 2011-2015, approved by Government Decree of 11 January 2012, No. 28, educational activity of libraries which have become a natural part of the infrastructure of lifelong learning and non-formal education is developed in particular. This development must be encouraged by devising a qualified system for lifelong learning for different groups of citizens and by embedding the ability of efficient use of libraries in this system. The system will be devised by the Ministry of Education, Youth and Sports in cooperation with the Ministry of Culture.

2.1.9 Streamlining the support to musical activities of ensembles typical of smaller towns

Chamber music ensembles have been a characteristic part of the cultural life of small but also larger towns and large cities. At present, their activity is partly substituted by Circles of Friends of Music which organise musical performances mainly focusing classical music. They are backed by the Foundation of the Czech Music Fund. Allowances are relatively low and their small increase would provide much more diversity in the musical life also outside large cultural centres.

Similarly, school choirs were omnipresent in almost all elementary school still in the late 20th century. This background gave rise to world renowned ensembles such the Czech Philharmonic Children's Choir, Bambini di Praga, Kantiléna, Rolnička Praha, Permoník and Boni Pueri. This area should be encouraged, too.

In collaboration with the Czech Music Fund, the Ministry of Culture will ensure synergy between the activities of both entities.

2.1.10 Reintroducing public support to the creation of works of visual art

An obligation of specified contracting authorities awarding certain types of public contracts to also order the creation of works of contemporary art, namely, of visual or applied arts is proposed as an additional form of support for culture focused on contemporary artistic creation. Decisions about which type of work will be eligible will be based on practical experience and on whether they can



be accessible to the public. The decoration of public buildings or buildings funded from public budgets by artwork has had a long tradition in the Central European cultural environment and it has been an established way how to promote art in the EU countries. Present-day buildings primarily suffer from the emphasis placed on mere utility and they often lack an aesthetic dimension. The objective of this proposal is to mandate specific authorities in charge of well-defined public procurement to return to the good practice that contributed and that should again contribute to the cultivation of the environment. The Government considers the creation of a cultural environment to be equivalent to other state-enforced rules, e.g. in the field of environment, energy saving or remodelling of buildings and public spaces for the handicapped. While these rules have been defined in the legal system, public administration lacks the mandate to commission a work of contemporary art and, as shown by current experience, the absence of this mandate creates problems.

This obligation would only apply to cases when it is the Czech Republic or a local government or, alternatively, a semi-budgetary organisation under their jurisdiction, or an entity awarding a contract financed from public budgets by at least a half that commissions a building, its changes or a landscaping project. Another limiting factor is the fact that the creation of the work must relate to public infrastructure buildings in areas intended for the public so that the public had access to the work. Since this type of support would constitute a new obligation towards the contracting authorities, a relatively high limit of the estimated price of the public contract, on which this obligation will be imposed is proposed to avoid inadequate burden on, for example, small municipalities and their necessary investments. The obligation should arise, if the estimated value of the contract reached or exceeded CZK 150 million. The costs of the creation of the work would amount to at least CZK 500 000. This amount could also be divided to creating several works. This minimum price is proposed in order to allow or, alternatively, to ensure that sculptures are created, too; in fact, only sculptures are suitable for both landscape and public transport structures. Moreover, in case of compliance with the minimum statutory costs for executing the work, if a public contract amounts to CZK 150 million, the cost of the creation of the work will be about 0.33%, which may be deemed reasonable. The provided obligation does not apply to cases when the actual subject matter of the public contract is protected by special regulations and, for this reason, proper placement of the work is not possible (a listed building).

The Ministry of Culture will propose an amendment to Act 203/2006 Coll., on certain types of support for culture, so that, if approved, it could be used to promote visual arts within the scope of the celebrations of the 100th anniversary of the proclamation of an independent state.

The implementation of the measure will build on a century-long tradition of decorating public spaces and will improve the environment of Czech citizens.

2.1.11 Promoting the acquisition activities of libraries, museums and galleries

Due to the economic crisis which also entailed a slowdown or severe decline in the purchases of contemporary Czech and foreign books for library collections, a need is felt to remedy this situation which has a negative impact on the educational level of the population.

The MoC will continuously encourage book purchases for library collections within the Czech Li-



brary programme implemented by the Moravian Library in Brno; this project provides a cultural grasp to large segments of citizens of the CR and helps to create conditions to allow them to find their bearings in the current form of the Czech cultural image that is an unconditional part of the national identity. The support should also cover additions to the library stock from foreign scientific literature and foreign language literature to promote language learning of the population, as well as additions in the languages of the minorities living in the CR and active work with migrants during their integration.

2.2 MODERNISING THE INFRASTRUCTURE FOR PROVIDING PUBLIC CULTURAL SERVICES

2.2.1 Submitting a new programme to the Government that would be a seamless follow-up of the Conservation of the National Cultural Treasure programme, aimed at supporting selected national institutions.

The Conservation of the National Cultural Treasure programme was approved by the Government in 2005 with the initial aim to create an adequate environment for the preservation of movable cultural heritage. Partly by ignorance and partly by necessity, the subsequent governments altered the initial objective and included care of the art infrastructure in the programme, too. It is also proposed to restructure and update the program to also reflect the needs of the National Film Archives, the National Museum of Agriculture and other institutions. The programme aims at the renovation, extension and modernisation of buildings, increase of the technical standard of the presentation of museum collections, construction of technically improved depositories, repairs and maintenance of buildings and equipment and conservation of immovable and movable state property of outstanding cultural and historical value. Moreover, programme aims at the construction of new or, more precisely, absent operational capacities of libraries, archives and depositories, and an increase of the cultural and information development and information technologies. It is necessary to re-open the issue of the construction of a special-purpose building for the National Library of the CR because, even after its revitalization, Klementinum does not comply with the parameters of a modern national library.

As part of this program, large-scale projects are implemented, namely:

- Renovation of the main building of the National Museum
- Renovation of the former Federal Assembly building
- New exhibitions in the historical building and the new building of the National Museum
- Renovation of the historical building of the Museum of Decorative Arts in Prague
- Construction of the Central Depository of the Museum of Decorative Arts in Prague
- Remodelling of the main building of the Museum of Czech Literature in Prague



It is proposed to submit to the Government a new investment program that would allow building e.g.:

- A Concert Hall for the Czech Philharmonic Orchestra with a capacity of 1800 auditors
- A Centre for contemporary arts equipped with progressive technologies of variable sound system (acousmatics) and lighting (light design)
- A new building for the National Gallery in Prague
- Construction of a Railway Museum at the Masaryk railway station in Prague
- Construction of a new exhibition building for the National Technical Museum in the area of Letná in Prague
- Renovation of the Náprstek Museum of Asian, African and American cultures
- Construction of the Central European Forum (SEFO) of the Olomouc Museum of Art
- Construction of a central depository of the Moravian Museum
- Construction of a central depository of the Silesian Museum
- Renovation of a building (Pellé's villa) to serve the Museum of Czech Literature
- Renovation of the Governor's Palace to serve the Moravian Gallery in Brno and its methodological centre and transformation of the Pražák Palace
- Development of the material and technical base of the National Museum of Agriculture
- Development of the material and technical base of the Postal Museum
- Renovation of the Žižkov Army Museum of the Military History Institute in Prague
- In accordance with Government Decree of 19 July 2012 No. 549, the implementation of the above program is being extended until 31 December 2018.

2.2.2 Updating the Development of the Material and Technical Base of Regional Cultural Facilities programme and thus creating conditions conducive to the modernisation of regional and municipal infrastructure for cultural services

Securing funds and then updating the Development of the Material and Technical Base of Regional Cultural Facilities programme. The situation in other cities (Brno, České Budějovice, Ostrava) and in rural areas is similar to the situation in Prague. The current infrastructure is obsolete for its most part and its technical parameters often do not make it possible to comply with the basic standards of conservation of the movable cultural heritage or it limits the possibilities of increasing the variety and quality of offered cultural services. Often, no expensive construction of new or renovation of existing buildings but only less costly additions or purchase of new technical equipment (e.g. stage equipment, sound, lighting, classroom and depositories equipment) or minor building improvements are required.

Within the scope of this measure, the support could consist, inter alia, in the creation of conditions conducive to the use of mechanisms of co-financing of projects from various levels of public administration and the use of operational programmes. The area of support to the renovation and construction of public libraries as information, educational, cultural and community centres of municipalities needs to be addressed for a long time.



2.2.3 Continuing in equipping libraries and other sites of remembrance with necessary technologies and information resources; guaranteeing long-term sustainability of their operability; optimising the system; creating a competency centre at the MoC; and building a robust ICT infrastructure under the authority of the Ministry of Culture including LTP archives

The importance of sites of remembrance to achieve the objectives of modern cultural policy of the 21st century is crucial. It is also reflected in the Charter of Fundamental Rights and Freedoms which establishes the right of the citizens to information, the right to education, the rights of national and ethnic minorities and the right of access to the cultural wealth. The sites of remembrance pass on cultural values from generation to generation and create a non-discriminatory environment for cultural activities and their support from the state level. The network of public libraries is the most common type of sites of remembrance in the CR. Nowadays, their perception as cultural, educational, information and community centres and centres of creativity (see the Library Development

Strategy in the CR for 2011-2015) constitutes a significant opportunity for an even broader mission of libraries and other sites of remembrance. However, to perform these functions, it is essential to continue to equip the sites of remembrance with the necessary technology and information resources and thus to build on the past implementation of the said objective through the investment programme Development and renovation of the material and technical base of state cultural institutions and, in particular, the programme Public information services of libraries. It is also necessary to ensure long-term sustainability and further development of the central instruments for the access to a cultural content, i.e. to tools that, in the library field, aggregate information resources and provide more comprehensive services to users and libraries. We should not forget to mention the development of ICT under the direct responsibility of the MoC where we plan to build a robust ICT infrastructure, including LTP archives to support a large variety of projects, including digitisation (support to the processes of preparation, acquisition, record-keeping and, in particular, presentation of digitised cultural goods to the general public, whether expert or, in particular, non-expert public with specific focus on the youth).

