



swiss cultural programme
in the western balkans

E761 PROGRAMME – Towards Creative Industries platform Bosnia-Herzegovina & Serbia



Country / region or city:

**Bosnia-Herzegovina and
Serbia**

Name of Cooperation Project:

**E761 PROGRAMME –
Towards Creative Industries
platform Bosnia-Herzegovina
& Serbia**

Partner organizations:

**ACADEMICA Group
Belgrade – Užice Serbia;
OIA Sarajevo BiH;
FORCA Požega Serbia;
ALTER ART Travnik BiH;
DCNN – Demokratski centar
Nove Nade Bihać BiH**

Duration of project:

**January 2010 – December
2012**

E761 is a three year cooperation programme aiming at building creative capacities (in terms of creative industries) of 4 Bosnian-Herzegovinian and Serbian towns (establishing a network) through strengthening initiatives, capacity building and networking of young musicians, producers, production and event managers, project managers, audio & video engineers, graphic and web designers, and internet marketing professionals. This project will explore and put attention to a practice of market-based social network in small communities and in the region of Western Balkans (WB) in order to affirm community development through intercultural dialogue and civic sector development. E761 is follow up of the Serbian cooperation project *E761 Open Highway* (funded also by SCP), successfully implemented in 2004-2008 in four towns of Serbia's interior. The name comes from the European regional route E761, which begins in Bihać and ends in Vidin, Bulgaria, connecting many cities in central BiH and Serbia.

The Western Balkan countries at the beginning of the 21st century (coinciding with the period of their transition), while breathlessly trying to catch the Euro-Atlantic train of the «post-industrial» or «market economy», should make their best short-cut turn towards Creative Industries (CI) which seems to be the next step of the developed countries/market economies all around the globe. Such a vision can be made true by raising awareness, building capacities, and fostering creative individuals, companies, civil society organisations, local and district authorities of WB countries, cities and regions to innovate and collaborate. If they want to achieve a reasonable balance within the world cultural exchange, the countries in transition have no other possibility than to become themselves providers of the cultural goods/products and services. They can do it by fostering *local* creativity (which is now being exported free of charge to the developed countries, by migration), setting a favourable climate for and by supporting the development of their own CI.

E761 pioneer mission is to start changing local climate by strengthening their local creative class based primarily on youth. Due to the lack of continuity and strategy in the field (based on realistic assessing of cultural needs and research of local potentials on one hand, and artistic/cultural standards on the other, and also the specific managerial skills), no new cultural habits of the community are created which would eventually foster conditions for sustainable actions in market-based arts and culture, therefore in CI. This project wishes to start changes in context of development of **youth production and expression** in order to enhance capacities of *vital creative class (young emerging artists)* in local communities/comprised cities. Creative young people change local climate, while changed local communities bring out new representatives of the creative class progressively.

www.e761.org
www.academica.org.rs
www.oiabih.info
<http://mladi.info>

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(Swiss Agency for Development
and Cooperation SDC)

Project mission is to initiate social change - by promotion of democracy and tolerance, social cohesion and integration, urban-traditional intercultural dialogue, and decentralisation. In terms of urban regeneration - by increasing attractiveness of small interior towns by attracting new creative young people to come, and supporting creative residents to stay in them (making these towns creative communities).

The goal of the Project/Programme is to strengthen local capacities and facilitating access to global markets of creative products/services at national and regional level. It can be done by way of new partnerships, know-how, and raised awareness of a determining role for the future, in terms of freedom of expression, cultural diversity, and economic development through creative industries.

Specific objectives are:

- **Improved skills of young musicians, graphic designers, new media artists, and related occupations (managers, producers, organisers in music industry, video, theatre, urban planning), as well as of CSO activists, who would then become mediators for urban regeneration, youth urban culture, and social entrepreneurship promotion.** The objective is focused to at least 250 young creative people for music production, event management, and labelling; at least 50 young creative people for video, new media production interactive design, and web communications; and at least 40 young creative people for public art, applied creative ecology, and social and cause-related marketing;
- **Established commercial non profit regional joint venture based on CI artefacts production, dissemination and market networking** – i.e. music, accessories, applied video, and design products for event management, production and think-tank service in domain of youth policy and cultural policy (urban and CI policy);
- **Civic sector strengthened in its role as a mediator and a promoter of social entrepreneurship – a new model of civic activism.** The implementing organisations and their partners will raise their capacities for advocating democratic and public policy change using CI, as well as creativity, knowledge, innovation, and social entrepreneurship tools and models in the E761 region.

Programme strands are:

- Music industry
- New media (video, interactive design, internet marketing-web economy, digitalism)
- Youth urban culture – youth public art and urban design (creativity, education, entrepreneurship, activism).

They will be developed through three main organisational/programme models:

- City art clubs (three clubs for four cities) or local creative incubators
- Peer to peer cooperation platforms (i.e. music production and labelling) – exchange and coproduction, joint ventures, hubs
- Regional network (based on three year financial, think-tank, and consultancy support).

The Swiss Cultural Programme in the Western Balkans (SCP) is run by Pro Helvetia, the Swiss Arts Council, upon mandate of the Swiss Agency for Development and Cooperation SDC, Federal Department of Foreign Affairs. The SCP encompasses Albania, Bosnia & Herzegovina, Macedonia, Serbia and Kosovo. It supports local partners, which emphasize the variety, independence and performance of cultural life. The SCP regional cooperation projects focus on the capacity building and institutional development processes of cultural organizations with a regional orientation. ■