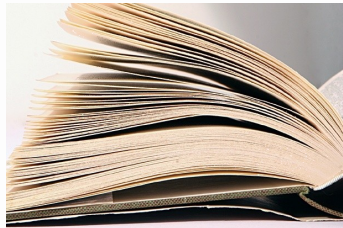


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Project “Black Sea Cultural Animation Program”
Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin



Romania: Cultural Policy & Cultural Animation



2011



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Black Sea Cultural Animation Program
Pilot model for mobilizing the common cultural characteristics for creative
destination management in the Black Sea Basin (BS CAP)

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Romania: Cultural Policy & Cultural Animation

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The culture is the responsibility of a Ministry of Culture created in 1990 from the former State Committee for Culture and Art. According to the law 311/2003, the law of museums and public collections, the functioning of public libraries, museums and cultural centres is regulated now by the Ministry of Culture, Religious Affairs and National Heritage.

Cultural centres are defined as public institutions with the double aim to preserve and promote traditional culture and to provide services in field of lifelong education (permanent education). Cultural centres have a variety of forms and as providers of vocational training are also submitted to the laws and regulations from the field of professional training. Some forms of permanent education are specified in the legislation and are directly linked with the needs of the communities underserved by these institutions.

One of the main roles of the museums, as defined by the national legislation, is to use and promote the museum' patrimony in the purposes of education, recreation and knowledge. It is mandatory, according to the regulations on the management of cultural institutions, that cultural managers and also professionals from these institutions to pursue training programmes for their professional development. The main training provider for the cultural sector is the Centre for Professional Training in Culture, institution under the authority of the Ministry of Culture, but cultural operators can also use training services provided by other training and adult education providers, associations and organisms from the field of culture and education.

In performing its functions of organization and coordination, the Ministry of Culture is responsible for applying the program of government and the general strategy in the field of culture. Therefore, the Ministry of Culture is organizing the execution and implementation of normative acts on the principle of legality, pursuant to which legal standards are the only compulsory in the activity of public administration.

Similarly, the Ministry of Culture coordinates the development and implementation of sectoral strategies, policies supporting these strategies, international cultural programs to which Romania participates.

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The Ministry of Culture is responsible for ensuring, through its system of institutions directly subordinated public, the specific conditions for public communication of the creative act and to the satisfaction of the requirements of the general cultural national community, in correlation with the characteristics and special nature of the aspirations and demands of local communities.

At the same time, the Ministry of Culture coordinates the development and operation of certain administrative, legal and financial nature, and allow harmonization and synchronization of programs and cultural projects proposed by public institutions of culture with the private sector. In exercising the same functions, the Ministry of Culture ensures the conditions required by the support and protection of contemporary art, traditions and cultural heritage, by their introduction into the international circuit of values, as well as the free movement of creators of art, performers and their works or performances.

Structural reform at the Ministry of Culture can be described systematically as follows:

- The merge of certain functional departments (of financial resources and development) and the creation of new specialty directions (visual arts programmes and cultural projects);
- The reorganization of certain directions of specialty (who assumed the leadership charge of institutions show turned into a branch of performing arts, with two distinct directions, the institutions show and the festivals and competitions, the direction having charge of International Cultural Relations has turned in the direction of General International Relations, with two directions, that of integration European and that of bilateral cooperation, the branch that assumed support cultural programs was reorganized into a branch of institutions, centres and inspectorates of culture, with two directions distinct, that of institutions and centres of the country's culture and abroad and, respectively, the inspectorates of culture);
- The creation of several specialized branches (a branch of the legislation and summaries, with exclusive powers in the elaboration of legislative acts proposed by the Department, a branch of management and relations with the civil society that deals, among others, information and communication with the structures of civil society);
- Organization of a specialized public relations department.