This infrastructure will serve and provide services „across the sector“ and beyond (e.g. to cities and regions) as a system integrator and aggregator of data enabling advanced forms of processing, presentation and analysis of data (“big data”). Furthermore, it is necessary to ensure the sustainability and further development of the central tools for the access to the cultural content, i.e. to tools that, in the library field, aggregate information resources and provide more comprehensive services to users and libraries.

The sphere of Czech cinematography also deserves a special site of remembrance in the form of a Film Centre. Building a Film Centre requires to build premises that would accommodate the National Film Archives (NFA) which are now located in several buildings, the State Fund for Cinematography (SFK) which rents its premises, as well as other film institutions. The current local fragmentation of NFA is a major limiting factor for their further professional and technological development. The national film treasure requires addressing the problem of NFA headquarters; the former administ-



rative building of Nákladové nádraží Žižkov (Žižkov Freight Station) seems to be a good solution. In the spring of 2014, the Minister of Culture confirmed the plan to build a seat of NFA (and SFK) there by signing a memorandum. This project needs to be addressed urgently; in this manner, good-quality facilities would be provided to the institutional infrastructure of Czech cinematography for the decades to come. As regards its capacity, the building permits to build a film library, projection rooms, specialised departments, exhibition rooms and a social centre that Prague still does not have, though most capitals have their film libraries and film centres.

2.2.4 Providing a permanent seat to the Prague Philharmonic Choir

After eighty years of its existence, the Prague Philharmonic Choir, a semi-budgetary organisation of the state, still does not have its own permanent seat. The absence of an adequate rehearsal room has been a chronic problem; appropriate archival facilities are also missing. The organisation is forced to rent premises at market rate which, in the past, led to frequent relocations. If the Prague Philharmonic Choir was provided stable and suitable premises, stable conditions for its artistic development would be created.

2.3 FINANCING THE ACTIVITIES OF STATE CULTURAL FACILITIES THROUGH PROGRAMMES

2.3.1 Creating a tool for funding the activities of state cultural facilities by means of programmes and developing a system for monitoring the use of funds from the state budget

In the preparation of important cultural events (Prague 2000, Czech Music 2004 and 2014, etc.) special management tools have proven to be effective which both coordinated the actions of public cultural facilities (semi-budgetary agencies of the MoC) and increased the efficiency of allowances and grants invested in the support to these events. The funding provided for projects in the form of grants should be subject an evaluation procedure that would allow to assess the cost benefits, the usefulness and the efficiency of the use of funds from the state budget and that would also check the quality of the subsidised project.

The need for a measurable outcome in the field of culture should be the reason. Funding in the field of culture must be transparent to allow public verification. With regard to the upcoming important cultural anniversaries, it is deemed desirable to use this experience to draw up a proposal of programme-based funding of activities of public cultural facilities which would make it possible to plan their activities in the long term. The programme will be devised by the MoC.



3

PRESERVATION OF CULTURAL HERITAGE

3.1 IDENTIFICATION, DEFINITION, PRESERVATION AND DEVELOPMENT OF TYPICAL CULTURAL CHARACTERISTICS OF THE LANDSCAPES OF THE CR

3.1.1 Continuing in the programme of landscape conservation zones and focusing them on typical (surviving) parts of the cultural landscape including the support to GIS; the involvement of the MoC in programmes of the Ministry of Interior (Mol) (Geo-InfoStrategie) and harmonisation with the EU (INSPIRE)

The development of transport, the inefficient management of urbanization and the crawling sprawl of commercial infrastructure increasingly deplete the cultural landscape that was picturesque until recently. Twenty-two declared landscape conservation zones are too small a sample that is not sufficient for the preservation of the typical features of the Czech, Moravian and Silesian cultural landscapes. In Bohemia, the protection of the fishpond farming and hop-growing cultural landscapes is missing. In Moravia, evidence of "Haban" farming or of the early process of land consolidation have survived which, under the pressure of contemporary requirements, continue to disappear. The MoC will propose a Strategy of Improved Conservation of Cultural Landscape. This strategy is unthinkable without the implementation of a modern, open and robust geographic information system that would combine, in a clear and up-to-date manner, all protections of the territory both at the cross-sectoral and national levels (GeoInfoStrategie project of the Mol) or harmonisation with the EU (INSPIRE project) including a sophisticated procedure of updating data supported by modern means in such a system. In addition to streamlining the administrative and accounting functions, the added value of a system built in this manner is its use far beyond the boundary of state (public) administration (e.g. sale of safely cleared layers to commercial entities and their use for building further additional plug-in applications and agendas – smart mapping applications for PCs, smart phones and tablets)

3.1.2 Providing legislative means to ensure adequate management of selected areas with concentrated cultural values

No efficient management of landscape conservation zones is provided in the existing model of public administration. Although, as regards the Lednice-Valtice complex, a cultural landscape inscribed on the World Heritage List, there exists a special coordination group that works on the basis of the Government Decree no. 769/2004 on the proposal to set up an interdisciplinary working group to coordinate future development of the Lednice-Valtice complex and to ensure conservation of its natural and cultural values and to draft rules of its action, so far it has failed to establish an efficient system of management of this valuable area. Experience indicates that without crea-



ting a special territorial management comparable with the system of management of large areas protected under the Act no. 114/1992 Coll., on the Protection of Nature and the Landscape, parts of the cultural landscape, protected under Act no. 20/1987 Coll. on national heritage conservation, are threatened by a loss of values, on the grounds of which they were declared as heritage conservation zones or, alternatively, as in the case Lednice-Valtice complex, inscribed on the UNESCO World Heritage List. Similarly, it is necessary to address the management of the Hřebčín stud farm, a national cultural heritage site at Kladruby nad Labem, and the adjacent cultural landscape. The MoC in cooperation with the Ministry of the Environment will propose a solution in the form of an amendment of the applicable regulations.

3.2 INCREASING THE INVOLVEMENT OF LOCAL GOVERNMENTS IN SAFEGUARDING THE CULTURAL HERITAGE

3.2.1 Encouraging the identification of the population with the unique values of the cultural environment of the regions

Based on conducted research, it can be concluded that regional cultural specificities are of unique importance in the relation of the residents to the area where they live and they lead to the interest in its history and culture. More than three quarters of residents can name heritage sights, places of interest or prominent figures born in their regions. On the other hand, the approach of residents, owners or private operators of listed buildings in everyday life is often insensitive to the values of the local cultural heritage. As a matter of fact, the positive relation of the majority of the population with the regional and local cultural heritage is not combined with an efficient use and presentation of this heritage. For a number of years, the MoC has been encouraging projects aimed at wider knowledge of regional cultural values, in particular the European Heritage Days and the awards of the title Bearer of folk craft traditions. In collaboration with local governments, it will verify, through pilot projects, effective ways to encourage the identification of the population with the cultural environment of the regions.

3.2.2 Using methods of open coordination for a more effective enforcement of the protection of cultural values and the development of cultural diversity in the policy documents of regions and municipalities

This task was already included in the National Cultural Policy (NCP) for 2009-2014 where it brought to the fore the need for a permanent electronic platform to identify, share and promote cases of „best practice“ in the areas of culture, including the conservation of the heritage stock. A platform that can help public administration to apply suitable models of conservation of cultural values and their development in the spirit of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, whose Party the CR has been since 2010. In NCP for 2009-2014, this task included proposed measures such as a project to create knowledge-based, guidance and information centre for culture and the Information Cultural Portal project (the IOP Smart Administration project). However, their project applications were rejected by the intermediary body of the Integrated Operational Programme, the Ministry of Interior. These necessary projects are submitted again by the document in question. The strengthening of the online magazine Místní kultura (The Local



Culture) as a permanent and interactive electronic platform was an important part of the task which was really implemented under the NCP for 2009-2014. This online magazine published by NIPOS is the only medium in the CR which covers the fields of local and regional culture in a comprehensive manner. It publishes information, offers, scientific articles and columns focused on the main theme of the year (e.g. cultural centres, volunteering in culture, the elderly and culture, etc.). As a result of the already mentioned fact that the Ministry of Interior rejected the above projects of the Information Cultural Portal and the Information Centre for Culture, the Local Culture magazine now partly also performs their functions. The publication of the magazine must therefore be continued.

3.3. THE PRESERVATION OF THE CULTURAL HERITAGE IN THE COLLECTIONS OF THE SITES OF REMEMBRANCE

3.3.1 To continuously promote efficient methods of permanent preservation of library documents (including library collections from the period 1850 to 1990)

Written cultural heritage – in particular modern collections from the years 1850 to 1990 - represent about 90% of all library and archive collections stored in libraries, archives and museums of the CR. Libraries (both national and regional) that store mandatory copies, create new space to store the additions every year and some collections are still not stored in conditions which guarantee a long life span of the documents. Yellowing, brittleness and the subsequent disintegration of the paper are a key issue of libraries and archives, whose task is to conserve this material as the most widespread carrier of information for the next generations of readers and researchers. In particular paper made since the second half of the 19th century from wood pulp with the use of resin alum glue is most at risk of degradation.

Paper acidity threatens an invaluable part of the cultural heritage of our state. It is often stated, totally erroneously, that the digitisation of library collections can solve this problem. It is becoming clear already now that the costs of digitisation itself and, in particular, of long-term preservation of digital data, their periodic migration to new media, constant renewal of hardware and software, are incomparably greater than saving the originals.

Mass deacidification is the only available method that addresses the global problem of paper acidity. In the CR, mass deacidification of library collections has not been conducted so far. In the long term, it is felt necessary to build a central facility which will also encompass a deacidification line.

3.3.2 Preservation of the national sound heritage

Special care must also be given to the sound heritage, especially by encouraging projects aimed at registration, digitisation and preservation of this type of cultural heritage. Without timely digitisation, there exists a risk of losing its contents due to irreversible physical degradation of the original sound recording media. In this connection, it is necessary to address a whole range of related issues systematically and to appoint an institution that will be in charge of drawing up policies and providing guidance and coordination in this area.



3.3.3 Preservation of the national cultural heritage created in electronic format

A significant development of the Web since the early 1990s led to an enormous increase in electronic publishing. At present, many documents are produced only in electronic format. Due to the dynamic nature of the Web, every day the number of websites increases and another huge number of websites disappear, change their form, content or address. Many valuable documents may be lost and thus their cultural, artistic and historic value disappears for future generations.

