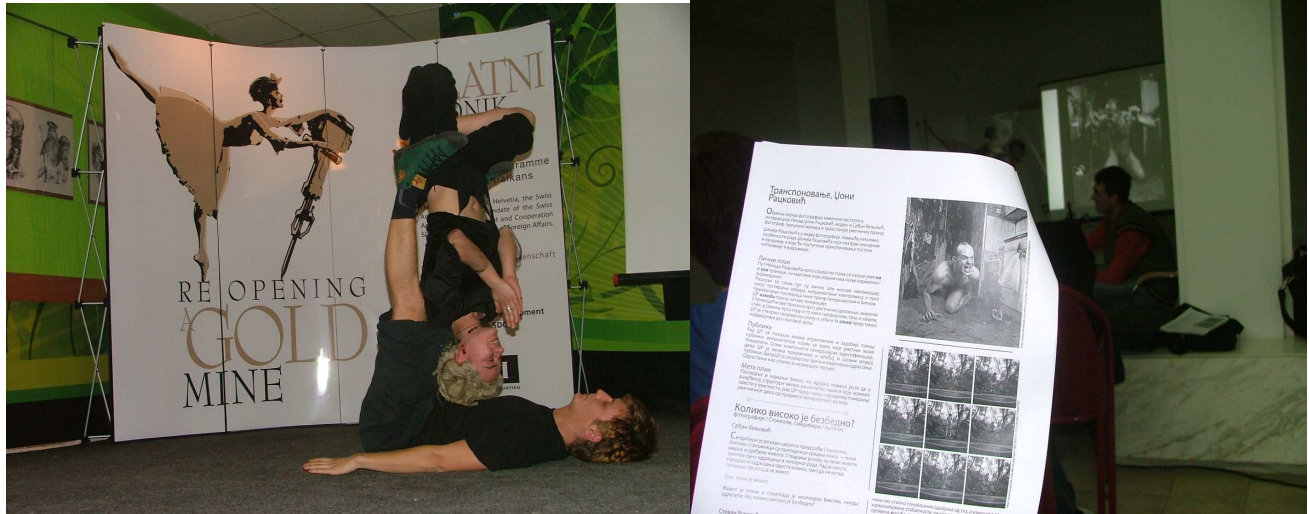


## Re-opening a Gold Mine II



Country / region or city:

**Serbia, Nis-Leskovac-Vranje-  
Pirot-Zajecar**

Name of Cooperation Project:

**RE-OPENING A GOLDMINE II**

Partner organizations:

**Committee for Civic Initiative  
(Nis)**

Duration of project:

**January 2008 – December  
2010**

**Re-Opening a Goldmine II project's vision is a socio-cultural regeneration of south-eastern Serbia and contribution to decentralisation in Serbia.**

**The aim of the project is to create conditions for a sustainable improvement of cultural life and initiate the process of re-animation of five regional cities of south-eastern Serbia: Nis, Leskovac, Vranje, Pirot, and Zajecar.**

The obstacles of the Ministry of Culture to initiate new working models, even after democratic changes in 2000, resulted in the retention of the state-bureaucratic model of cultural policy without a clear plan of cultural development, with enormous disproportions in cultural offer, the number of cultural institutions, and funds invested in culture in Belgrade and that of other parts of Serbia, with party-based human resources policy and lack of funds for culture. All of this has resulted in entire areas in Serbia becoming cultural wastelands.

South-eastern Serbia is one of such cultural wastelands. According to the studies of cultural participation in Serbia, this part of the country is characterized by a very low level of satisfaction of citizens' cultural needs, the lowest percentage of active audience for all arts (except literature) as compared with other Serbian regions, and poor cultural offer (in terms of both quantity and quality).

[www.zlatnirudnik.ogi.org.rs](http://www.zlatnirudnik.ogi.org.rs)

SCP in the Western Balkans, office in  
Belgrade  
Simina 21  
SRB-11000 Belgrade  
mail@scp-srb.net  
www.scp-srb.net

Swiss Cultural Programme  
in the Western Balkans  
Ulica Hadzi-idrizova 10/1  
71000 Sarajevo  
Bosnia and Herzegovina  
mail@scp-ba.net  
www.scp-ba.net

Link:  
[www.deza.admin.ch](http://www.deza.admin.ch)  
(Swiss Agency for Development  
and Cooperation SDC)

According to Committee for Civic Initiative, this situation, in terms of both cultural production and cultural consumption in south-eastern Serbia, is not primarily a consequence of the lack of competence in individuals – lack of talented artists, well-educated custodians, gallerists, or librarians, or lack of interest in the audience. The insights suggest that problems in the cultural domain in south-eastern Serbia are systemic. They are a direct product of a cultural policy model which is not aimed at the development and satisfaction of citizens' cultural needs, at creating the preconditions for creative artistic expression, or discovery and reconstruction of identity of this cultural community and its presentation to others. Thus the project activities primarily aim at creating preconditions for a different organisation of cultural life, or at least for training cultural policy stakeholders in south-eastern Serbia to win the right for their own existence even outside the current system.

**Project objective is to create preconditions for sustainable improvement of cultural life of five regional centres of south-eastern Serbia through:**

- capacity building of key institutional actors and non-institutional cultural policy stakeholders
- establishment of mechanisms of mutual cooperation within and among five target cities
- involvement in the exchange of cultural programmes with cities/towns from Serbia and abroad

**Levels of intervention and activities:**

- **trainings:** capacity building of cultural operators of target cities for strategic planning, management of cultural institutions, organisations and project, creative conduction of cultural policy
- **supervision and coaching:** adopting a strategic approach to cultural activities in target towns, and/or design of mid-term strategic plan of cultural development in target towns
- **Small Cultural Actions:** enhancing cultural offer, presenting new tendencies and innovative art forms, promoting upgraded skills of local cultural actors and sensibilise audience for innovative cultural productions
- **research on cultural policy in south-eastern Serbia:** conducting studies and publish guidelines for actions based on experiences of the Re-opening of a Goldmine II project

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**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. ■**