

# **Culture and Creativity for Understanding and Development**

## **The Strategy of the Ukrainian Cultural Foundation 2019-2021**

### **Executive summary**

The Ukrainian Cultural Foundation (hereinafter referred to as the UCF or the Foundation) is an institution designed to create a new model of competition-based state promotion and multi-vector support for initiatives in the field of culture and creative industries. Within this model, the main groups of beneficiaries of the UCF – Professionals, Institutions and Communities – cooperate together in order to generate new senses and preserve the cultural capital as driving forces for the dynamic development of society. The activities of the Foundation are an integral part of the policy and priorities of the Ministry of Culture of Ukraine.

The UCF Strategy 2019-2021 defines the medium-term strategy of the Foundation for the next three years, as well as the long-term framework for its activities. The Strategy consists of the two interconnected parts: external – focused on the impact on culture and creative industries, and internal – institutional strategy focused on capacity development of the Foundation itself. External UCF strategy is aimed to promote establishment and strengthening of the ecosystem of culture and creativity in Ukraine through elaboration, approbation and improvement of the new model of competition-based state financial support for initiatives culture and creative industries in Ukraine. Institutional UCF strategy is organically included into external strategy and serves as an important precondition of its implementation.

The UCF Strategy 2019-2021 is based on the results of 11 strategic sessions with experts and practitioners from the cultural, creative and audiovisual sectors; expert polls; a series of strategic sessions of the UCF team; research and editing work of UCF specialists; and the work of the UCF editorial board. It is planned to adjust and further develop the tools and mechanisms for implementation of the Strategy in the course of 2019-2021 with a view to strengthen the institutional capacity of the Ukrainian Cultural Foundation.

### **UCF strategic vision**

Culture and creativity for understanding and development: the diversity of cultural expressions and interaction provide conditions for values-based association and development of Ukrainians and the holistic positioning of Ukraine on the cultural map of the world.

### **UCF mission**

the Foundation introduces new mechanisms for result oriented and competition-based state funding for initiatives in the field of culture and creative industries in order to facilitate the development of the ecosystem of culture and creativity in Ukraine, which enables the creation and dissemination of new senses and common values in society, as well as contributes to the development of Ukrainian culture and preservation of cultural heritage in the context of world trends.

## UCF medium-/long-term strategic goals

- To strengthen institutional and financial capacity
- To support creation of cultural product
- To strengthen the role of culture in society development
- To support internationalization of Ukrainian culture

Grant and Institutional Programmes of the Foundation serve as the main implementation instruments of the UCF Strategy 2019-2021.

### UCF priorities activities:

1. To create favourable conditions for creative activities, partnership development and formation of common values of the civil society in Ukraine
2. To promote intercultural dialogue and cultural diversity
3. To guarantee cultural rights by ensuring equal access to cultural resources and equal opportunities for personal development and self-realization for all citizens and communities, regardless of cultural, linguistic, ethnic, regional, social, gender and other peculiarities or differences
4. To ensure the comprehensive development and functioning of the Ukrainian language in all spheres of public life on the territory of Ukraine, as well as promoting the study of the Ukrainian language abroad
5. To promote internationalization of Ukrainian culture, as well as coordination of the donor support to the projects related to culture and creative industries
6. To support creation of competitive innovative cultural production and professional development of artists, as well as development of children's and youth creativity
7. To promote projects aimed at local development under the conditions of decentralization
8. To promote the preservation of cultural heritage and its value- and future-oriented understanding.
9. To support research and analytics related to culture and creative industries
10. To promote development of educational initiatives, implementation of innovations and digitalization of culture

### UCF provides support to the following sectors:

The UCF definition of sectors is based on the classification by the Education, Audiovisual and Culture Executive Agency (EACEA) of the EU.

- **Visual arts** (painting, graphics, mosaic, printmaking, installation, posters, lithography, muralism, street art, land art, sculpture, photography, public art);
- **Audial arts** (live/recorded music, sound art, radio);
- **Audiovisual arts** (cinema, television, advertising, video art, digital art, new media, video games, VJing);

- **Design and fashion** (interior, applied, graphic, landscape, sound design, fashion, architecture);
- **Performing arts** (theatre, ballet, dance, circus, carnival, musical performance (musical, opera), performance, happening);
- **Cultural heritage** (library, museum, archives, crafts, tangible and intangible cultural heritage);
- **Literature and publishing** (books, periodicals, journals/magazines, press, literature festivals);
- **Cultural and creative industries** (festivals and events, cultural and creative spaces, creative entrepreneurship, innovations).

According to the Law of Ukraine “On Ukrainian Cultural Foundation”, the UCF can provide financial support to different types of individuals and legal entities, as well as cooperate with diverse Ukrainian and foreign institutions.