Special attention should be paid to long-term preservation of cultural heritage (cultural content) in digital format (i.e. born digital). Digital cultural heritage is exposed to the same risks as cultural objects of physical nature. To make sure that the digital and digitised contents may be used by the next generations, they should be retrievable, intact, complete, technically usable in the new environment and properly described.

The objective of Web archiving is the selection, conservation and accessibility of Web documents, i.e. the building of a permanently accessible collection of digital resources. It is necessary to support this area by guidance and strategy, and to ensure continuous safeguarding of this type of heritage.

3.3.4 Promoting trusted long-term storage of digital documents

The digitisation of the cultural content is not a single-step process but it requires permanent care of digital documents stored in repositories that provide physical and logical protection. The activity of repositories storing digitised cultural content must be planned in the long-term. The scope of activity and the conditions for the fulfilment of the defined tasks should be determined. Certification of such repositories according to international standards as trusted repositories is highly desirable.

3.3.5 The development and the support to the system of cultural heritage protection in case of natural disasters and armed conflicts, including its connection to the Integrated Rescue System

Unfortunately, the present requires more and more to focus attention on the implementation of measures to protect the cultural heritage. In cooperation of the MoC, Mol and the MoD, the current state of preparedness of the Integrated Rescue System to cope with these challenges will be verified and measures to increase its efficiency in terms of the preservation of cultural heritage will be proposed.



3.4 THE PROTECTION AND CONSERVATION OF MOVABLE CULTURAL HERITAGE

3.4.1 To ensure and develop the programme Integrated System of Protection of Movable Cultural Heritage in all its parts and, during the implementation of the programme, to cooperate with other ministries.

The programme Integrated System of Protection of Movable Cultural Heritage (ISO) represents one of the oldest and most comprehensive tools, whereby the CR protects its national cultural wealth. It was established already in 1991 pursuant to Government Decree no. 307 as a tool for the protection of movable cultural heritage at risk of theft, illegal export and the negative effects of the environment. Gradually, its structure was extended to include further modules based on the experience and the current needs.

At present, the programme rests on three fundamental pillars representing legislative, financial and other system instruments. Their interoperability ensures a comprehensive nature and, at the same time, a high degree of effectiveness. Even after more than 20 years of the implementation of the ISO programme, it is still a very effective and highly elaborate system, by which the MoC has been able to cover some agendas, for which there is no alternative (allocation of grants for security systems and fire safety of buildings, support for the acquisition potential of collecting institutions, compensation of the fulfilment of obligations enforced by Act No. 122/2000 Coll.). The importance of the ISO program for the protection and safeguarding of the cultural heritage was and continues to remain crucial.



4 USE OF CULTURAL HERITAGE AND CULTURAL ACTIVITIES, GOODS AND SERVICES FOR ECONOMIC DEVELOPMENT AND INCREASING COMPETITIVENESS; ENCOURAGEMENT OF MOBILITY

4.1 ENCOURAGING CULTURAL & CREATIVE SECTORS

4.1.1 Proposing interdepartmental tools to promote competitiveness of the cultural & creative sectors

Cultural & creative sectors (hereinafter also CCI) include activities which are based on human creativity, skill and talent. They are based on cultural values, as well as artistic and creative expressions. They have the potential to create wealth and jobs, in particular by using intellectual property. They include public, not-for-profit and market activities (services, works, performances, and products) irrespective of the type and method of the funding of the entity that conducts them. Therefore, they deserve adequate support. The MoC will propose a Framework national program of promotion of cultural & creative sectors and it will continue to encourage presentations at major trade fairs etc.

The CCI comprise a number of sectors. Some of them have a long and rich tradition in the Czech Republic (e.g. handicrafts); others are closely associated with the development of modern technologies (e.g. computer games industry). So far, their support has been fragmented. The Government therefore now wishes to implement the provisions of § 8 of Act No. 2/1969 Coll., on the Establishment of Ministries and Other Central Administration Authorities, specifically to empower the MoC as the central state administration authority for the production and trade in the field of culture. After the verification of the pilot project, the MoC in cooperation with the Office of the Government will devise a comprehensive system of support to cultural & creative sectors.

In all sectors, there is plenty of room for international cooperation, either e.g. in the form of mobility of cultural professionals or in the form business cooperation of various firms. For several years, the MoC has also funded studies of the Arts and Theatre Institute dedicated to mapping the cultural & creative sectors in the country. The objective of the Ministry is to increase the involvement of the private sector in the presentation of Czech culture abroad and to link artistic and business activities. Moreover, in cooperation with the Ministry of Industry and Trade and the Chamber of Commerce and bilateral chambers of commerce and industry, to seek to achieve a more comprehensive nature of the cultural and artistic events sent abroad, e.g. to involve representatives of the Czech economic and business communities. In this context, the Government will drive for an efficient use of state funds by sharing the expenditure with other stakeholders.

The idea to build competency centres for selected "contact" areas will boost the CCI process in an effective manner; the planned infrastructure of the MoC can be used as a virtual space for creating use cases, pilot projects subsequently applied in the sector and elsewhere. This may be exemplified by various creative workshops and workshops requiring massive ICT support (typically projects associated with design, 3D printing, digitising, etc.)

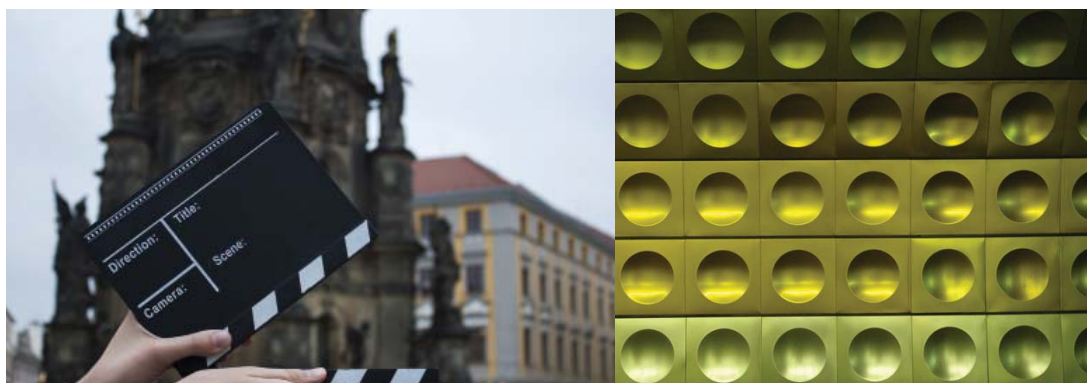


4.1.2 Digitising the cultural content important for the development of cultural & creative sectors, including the settlement of the copyright aspects of the presentation of digitised works.

As international experience shows, combining the activities of CCI with the use of the values of cultural heritage is one of the most successful ways to guarantee the development of cultural & creative sectors (CCI) and, at the same time, one of the characteristic areas of efficient implementation of their socio-economic potential. The necessary digitisation of cultural content stored in museums, galleries and libraries that can be used in the development of CCI and their presentation, while complying with copyright requirements is a tool that significantly affects the opportunities of such a combination.

The need for digitisation, digital restoration and accessibility of the film and sound heritage is a typical example. Currently, the State owns several thousands of films which constitute the cinematic cultural heritage. The films are under administration of the State Cinematography Fund and of the National Film Archives. However, making them available to the general public is difficult because they are on media which are now very difficult to use. The objective is the digitisation of the film heritage and providing access thereto, which will allow access to films to the public and also provide stable income from films to both institutions which, in case of the Fund, is used to sponsor Czech cinematography and, in case of the NFA, to provide archival care to the stored materials. The digitisation of film heritage also encompasses a need to create a digital repository and provide long-term conservation of digital data, including their migration. In the NFA, it is necessary to build a complete digital workflow which will be connected to a high-speed network to also allow digitisation projects on an international scale, which the cooperation between European and non-European archives aims at. To the NFA, as a semi-budgetary organisation of the state, new opportunities for technological development and keeping a level of auto-financing thus emerge (it will not be necessary to outsource digital services). However, besides digitisation, long-term conservation of the original film media and building a repository for these films are also important. A large part of the NFA film collections, on highly combustible material, is stored in rented premises. Considering the importance of this part of the collections of the NFA, it is necessary to build new repository for them which will provide their permanent and proper storage and will be connected to the NFA digital laboratory; this will extend the infrastructure enabling new research and archival projects in the domestic and international contexts. All digitisation projects aimed at providing accessibility to the national film heritage necessarily rely on the original film media which should be preserved in a manner to allow their permanent availability. Considering the fact that during the current technology transformation, prices of film materials increase and film laboratories wind up their operations, there is an urgent need to finance analog copying of a large quantity of film materials. It is known that the film material is the most reliable for long term storage and that it will always be necessary for any other uses, including wide accessibility. Future digitisation will not be possible without providing protection to the original film media.

Until recently, in the CR there was no institution that would systematically deal with building, permanent conservation and access to the sound cultural heritage. The largest collection is stored at the Czech Radio public broadcasting corporation; major sound collections can be found in muse-



ums, archives and libraries, and other educational or research institutions (conservatories, universities and various institutes, etc.), as well as in private hands (e.g. Supraphon or private collectors). Some libraries receive legal deposits of sound documents published on our territory. So far, no proper registration of all collections of sound documents in the CR was carried out.

As one of the recipients of legal deposits of sound documents, the Moravian Library in Brno established a department for vinyl records digitising, it developed a methodology of digitising vinyl records certified by the MoC, it developed software tools enabling online access to sound documents in digital format and it works on draft formats and metadata standards for long-term preservation of digitised sound documents based on international standards. Step by step, it carries out a nationwide survey to identify collections of sound documents in our country and it builds a portal Virtual National Phonoteque (www.narodnifonoteka.cz) which aims to gather information about sound documents located in the collections in our country, published in our country or otherwise relevant to our culture and history. The National Museum, the National Technical Museum, the Czech Radio or the Supraphon company, inter alia, cooperate on building the portal.

The aim is to create a competency centre for the field of sound documents and to coordinate a network of centres of excellence focusing on the various aspects of sound documents. This will not be possible without the support to record-keeping of the digitisation of sound documents stored in each institution on analog media which are subject to on-going degradation and, at the same time, it becomes increasingly difficult to keep the equipment to play them in operating condition. It is also necessary to ensure long-term preservation of digitised sound files in accordance with applicable standards.

4.1.3 In museums and libraries intended for preserving cultural objects documenting creativity, to set up a helpdesk for entrepreneurs, including an adequate system and application support

Opportunities to use cultural values stored at the sites of remembrance in the business sector, particularly in the operation of CCI entities represent an important potential for increasing competitiveness. One of the basic tools to achieve this consists in creating helpdesks in each site of remembrance which would provide the necessary help and guidance to entrepreneurs interested in the listed heritage sites. In this context, it is also necessary to address the costs of staff operating to these instruments and other problems associated with their implementation. The pilot project is implemented by the MoC in the Museum of Glass and Jewellery in Jablonec nad Nisou.

After its verification, the Ministry will devise a consistent aid instrument to stimulate business in this field.

Efficient operation of such a helpdesk is unthinkable without an adequate system and application support for professionals and the general public (the new Demus computer system, CES-online, eSbírký electronic collections, Czechiana). To address this challenging issue, it is proposed to establish a „think tank“ composed of representatives of the MoC, CITEM and the academic and business sectors.



4.1.4 Tying revenues from the film industry to the financing of culture; stabilisation of the financing of film incentives

In 2010, a film incentive scheme was introduced in the CR. The scheme helps attracting foreign investment to the film industry since, after the shooting is completed, 20% of the invested funds are reimbursed to the producer. Film incentives not only attract foreign capital but also promote the CR, stimulate the regions and job creation, and increase the professionalism of film professions. The problem consists in financial instability and uncertainty in the disbursement of the film incentives. However, film incentives funded from the state budget suffer from the instability of this revenue and their benefits are weakened by the uncertainty in the coming years. Based on the available state budget, the Government will provide funds for film incentives.

4.2 ENCOURAGING MOBILITY

4.2.1 Establishing an Infopoint for the mobility of artists

Already the National Cultural Policy for 2009-2013 included the objective to set up a mobility Infopoint. The need for readily accessible and clear information is one of the basic conditions for the functioning of the entire area of mobility. The Infopoint would provide all necessary information for the mobility of artists (summary information on available financial support for mobility and current versions of legislative documents). The establishment of Infopoints is also the strategy of the European Commission. The measures should therefore be implemented in the period 2015-2020. This will be a responsibility of the MoC.

4.2.2 Fostering aid schemes encouraging international cooperation and mobility of artists

The MoC will continue to selectively award grants for creative or study purposes, in particular to authors of works of art, performers and experts in the field of culture in accordance with the already existing relevant industry strategy. Through its semi-budgetary organisation, our Ministry will also continue to offer creative stays to foreign artists in the CR. If they involve participation, our Ministry views its support to domestic artistically important symposia, workshops and the like, as a form of enrichment of domestic cultural diversity and as an opportunity for the growth of the creative potential of Czech artists. The MoC will seek to increase the funding of the aid schemes which are used for projects of international and cross-border cooperation or other projects that can help fulfilling this strategy. The following schemes of the MoC are involved: Promotion of cultural activities of members of national minorities living in the CR, Promotion of the integration of the members of the Roma minority, Promotion of international contacts in the field of amateur art activities, Promotion of international cooperation in the field of arts, Promotion of projects that encourage the dissemination and reception of information on national minorities in the society in the field of radio and television broadcasting. A targeted and selective support and an educational process of artists who currently stand outside the system but create cultural perceptions especially in the public space and sensitive support to street art artists will allow to start and keep an intergenerational dialogue that will make it possible to know better the young generation of artists and then integrate it within the wider structure of the Czech (European) culture; see positive examples, such as #banksy, an



artist (an artists' association) increasingly popular around the world or a well-known example from history of the artist J. M. Basquiat (from a street art rebel to a gallery star).

When awarding grants and targeted subsidies, it is necessary not to neglect the „Other“ or „Alternative culture“ and to provide targeted support to artists still struggling with the consequences of persecution and bans under the previous regime (fatal impact on their careers, old age pension and social security, etc.). Czech culture and the MoC as its prominent institution acting as a keystone and as an umbrella not excluding anyone but integrating everyone (street-art as well as the National Gallery in Prague, the National Theatre or The Plastic People of the Universe (PPU) and the Czech Philharmonic Orchestra are all integral parts of the Czech culture, although, of course, their impact is not commensurable and, furthermore, this metric is not subject to categorization).

4.3 STREAMLINING THE EXISTING METHODS OF MAKING USE OF THE CULTURAL HERITAGE FOR TOURISM

4.3.1 Building an infrastructure allowing an efficient increase of the knowledge and visit rate of the cultural landscape, heritage sites and museums, without causing their devastation

Under the current conditions, a number of national cultural heritage sites reached the ceiling of their visit rate. By a simple measure (moderate heating), visiting time can be extended from the current seven to eleven months which will have a significant positive impact on the tourism industry. Moderate heating will also contribute to improving the environment for the permanent preservation of cultural heritage (heritage sites will no longer freeze through, the dew point temperature will be reduced etc.) and to improving the work of employees who, in winter time, carry out general cleaning and conservation.

There is no onsite indication of the boundaries of landscape conservation zones (except for the Lednice-Valtice complex); there are no information kiosks or Web applications which would explain their values to the public. Depending on local circumstances, an extension of library functions should be promoted to include tourist information centres. The MoC will encourage their establishment within the scope of its specialised programmes. The infrastructure enabling an efficient increase of knowledge and the visit rate of the heritage sites and museums will also be built on the basis of the measures proposed to be included in the programming document of the Integrated Regional Operational Programme.

4.3.2 Encouraging creative forms of using and presenting the cultural heritage

Although the CR has a rich cultural heritage, its potential is still not used sufficiently. There continues to exist a deep disparity in the degree of burden of the various locations and heritage sites by tourism. It is therefore necessary to promote innovative and creative forms of the presentation of cultural heritage aimed at specific groups of visitors. The objective is to increase the attractiveness and competitiveness of cultural heritage sites, but also the need to regulate the intensity and sustainability of tourism so that the values of both the tangible and intangible cultural heritage were preserved for future generations.



One of the possible creative forms of the presentation of the cultural heritage is a Web portal on Czech cinematography providing a film overview for the 21st century and a database of sites under the administration of the state that are suitable as filmmaker sets (incentives).

Creating a Web portal for comprehensive information about Czech cinematography is a means to provide such information that will guarantee data integrity and maximum reliability. The Web portal will be a breakthrough in that it is intended for both the general public, including the youth and professional public, film researchers, as well as professional filmmakers.

Film incentives that, in recent years, have increased the number of films shot in the CR and thus also the amount of invested funds, also rely on a very wide range of sites under the administration of the state (castles, mansions) that serve as a base for the shooting to the filmmakers. A database of sites under the administration of the state with information that is important to the filmmakers will help using also underutilized heritage sites and their restoration. Rental fees are an integral part of their revenues.

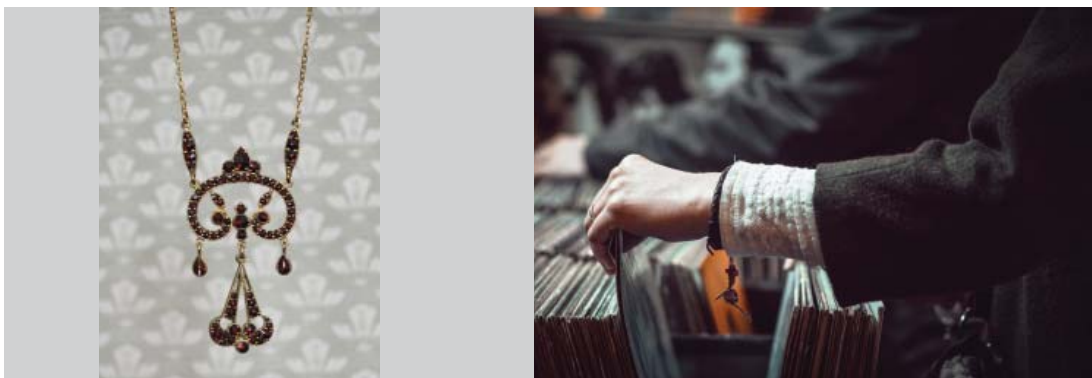
The database will be created by the MoC.

To develop a Web portal for the presentation of the national sound heritage such as the existing virtual Virtual National Phonoteque portal (narodnifonoteka.cz) is another way; it informs about relevant collections of the sites of remembrance and of private owners. In connection with building the portal, the digitisation of the content of various types of media and guidance in the field of long-term conservation of both the digitised form and the physical medium is also necessary.

4.4 STREAMLINING THE USE OF THE CULTURAL HERITAGE FOR PROVIDING CULTURAL SERVICES TO THE POPULATION

4.4.1 Mapping the current use of immovable heritage sites and sites of remembrance for providing cultural services to the population and devising programmes to streamline it

In a number of places, there are immovable heritage sites forming an important part of the regional cultural heritage which could be used both for cultural and educational events aimed at strengthening the bond between the various segments of the population and the history and culture of the region, and as partial compensation of the missing infrastructure to provide cultural services (e.g. concerts, exhibitions, lectures, etc.). For example, the ensemble of cultural heritage sites such as railway station buildings is still underused in the CR. This potential is not used much; not only because of a lack of funds but also because of the lack of guidance. Yet, the said buildings could often accommodate institutions associated with the regional cultural heritage (e.g. regional or municipal museums or libraries). It is therefore necessary to draw up long-term plans for the use of cultural heritage sites and other regional specific features for the residents to identify with the culture of the regions and to coordinate targeted educational and cultural events in this respect. At the same time, it is necessary to initiate legislation which would allow greater involvement of local governments in the use of heritage sites and other cultural specificities. For example, in the context of the



restitution of church property, it is necessary to make sure that, despite the change in the ownership of the heritage sites, they continue to serve for the provision of public cultural services (e.g. the grounds of the Kroměříž castle). A solution will be proposed by the MoC in cooperation with local authorities and owners of cultural heritage sites.