The UCF defined the two **main groups of its beneficiaries** as following:

#### **Creative professionals**

- Creators of cultural product
- Other professionals of cultural, creative and audiovisual sectors
- Cultural operators and organizations of creative industries of different legal forms

#### **Creative communities and institutions**

- Territorial communities
- Professional and business associations
- Civil society organizations
- Local authorities of all levels
- Artistic organizations of different legal forms
- Scientific, research and educational institutions
- Structures for innovations’ integration into production process.

The final beneficiaries of the UCF are citizens of Ukraine and Ukrainians of diasporas.

### **UCF Grant Programmes**

1. **Creating an innovative cultural product** : the program is aimed at creating conditions for cultural expression through the creation of an innovative, competitive cultural product.
2. **Training. Exchanges. Residencies. Debuts**: the program is aimed at developing professional competences for artists and cultural operators by promoting the development, piloting and implementation of innovative educational programs; development of various forms of cultural and artistic interdisciplinary interaction by creating artistic residences in Ukraine; promoting the preservation of the cultural heritage and its value- and future-oriented understanding, promoting new names in Ukrainian and European cultural discourses.
3. **Prominent Events for Ukrainian Culture**: the program is aimed at promoting the creation of a positive image of Ukraine on the international cultural arena, the development of national and international cooperation in the field of cultural and creative industries.

4. **Ukrainian Cultural Monitor:** the program is aimed at studying the state of the cultural, creative and audiovisual sectors of Ukraine, as well as to promote the implementation of state policy in the fields of culture and arts, to stimulate the development of contemporary areas of cultural and artistic activities and the development of innovative projects.
5. **Strengthening Capacity of Ukrainian Audiovisual Sector:** the program is aimed at supporting and developing the Ukrainian audiovisual sector, stimulating artists to create an innovative competitive product for different genres and trends and popularization of the Ukrainian audiovisual sector abroad.
6. **Inclusive Arts:** the program is developed in partnership with the British Council in Ukraine, it aims to promote cultural rights for people with disabilities and aims at overcoming the barriers between society as a whole and local communities on the one hand and persons with disabilities and their communities., on the other.
7. **Promotion of Culture and Local Development:** the program aims to support decentralization through the introduction of contests for the honorable annual status of the «Big Capital of Culture” and “Small Capital of Culture” as well as attracting a target audience who is interested in the culture indirectly and needs additional motivation and consumer triggers in order to become a regular consumer of a cultural product and an active participant in social and cultural processes in the country.
8. **Establishing connections & networking:** the program aims to stimulate and support the active participation of Ukrainian artists and institutions in the work of international professional creative networks. relevant sectors / areas.

## UCF Institutional Programmes

**Analytics & Applied Research:** monitoring and analytic research by a tender procedure aimed at regular collection of data and controlling the UCF Strategy implementation, as well as diagnostics of the status of cultural, creative and audiovisual sectors in Ukraine.

**Developing standards and mechanisms of expert evaluation:** creating the pool of experts for competent evaluation of cultural projects and conduction of research activities in the area of culture and creative industries.

**Coordination groups:** promoting partnership development between different stakeholders of the cultural ecosystem.

**Business-angels Clubs:** promoting the cultivation and enhancement of the prestige of such a phenomenon as business angels, primarily through information campaigns aimed at attracting sponsors and patrons and creating an attractive cultural product for foreign investment.

**Educational programmes:** professional development of the UCF managers and experts, as well as external experts and managers in the areas of project management, cultural and creative entrepreneurship, cultural diplomacy, marketing for cultural sectors, etc.

**Partner programmes:** the institutional activities of the UCF in 2018 were devoted to the implementation of two "Partner Programmes" in cooperation with Adam Mickiewicz Institute and the National Bureau of the EU Program "Creative Europe" in Ukraine. It is planned to expand the number of the Fund's partner programs: an agreement with the EVZ fund for the implementation of the program Meet up! (Ukrainian-German Youth Meetings) has already been concluded, the British Council in Ukraine in one of the grant programs also supports the UCF.

**Communication campaigns:** disseminating information on grant programmes and opportunities provided by the UCF for the actors of cultural, creative and audiovisual sectors, for potential grant recipients and also for wider audiences, consumers of the final cultural product.

The Strategy will be implemented at the expense and within the limits of the state budget funds; voluntary contributions of individuals and legal entities, including non-residents of Ukraine; voluntary contributions from governments, agencies and institutions of foreign countries, international financial and other organizations, including in the form of targeted grants; as well as other sources not prohibited by the legislation of Ukraine.

Monitoring of the activities of the Ukrainian Cultural Foundation will be twofold. It will consist of direct evaluation of the implementation of the UCF Strategy 2019-2021 and the monitoring of the status of the cultural, creative and audiovisual sectors of Ukraine.