4.5 REINFORCING THE ROLE OF THE CULTURE IN EXTERNAL RELATIONS POLICY

4.5.1 Promoting presentation of Czech professional and non-professional arts, cultural heritage and culture abroad; providing access of foreign cultural goods and services to the Czech market

In its Policy Statement, the Government, inter alia, has undertaken to enforce a new model of the presentation of the CR abroad based, inter alia, on exports of Czech art and Czech culture.

The MoC encourages regular attendance at international fairs of performing arts (in 2014, FiraTàrrega, Spain), Tanzmesse, WOMEX, CINARS and MIDEM. The Arts and Theatre Institute is the project promoter. The Moravian Library in Brno is in charge of national presentations of contemporary Czech literature at international book fairs (in particular, the Leipzig Book Fair, the Bologna Book Fair, the London Book Fair and the Frankfurt Book Fair). In the future, these presentations should be continued and, if the funds allow, they should spread to further international trade fairs and exhibitions in the field of CCI. On these occasions, Czech culture serves as a tool for building and strengthening international relations and it opens the door to economic exports.

Of course, for this and any other stimuli for the „export“ of Czech culture, it is crucial that the main stakeholders involved therein inform each other of their objectives set out in their strategies. Given the often very tight dramaturgical or exhibition plans of artistic institutions and sites of remembrance or work plans of specialized agencies under the MoC and the demanding preparation of cultural events, it is necessary that this exchange of information took place between the key stakeholders (the Ministry of Foreign Affairs, the Ministry of Industry and Trade, the Ministry for Regional Development and the MoC) sufficiently in advance (at least 18 months) and on a regular basis. To this end, the relevant ministries and other institutions will use the inter-ministerial Commission for the presentation of the CR, established by the Decree of the Government of the CR no. 74/2005.

The presentation of Czech cinematography is a non-negligible facet of culture abroad. At present, it is a responsibility of Czech Centres and some agencies (the Czech Film Centre), however, the support neither follows a strategy, nor is sufficient or funded. Hence, there is an absence of both a strategy of support and its financial resources (collaboration with the Ministry of Foreign Affairs - Czech Centres). The presentation abroad is important as a representation of the CR but also with respect to film incentives or easing the access of Czech producers to film co-productions. The strategy will be proposed by the MoC in cooperation with Ministry of Foreign Affairs and the Ministry for Regional Development.

The pending Czechiana or Bohemiana project – a part of the Europeana family is another effective tool for the presentation of Czech cultural heritage. The MoC updates the Strategy for digitisation of cultural content for 2013-2020 in order to build an infrastructure that will allow the implementation of such a project, including further development and sustainability, while taking into account the already invested funds and acquired presentation artefacts.

4.6 EXAMINING PUBLIC PRIVATE PARTNERSHIP

4.6.1 Identifying suitable projects for Public Private Partnership

In a number of EU Member States, the Public Private Partnership principle has proved to be a very useful tool for pooling funds for the culture, especially in the field of cultural heritage and digitisation.

5 THE USE OF eCULTURE TOOLS FOR THE DEVELOPMENT OF CULTURE

5.1 INTRODUCING eCULTURE IN THE CR

The cultural heritage is the undisputed cornerstone of national identity. It contributes to improving the quality of life and to the creation of the respected values of the society. At present, culture is also perceived as an important sector of the national and global economy while the existing and new information and communication technologies (ICT) are used. The digitisation and a wider and more coordinated access to cultural resources based on the principles of eCulture offer enormous economic opportunities and are an essential condition of the further development of cultural & creative abilities of the CR and of the representation of its industry in this area. Moreover, this process „per se“ is also a new quality and an autonomous artistic expression which allows the creation of distinct cultural goods (virtual, 2D and 3D (e.g. 3D printing) cultural objects produced by digital technology).

The digitisation of cultural heritage and making its information potential accessible to the public, while using technological tools and innovative ideas by means of the information society services and public service services, thus bring about a change in the perception and use of the cultural heritage for the needs of the society: the traditional approach to its rescue, protection and presentation was extended to include (or was completely replaced by) the increasing comprehensive approaches of ICT.

The digitisation of cultural objects will help cultural institutions to continue carrying out their mission of providing access to our cultural heritage and preserving it also in the digital / virtual environment. Under this new approach, the sources of cultural content become more accessible and new opportunities for their use open up for the society, including their preservation for future generations. At the same time, digital technologies and the Internet quickly change the way of creating, promoting and distributing the digitised cultural content. The online accessibility of cultural material will make it possible for citizens throughout the world to access and use it for leisure, studies or work.

Moreover, the digitised material can be reused – for both commercial and non-commercial purposes – for uses such as developing learning and educational content, documentaries, tourism applications, games, animations and design tools, provided that this is done with full respect for copyright and related rights. This will give an important input to the creative sectors, which account for 3.3% of EU GDP and 3% of employment. Therefore, based on the above holistic approach, in connection with the creation and use of digital formats of cultural heritage, it is appropriate not to talk only about digitisation but about an eCulture environment.

The concept of eCulture is defined as the use of digitisation of the cultural content and of electronic services of a cultural nature to stimulate the reinforcement of the institutional capacity of effective public administration in the field of culture, creativity, innovations and the knowledge-based economy.

The concept of eCulture thus combines digitalization as an important means to ensure equal access of specialists and non-specialists to the cultural content and to its use, and the application of the principles of efficient functioning of public administration and economic and social development with additional applications in education, tourism, creative sectors, industry, etc. The encourage-

ment of such advanced and interoperable technologies and services in the cultural sector is in the interest of the CR as it strives to build a competitive and open information society.

5.1.1 Facilitating access to funding opportunities

In general, business entities switch to electronic methods of administration. Therefore, the MoC upgrades the system of support to entities providing public cultural service by creating an electronic application which will concentrate the various forms of aid for public cultural services and will automatically guide the applicants to the relevant source of aid based on the subject of the application; it will help them to complete the form correctly and it will inform them about the progress in the application procedure. These applications will be evaluated on the basis of a transparent evaluation mechanism; the Ministry will collaborate with academia to draw up such a mechanism. This robust solution which is hereinafter referred to under the abbreviation of JEGIS (Integrated Registration, Subsidy and Grant Scheme) will be implemented mainly within the scope of IROP projects (eCulture).

5.1.2 Providing public access to the cultural content

The Government is aware of the fact that in order to increase the knowledge and competences of citizens it is necessary to ensure access of the general public to the digital cultural content, in full respect of copyright and related rights. Where the protection of these rights does not allow access of the material to the general public, it is appropriate to provide at least the possibility of its use for study purposes.

The CR supports the provision of data via Europeana, Europe's digital library, as well as other European and international portals and applications (e.g. CERL-MSS, the World digital library operated by UNESCO and the Library of Congress) and Professional Research Discovery Services (EBSCO, SUMMON etc.). Moreover, it also encourages transnational data aggregation mainly used by the Europeana portal and other services referred to above in the Manuscriptorium digital library, run by the National Library of the CR. In addition to them, the Kramerius digital library is an important means of providing access to the digital content aggregating, in particular, the outcomes of the National Digital Library project. Via the www.staremapy.cz portal, operated by the Moravian Library in Brno, the digitised old maps from the collections of our institutions are aggregated in OldMapsOnline.org, an international portal. It is necessary to establish clear conditions for the integration of digitised cultural content in Europeana, the European digital library (e.g. for books, via the Czech digital library system) and accessibility of the key documents through the World digital library operated by UNESCO and the Library of Congress.

At present, the CR contributes to Europeana by less than 1% of the content. It is therefore above all necessary to continue in the digitisation of the cultural content on the national level and to collect digital documents that are part of the cultural heritage. The MoC will therefore actively contribute to the harmonisation of the European copyright law (see objective 5.4 NCP for 2015-2020) and will draw up specialised guidance handbooks that will specify in detail all the processes in the field of digitisation. Guidance handbooks will define the process of digitisation of the given types of cultural objects in particular in the chapters Project management for digitisation projects and the Digital Rights Management.



Public funds invested in the creation of digital data must be protected by an investment in providing long-term availability of these data. To this end, a national strategy of long-term preservation of cultural heritage in digital format will be developed. For each type of data, guidance on how to ensure the long-term preservation should be available that will be based on international standards (ČSN ISO 14721 and ČSN ISO 16363).

Accessibility of cultural heritage in digital format is closely linked to the copyright issues. The MoC will encourage the purchase of licenses for copyrighted works in order to ensure equal access to cultural heritage in digital format through libraries and other sites of remembrance which will arrange the use of copyrighted works, ensure the protection of the right, as well as property settlement with the rights holders.

5.1.3 Setting up an electronic National information and cultural portal and Knowledge-based, guidance and information centre for culture

A long-term need is felt to create an electronic National information and cultural portal in conjunction with the Public Administration Portal. It could be set up along with the implementation of the INFOPOINT project.

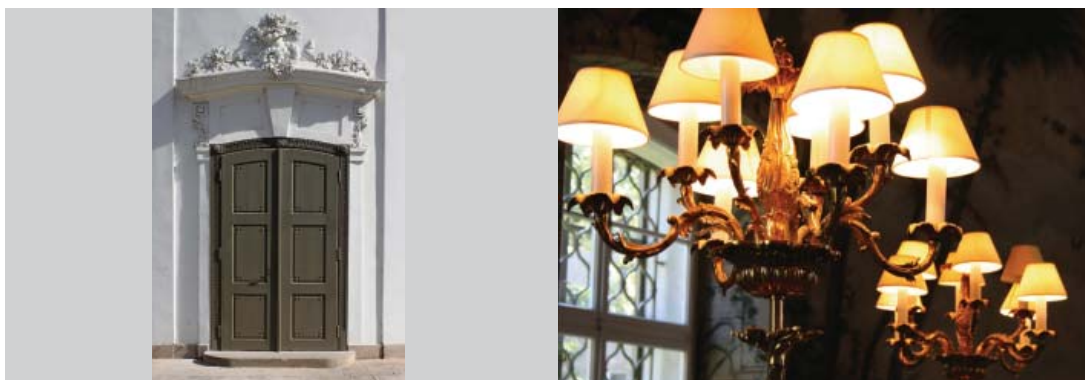
The establishment of an electronic Knowledge-based, guidance and information centre for culture is also a long-term objective that has been taken over and included in this document. The creation of this centre which should provide the necessary services to entities active in the field of culture and to the general public is still pending and therefore the MoC will execute it in the period between 2015 and 2020.

5.1.4 Setting up an integrated national digital platform to develop internal and external data products with the aim of improving the efficiency of cultural institutions

Capturing current trends has a key potential for the improvement of the situation in the digitisation of the national cultural heritage: the Internet in smart phones, cloud computing, big data, social networks and the internet of things. Through a national digital platform, it will be possible to create a unified data space within which it will be possible to combine data management, data usage, data analytics and reporting. On one hand, a unified data base will then lead to a radical increase in efficiency and to faster and more accurate managerial decisions and, on the other hand, to the possibility of providing new and highly innovative data products that can be used by current technologies and thus also to an increase in the marketing potential of the national cultural heritage.

5.1.5 Creating a Central portal of libraries

In accordance with the Strategy of the development of libraries in the CR for 2011-2015, a Central portal of libraries is under preparation which will facilitate access to services and information resources of all libraries providing public library and information services in the entire CR. By means of the portal, the residents will be able to use services based on traditional documents (books, periodicals) also in the digital environment. In 2015, the Moravian Library in Brno will start a test operation of the portal.



5.1.6 By conversion to electronic formats, allowing the use of cultural content to acquire new scientific knowledge

In connection with the scientific research, it is necessary to stimulate projects and activities in the field of „digital humanities“, i.e. to create conditions in order to provide access to the electronic version of the data from the field of humanities for new forms of use of these data resulting in new scientific outcomes in this field.



6 MORE EFFICIENT ENVIRONMENT FOR THE PROMOTION OF CULTURAL ACTIVITIES, PROVISION OF PUBLIC CULTURAL SERVICES, PRODUCTION OF CULTURAL GOODS AND PRESERVATION OF CULTURAL HERITAGE

6.1 STREAMLINING THE PERFORMANCE OF PUBLIC ADMINISTRATION IN HERITAGE CONSERVATION

6.1.1 Drafting a new heritage act, including incorporated passportization of cultural heritage sites and tax and financial compensations of the enforcement of public interests on the owners of heritage sites

Already by its Decree No. 156 of 6 March 2013, the Government approved the legislative intent of an Act on the Heritage Stock and, at the same time, it instructed the MoC to prepare a draft based on the approved legislative intent which would reflect observations contained the Opinion of the Government's Legislative Council. The aim of the Act under preparation is to ensure an adequate manner of handling the heritage stock, to enhance legal certainty in the field of heritage conservation, to eliminate unnecessary administrative burdens and to mitigate the consequences arising from the restriction of property rights.

6.2 STREAMLINING THE PERFORMANCE OF PUBLIC ADMINISTRATION IN MOVABLE CULTURAL HERITAGE CONSERVATION

6.2.1 Amending Act no. 122/2000 Coll., on the protection of collections of museum nature

Almost 15 years of the application of the Act No. 122/2000 Coll., on the protection of collections of museum nature, as amended, has shown the need to update it to better suit the current needs. The MoC will propose its amendment.

6.2.2 The introduction of legal deposits of electronic publications⁵

The increasing cultural and social importance of electronic publications requires a comprehensive solution of the problem of their handling and preservation as part of the national cultural heritage, including their permanent preservation for future generations. With the advent of new technologies, the number of cultural contents that do not have an analog prototype, i.e. they originated in a digital form („born digital“ documents) is increasing. To date, the Czech legal system does not provide for the way of their preservation as is the case of legal deposits of classical documents. It is necessary to amend the existing legislation on legal deposits so that it also included the cultural heritage in electronic format, including publications on the Internet.



5 Act No. 46/2000 Coll., on rights and obligations related to the publication of periodical press and on the amendment to certain acts (the Press Act), as amended Act No. 37/1995 Coll., on non-periodical publications, as amended

6.3 TYING THE CONSERVATION OF TRADITIONAL FOLK CULTURE AT ALL LEVELS OF PUBLIC ADMINISTRATION

6.3.1 – Developing the established model of coordinated professional conservation of traditional folk culture (TFC) at national and regional levels through NIFC Strážnice and regional specialized centres for the conservation of traditional folk culture

In collaboration with the MoC and the regions, a unique network of specialized centres was built for systematic conservation of TFC in the CR without major costs; they include regional museum institutions, the National Heritage Institute (NHI) and, the National Institute of Folk culture (NIFC), a semi-budgetary organisation reporting to the MoC, as the expert coordinator. This network functions since 2005. The various institutions either carry out or drive conservation of TFC at regional and local levels, including its documentation and presentation.

6.3.2 Ensuring continuous updating of the Strategy of Improved Conservation of Traditional Folk Culture in the CR which is an instrument for carrying out the tasks of the UNESCO's Convention for the Safeguarding of Intangible Cultural Heritage in the CR

The specific feature of TFC consists in the fact that it is alive and, unlike tangible heritage, it continues to evolve. Hence, this heritage is also part of the so-called living culture and systematic attention should therefore be paid to TFC elements at all levels. The first Government's Strategy of Improved Conservation of TFC in the CR was adopted already in 2003, i.e. before the CR acceded to the Convention for the Safeguarding of Intangible Cultural Heritage (2009). The Strategy was updated for the period from 2011 to 2015 already as a tool for carrying out the task of the Convention. During 2015, an updated version of this document for 2016-2020 will be prepared and submitted to the Government for approval.

6.4 TYING REVENUES FROM TOURISM TO THE COST OF PRESERVING THE CULTURAL HERITAGE

6.4.1 Creating tools to tie tourism revenues to the cost of preserving the cultural heritage and of providing cultural services

As regards tying tourism revenues directly to the costs for the rescue and maintenance of the heritage stock, it will first be determined how much the cultural heritage contributes to the generation of tourism revenues that go to the national budget (the possibility of using satellite account for culture and satellite account for tourism will be examined, with a subsequent use of specially commissioned analysis, if any). At the same time, the reverse flow of funds from the national budget to the support of tourism must be analysed. After that, it will be possible to define such systematic measures that will provide for a correction, if any, of the reallocation of state budget resources so as to ensure the sustainability of this segment of the cultural capital which is capitalized through the tourism industry. The measures will be proposed by the MoC.



6.5 STREAMLINING COPYRIGHT PROTECTION

6.5.1 Raising copyright awareness

The problem of copyrights and their protection is one of the main agendas faced by cultural professionals. Copyright protection is essential for motivating the production of new works of art. However, the level of general awareness about copyright in the CR is not too high. Therefore, on the basis of the evaluation of a questionnaire survey on the availability of information on copyright (the evaluation took place in 2013), it is necessary to continue to encourage the raising of this awareness in ongoing seminars, lectures and consultations on copyright which are provided by the MoC and National Information and Consulting Centre for Culture (NIPOS) to the staff of semi-budgetary entities of the state, staff of semi-budgetary entities established by local governments, employees of authorities, NGO representatives and other stakeholders.

The question of copyright is also essential as regards the acquisition and the use of digitised content (In addition to 2D and 3D scans, this also includes the conversion of analog works to digital formats or, alternatively, digital mastering and remastering of audio and video tracks. In this context, an expert level discussion and a choice of storage formats enabling work with documents acquired in such a manner in the future (LTP reprocessing) are of key importance for the preservation of digitised artefacts in consumable, comprehensible and readable form). In line with the applicable European legislation, the MoC will take steps aimed mainly at the introduction of rules for relevant identification and streamlining of information on the copyright, on rights related to the copyright or other intellectual property rights to specific contents; clearance of rights to content; raising the legal awareness of the public / users in this area; use of orphan works (works that are copyright protected for which authors or rights holders are positively indeterminate or uncontactable). The impacts of the copyright law on the digital formats of works will be addressed by a special working group which was established by the MoC of the CR in order to meet EU obligations in the Europeana project. In that connection, the access to electronic resources stored in the collections of the sites of remembrance while using the principle of extended collective management will need to be addressed (e.g. National Digital Library, Webarchiv).

With the advent of new technologies, the number of cultural contents that do not have an analog prototype, i.e. they originated in a digital form („born digital“ documents) is increasing. However, the Czech legal system does not provide for the way of their preservation and handling as is the case of legal deposits. The MoC will therefore draw up a draft legislation which will address this issue.

6.6 STREAMLINING THE PROVISION OF CULTURAL SERVICES

6.6.1 Introducing a system of assessment of public cultural services

The efficiency of the support to cultural activities is dependent on the cohesion of its provision (i.e. decisions about the support should be taken on the basis of formulated long-term goals and expectations and on relatively objective criteria derived from them) and on a systematic assess-



ment of the benefits of the support in terms of achieving the stated goals. At the level of cities and regions, support to cultural activities is still provided in this way rather exceptionally. This problem was addressed in the National Cultural Policy for 2009-2014 by Task 2.1.: The mechanism of the assessment of the supply of public cultural services. As part of its implementation, by the end of 2015 universal certified methodologies for the implementation of the system of assessment of public cultural services for the municipalities and other entities will be developed within the scope of the NAKI program. Since these methodologies are designed to help addressing the problem of insufficient efficiency of the support to cultural activities, a measure is proposed aimed mainly at the development of a universal methodology for local governments and at the promotion of the dissemination and assistance during the implementation of this methodology.

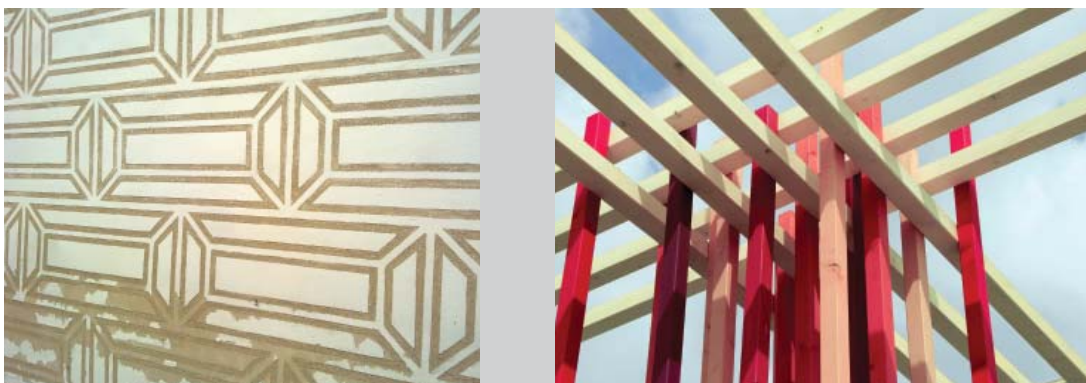
Inter alia, we also see application and system support to the introduction of the assessment system in the implementation of an Integrated Registration, Subsidy and Grant Scheme allowing to manage and operate the procedures of allocation of aids, grants and subsidies in a transparent way, while applying clear assessment mechanisms.

6.7 COMPLETING THE REFORM OF PUBLIC ADMINISTRATION IN THE FIELD OF CULTURE

6.7.1 Adopting an Act on Culture and an Act on Public-law Cultural Institutions

In the process of adopting the Act No. 203/2006 Coll., on certain types of support for culture (the initial draft was entitled the Act on the promotion of culture), some of the proposed measures were dropped for political reasons. In the spirit of the Government's Policy Statement, they will be returned to the Act (policy documents of the regions, support for visual arts on the public infrastructure buildings, the concentration of the responsibility for the procurement of art works by the state) and the title of the Act will be changed to the Act on Culture.

Semi-budgetary entities of the state in the field of culture were defended against the planned transformation and codified in Section § 3 of Act No. 203/2006 Coll., on certain types of support for culture. The reason was that it was difficult to define a key based on which an allowance for an activity should be determined (unlike in health or social care, where standards can be set, and unlike in schools, where a subsidy per pupil / student can be set). Another reason was to preserve or, alternatively, increase the motivation of the management and the employees to work with affection and commitment to the institution for which they work. Actors, museum staff, librarians and preservationists are more committed to the institution than to a government department. The reasons do not lie in a rational level. Since, by and large, culture is a domain of emotions, this dimension is important. The model of a semi-budgetary organisation is operational both in terms of conservation of national cultural property and in terms of cost efficiency. However, the experience of the past years has shown that the motivation of the management and employees is not sufficient. A manager is unlikely to invest his organisational or artistic talent, if he does not know when he is going to be removed from office. To employees, salary incentives are important, too. In the national budget, however, cultural institutions are part of the state administration and the staffing levels and salaries are regulated.



In particular, two important points must be addressed:

1. To guarantee adequate time to the management to implement the strategy, because of which it was chosen by the founder of the institution, and to protect it from an unpredictable behaviour of the founder.
2. To motivate the staff, i.e. for example to allow the institution to operationally transfer revenues to the wages and salaries account (bonuses) in the calendar year just as it can transfer the revenues to cost of services (with the founder's consent). However, it would be appropriate to address the regulation of the number of employees which has so far been settled by means of outsourcing which, in general, is more expensive. In this context, it is deemed desirable also to consider the special nature of the work of artists, to encourage their retraining and to consider the special nature of exercising cultural professions (e.g. a six-day working week).

The MoC will submit to the Government a draft regulation which solves this problem.

6.7.2 Amending the Act on the State Cultural Fund of the CR

The amendment to the Act on the State Cultural Fund of the CR should address some of its shortcomings. In the first place, the remit of the Council of State Cultural Fund of the CR and of a legal representative should be clarified, as well as the issue of their own employees. The crucial problem is the guarantee of long-term income of the State Fund of Culture of the CR. Last but not least, procedural and technical conditions for the functioning of the State Cultural Fund of the CR and the allocation of aid should be reformulated and a new strategy of the aid policy should be developed. The current form of the Act rather paralyses the activities of the State Fund of Culture of the CR.

6.7.3 Encouraging mutual cooperation of the different tiers of public administration on the preparation of aid schemes

The Programme of the regeneration of urban conservation areas and urban conservation zones, Support for the restoration of cultural heritage sites through municipalities with extended jurisdiction and the Programme of state support for professional theatres, orchestras and choirs are examples of good cooperation of the MoC with local governments. The MoC intends to continue in this practice both in updating the existing schemes and in devising new schemes.

Funding of the so-called regional functions ("RF") of libraries: Before 1 January 2005, RF were implemented and funded through the Programme of support for performing regional functions of the libraries of the MoC. The aim of the program was to guarantee equal conditions for providing public library and information services at the national level. Since 2005, it is the Regional Library which performs and coordinates the performance of RF by selected basic libraries in each region (with regional funds). The funds were transferred to the regions by the amendment to the Budget Allocation Act⁶ stating a specific amount of funds for each region. Some regions reduced the funding (or keep changing it over the years) which causes a decrease in the scope and quality of library services in some regions.

In line with § of Act no. 257/2001 Coll., on Libraries and Terms of Operating Public Library and



Information Services, the National Library of the CR is responsible for nationwide coordination of regional functions. In the upcoming period of validity of the National Cultural Policy, it is deemed desirable to encourage the trend towards equal performance of RF in all regions of the CR.

6.7.4 Transforming selected state cultural institutions to institutions governed by public law

Long standing experience indicates that a form of an institution governed by public law would better match the activity of some still state cultural institutions. The transformation into a public institution should, however, be optional bearing in mind, that the transformation of some institutions would not be appropriate. It is necessary to take into account the economic efficiency of state cultural institutions. Although the planned transformation was included in the National Cultural Policy for 2009-2014, to date, it has not been implemented.

It is in particular the cultural institutions in the field of performing arts that have been established as semi-budgetary organisation of the state, municipalities or regions that have long called for a modification of certain principles of financing and management. These institutions provide a public and not-for-profit service, partly they engage in business activities and they operate increasingly on a liberalised domestic and international labour market. In the case of theatres and orchestras, personnel costs form a prevailing and decisive part of their budgets. In the current situation, they are needlessly constrained by rigid wage regulation, insufficiently motivated in their business activities and a significant part of their expenses, i.e. also a significant part of public aid, returns to public budgets through their tax burden, while, e.g. the VAT system is unnecessarily complex. The topic of this transformation has been widely discussed both at the national and the international level. The establishment of a new type of legal entity – a public-law cultural institution – seems to be the most efficient; it would remove the pointless barriers in the operation of the existing semi-budgetary organisations and, at the same time, maintain full control of political bodies and government departments over the use of public funding and over the administration of state and public property. The legislation should address in particular

- Wage liberalization: eliminating pay scales, eliminating principles of wage regulation by means of a fixed nominal amount irrespective of the financial results and to increase the incentive component of remuneration. Irregular activities of artists require far greater differentiation in the field of remuneration while, at the same time, maintaining an optimum number of operational and functional jobs. In some professions, it is also necessary to move towards the costs of labour force valid in the European market.

- The option of repeated fixed period employment contracts with artists: the current system forces employers to create a repertoire depending on the staff and not to hire artists based on the artistic program. A legal concept of an automatically renewable fixed period contract can be introduced or repeated fixed period contracts with artists could be allowed, after which a socially acceptable system could be agreed within the scope of collective bargaining.
- The definition of the performance of artistic work is also desirable, i.e. to structure a working time consisting of work in the workplace, the required individual preparation and a special re-



gime of weekly and annual working time often also comprising the so-called “theatre holidays.” At the same time, employers do not recommend the reintroduction of annual work output standards, as the quantity of each output varies widely depending on local conditions and could result in the disruption of social harmony in a number of regional theatres.

- Addressing the VAT system in which, under current practice, an organisation is partially mandatorily exempt from VAT and partially liable for VAT registration. This brings about many practical problems and does not contribute to adequate efficiency.
- The management of organisations should be depoliticized in a systematic manner. The new legislation should clearly define how boards of directors should be established and their scope of powers. The current practice of the so-called founder’s guidance led repeatedly to voluntarist understanding of this principle, staff instability of statutory bodies and consequently to inevitable economic losses.
- For a long period of time and recently in particular, an excessively complicated public procurement system has been used in practice. In addition to complications arising from the system itself, even tougher rules than required by law are often set by the founders. Again, this leads to inefficiency and, as a paradox, quite often to higher operating costs.

If legislation establishing the transformation of cultural semi-budgetary organisations to public-law institutions is adopted, the MoC will ensure its implementation.

6.7.5 Proposing a functional model of cooperative and multi-annual funding

In the method of funding, it is necessary to allow introducing cooperative funding from public sources which is very difficult in practice today and even if there is good will on the part of political authorities, some co-funding participants do not have sufficient powers with respect to the funded institution.

A change in the rules towards medium-term funding is highly desirable, including the option to allocate the necessary funds in the following financial years. The current system of funding on a yearly basis does not match the needs of mainly large institutions to cover their operation. The institutions are not motivated to create sufficient reserves from their own resources. The application of strategic management in cultural institutions based on clear visions and directions of development of these institutions is one possibility; the funding would then rely on defined and documented strategies leading to set goals of the institution in the medium and long terms.

The financing of representative cultural institutions should gradually move closer to European standards which allow, for example, long-term support to a cultural project based on an agreement of between the MoC, a region and a municipality. This would stabilize the support of such important projects as, for example, important music festivals. It is also possible to establish a joint institution which would provide public cultural services that are important at the municipal and regional, as well as the national levels. This option was used by the MoC in the transformation of the Prague



Spring, a semi-budgetary organisation of the state, to a public service organisation, or when establishing Collegium Bohemicum, a public service organisation. The MoC will examine the possibilities for further actions to be taken in the context the new Civil Code.

6.7.6 Developing off-budget resources to promote culture; encouraging private support to culture

Public budgets do not and cannot provide the volume of resources necessary for the fulfilment of the objectives of the National Cultural Policy. One of the tasks of the MoC is to actively seek opportunities to generate off-budget resources and to create the suitable conditions for their generation in a systematic manner. The use of lottery revenues has been an established tool of generating off-budget resources for the development of culture in Europe. The Government will guarantee that these powers of the State Fund of Culture of the CR are preserved.

The Government approved the proposal of the MoC to award the Patron of Czech Culture title. It will be used by the MoC to promote patronage which, fortunately enough, is becoming increasingly popular.

6.7.7 Establishing a qualitative classification system of professional artistic ensembles as a result of the assessment of their activities

On the basis of practical experience, it is proving useful to introduce in the CR a similar system of classification of artistic ensembles based on the results of an assessment of their activities which works well in the neighbouring Germany. This system has an impact on the remuneration of artists and creates the basis for their artistic growth and competitiveness.

6.7.8. Continuing to set pay grades of employees in the cultural sector with regard to the social importance of their work

The remuneration of the staff of cultural institutions is still way behind their level of education, scope of work and their contribution to the national economy. It has been below national and regional averages for a long time. It does not permit any competitiveness, it is demotivating and causes inequality in social relations. The MoC in cooperation with the Ministry of Labour and Social Affairs will propose a change of the wage regulations which will remedy this situation. At the same time, it will propose adding professions that are now commonplace in practice to the catalogue of jobs. The remuneration of artistic employees of cultural institutions will not be strictly tied to the salary policy of employees in the civil service.

6.7.9. Examining the possibility of introducing a “second career” for artists

The question of funding also encompasses the issue of support to the retraining of artists such as singers, dancers and musicians who, for objective physical and health reasons, lose their ability to exercise their professions much earlier than they are entitled to a retirement pension. The loss of social status and non-availability of social support is a serious issue that jeopardised the quality of the artistic performance and, at the same time, prevents the creation of a more liberal system of employment. In the Czech social system, this support is completely non-existent, although in the



European Union countries, its various forms are commonplace and typically do not have a major impact on the national budget.

6.8 IMPROVING ACCESS OF CULTURAL & CREATIVE SECTORS TO FUNDING

6.8.1 Supporting projects of cultural & creative sectors from EU funds

From the program of ENTERPRISE, INNOVATION, COMPETITIVENESS (PIK), the Ministry of Industry and Trade in cooperation with the MoC provided the possibility of support to cultural & creative sectors in accordance with the Culture Account in the following professions (CZ NACE):

90 Creative, arts and entertainment activities

91 Libraries, archives, museums and other cultural activities

58 Publishing activities

59 Motion picture, video and television programme production, sound recording and music publishing activities

60 Programming and broadcasting services

71 Architectural and engineering activities; technical testing and analysis

73 Advertising and market research

74 Other professional, scientific and technical activities

2. Follow-up and supporting sectors – according to CZ-NACE:

62 Activities in the area of information technologies

63 Information service activities

18 Printing and reproduction of recorded media

14 Manufacture of wearing apparel

15 Manufacture of leather and related products

16 Manufacture of wood and of products of wood and cork, straw and plaiting materials, except furniture

17 Manufacture of paper and paper products

23 Manufacture of other non-metallic mineral products

31 Manufacture of furniture

32 Other manufacturing

The application for project aid which will be registered within the deadline specified in the Call for Applications, will be evaluated both in terms of the applicant (whether he is authorised to conduct a business in the CR and whether it is an aided economic activity, for the conduct of which the project is implemented) and in terms of whether the economic activity described in the project is in accordance with CZ NACE. The aid will be provided by the Ministry of Industry and Trade.

6.8.2 Ensuring absorption capacity for the renovation and use of cultural heritage from European funds

Within the scope of the Integrated Regional Operational Programme, specific objective 3.1: Streamlining the presentation, strengthening the protection and development of cultural heritage, the



Ministry for Regional Development in cooperation with the MoC agreed on a measure, whose aim is to safeguard, protect and develop the potential of the cultural heritage and to use it for a balanced development of the territory with positive impacts on the local or regional employment and competitiveness, including the use of this heritage for the development of cultural & creative sectors. The MoC will ensure the absorption capacity within the scope of investment into state property, where the right to dispose of is exercised by cultural semi-budgetary organisation of the states. In cooperation with the owners of a significant portion of the national cultural heritage such as local governments, churches and religious communities, it will encourage the safeguarding of this cultural heritage.

6.9 PROMOTING STATISTICS AND DATA COLLECTION IN THE FIELD OF CULTURE FOR MORE EFFICIENT FORMS OF ITS SUPPORT

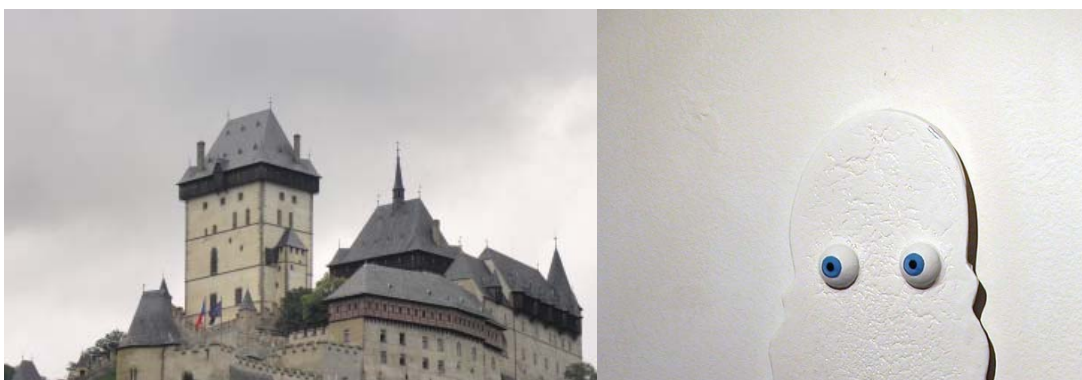
6.9.1 Continuing to develop the Culture Account; implementing the evaluation of the current Culture Account and its optimization

The Culture Account (the “satellite account”) indicates the sources of financing of the culture, its economic performance and its weight in the economy. In the CR, it started to be built in 2009 on the basis of the conclusions of EUROSTAT, an international project which recommended to EU countries which did not have a satellite account for culture yet, to rapidly proceed to the preparatory work. According to the conclusions of EUROSTAT, the results of the discussions of the experts in the field and with the use of the collected and estimated statistical data in cooperation with the CSO, it was optimized in the coming years. On 31 May 2011, at a joint conference of the CSO and NIPOS, the results of its verification process have been presented (on 2009 data). In 2012, based on the obtained results, statistical reports were further upgraded and in accordance with the results of the ESSnet culture project, guidance for drawing up a satellite account was further refined. In 2013, after the settlement of the basic guidance issues, a stage of routine processing of the satellite account began. Additional surveys in the areas of culture which are not covered by regular statistical surveys still need to be deepened and expanded. In that year, the account for the reference period of the year 2011 was drawn up and the use of the account results was also used for The mapping of creative sectors project.

The past experience has shown the validity and efficiency of the use of this method of assessment of the resulting economic balance of culture. Future development of the Culture Account is important in order to gradually obtain a longer-term time series that will allow monitoring trends in the area of the funding for the cultural sector.

6.9.2 Continuing in the program of mapping and analysing the cultural & creative sectors and their potential

Already in 2011, the project The Socio-economic Potential of the Cultural & creative Sectors in the CR was implemented. Because of the complexity of the CCI concept and the requirements of the sub-themes, especially the assessment of the economic and social potential of CCI in the CR, the



said project was followed by another research project Mapping the Cultural & creative Sectors in the CR in 2011-2015 ("Mapping"). The main objective of Mapping is mainly to obtain complete and detailed information on the situation in each sector of the cultural & creative sectors in the CR, including information about the impact of the global environment on these sectors and, in particular, in connection with the possible risks of wiping out specific cultural features of the Czech national identity by the global mass culture. Furthermore, A mapping document of the cultural & creative sectors in the CR should be developed. The project also includes the preparation of an in-depth analysis of the state of cultural & creative sectors, including the assessment of their current economic strength, multiplier effects, spill-over effects (creative economy, creative ecology) and the possible economic and social potential. Within the scope of the project, a comparison is made with the situation in other EU member states that conduct research of their cultural & creative sectors. The project will generate guidance and recommendations of a strategic nature which will lead to better organisation and more efficient funding of arts and culture from public funds at both the national and the regional levels and also outcomes leading to more consistent use of the social and economic potential of cultural & creative sectors in the CR with a potential impact on the whole society (connection to the export policy, cultural tourism, reflection and fostering of Czech national identity in the context of modern European identity, etc.). On the basis of the obtained information, maps of cultural and creative industries in the CR will be made. Within the scope of the research and development of tools to monitor and assess multiplier effects of cultural and artistic activities and the use of the cultural heritage, a certified guidance for calculating the economic impact of cultural organisations will be developed. The MoC will ensure the continuation of the Mapping project and will use the information obtained to date in the preparation of a draft programme to foster cultural & creative sectors. Similar conditions will be created by the Technology Agency of the CR.

6.9.3 Encouraging the preparation of technical studies and mapping documents

In principle, all fields of culture lack long-term surveillance studies. For example, there are no studies that would cover cinematography as a whole and its individual parts (film development and production, distribution, etc.). The Government aims to fill this gap and achieve more efficient targeting of aid.

6.9.4 Continuing in projects of evaluation of the supply of public cultural services

A system of relevant assessment of the supply of public cultural services is of paramount importance for an efficient support to the development of culture. Since 1 April 2012, work on the project The Development and verification of a system of assessment of public cultural services provided by the MoC within the scope of the NAKI programme at the Faculty of Arts of the Charles University is under way (project code: DF12P01OVV036). Its objective is to propose an assessment system of public cultural services that, based on the results of the conducted research, would include tools and procedures to identify and evaluate the benefits of fostering local and regional cultural activities, confirm its feasibility and effectiveness in practice and then create a generally applicable methodology for the creation and implementation of this system in the CR.



By their sources and impacts, a vast majority of public cultural services are tied to the areas of municipalities and town. Therefore, the project focuses on the area of public cultural services provided in the individual towns. The proposed system is intended primarily for public administration at the level of towns which are also typically the main guarantors of the provision of cultural services and mostly also the main providers of aid thereto. The objective of the project is to help to overcome one of the major obstacles that stand in the way of an increase in the efficiency of the support to public cultural services and of fostering their effects for urban development in the CR, which consists in the absence of a generally recognized system of assessment of public cultural services that is strategy-based both theoretically and empirically, as well as practically tested. An increase in the effectiveness of the support for cultural activities through more objective decision-making about their support and a more objective assessment of their effects will be the main benefit.



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