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At the same time, was conferred with the inspectorates of the culture of functions and powers for the protection of national cultural heritage, duties and skills they had to be exercised by the Departmental Office of heritage, but the legislature had omitted the fact that those offices were-and are still-functional services as part of departmental museums, thus belonging to the sub-system of local government.

Romania's system of sub-central government is based on the Principle of local self-government, including districts (42), municipalities (2.682), towns (182) and municipalities (80). The prefects are the state's Representation in the districts. They oversee the Legality of the acts of Local Authorities and are in charge of the state's services operating in the districts. Thesis services include the culture inspectorate. The services are staffed by public servants.

The inspectorates have the following functions:

a) They exercise "specialized supervision", the scientific and technical supervision of cultural institutions and activities, and ensure that laws and regulations in the cultural sphere are properly applied.

b) They give expert advice to local and regional authorities and organizers of cultural projects. In so doing, they no doubt help to stimulate, promote and even co-ordinate local cultural life.

c) They finance a number of cultural and artistic projects. Sometimes these projects are submitted to them by local authorities, artistic groups or non-governmental organizations; sometimes they initiate them themselves. The projects subsidised cover the entire cultural spectrum: festivals, support for artistic groups, subsidies for publishing, competitions for young artists, backing for folk groups, organization of seminars etc. It also seems that, although they cannot act directly to assist the culture industries, the inspectorates grant them ad hoc subsidies (eg for the video production). Each inspectorate submits an action programme which is subject to prior approval by the ministry. Moreover, in some sectors the inspectorates make use of advisory committees.

d) The inspectorates must be consulted on the appointment and replacement of heads of cultural institutions under the control of local authorities.

e) The inspectorates also participate in implementing heritage policy. They work in liaison with the district's specialized committee, which reports to the National Committee of Historic Monuments. This committee compiles and updates the list of historic monuments in the district and expresses its view on the desirability and nature of

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restoration schemes to be carried out; its analyses and recommendations are then sent to the central department of the Ministry of Culture. Each district also has a heritage office to investigate matters pertaining to historic monuments.

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Regarding the status and functions of these services, the group reached the conclusion, as set out in the body of its report, that the role of the inspectorates should be consolidated and even expanded. This conclusion was arrived at after consideration of the state of official cultural policies and the instruments available to them in a context of extremely limited financial resources. Such a recommendation is not self-evident; although, in the districts visited, these services are appreciated and their co-operation with the local authorities deemed satisfactory, the group of experts nevertheless heard critical or negative comments, and indeed some local authorities have - or are said to have - requested the abolition of the inspectorates. However, the group of experts takes the view that such services constitute, at least potentially, a reservoir of highly important expertise, an instrument for the desirable partnership between the state and local authorities and a channel for contact, dialogue and fruitful exchange among the various protagonists of cultural life as well as between the state and civil society.

The inspectorates do not have the benefit of financial decentralisation. Once their programmes have been prepared and approved, they still have to be carried out. Owing to the scarcity of budgetary resources, however, the central department's funding for the inspectorates is distributed on a monthly and project-by-project basis. It therefore seems desirable to change this arrangement by granting the inspectorates a certain amount of financial independence despite the slenderness of available resources. Hence the suggestion to allocate the inspectorates a budgetary package, even a small one, at the beginning of each year, negotiated on the basis of the action programme presented. In practice, the funds would be paid in two instalments, so as to regulate the flow of finance according to the state's resources.

Lastly, the inspectorates should enjoy greater decentralisation of responsibilities. The historic heritage bill does in fact provide for an increase in their powers in this area, by virtue of the distinction made between monuments of national importance and those of district importance. The implementation of the historic buildings protection policy should be brought closer to the ground level, on the assumption that the inspectorates and district committees possess the human resources needed to carry out their expert evaluations. For this reason, the Ministry of Culture envisages that the district heritage

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offices should serve as the kernel of the inspectorates' enlarged services. On that basis, it is logical that they be given responsibility for taking decisions on monument protection, setting priorities for restoration work and even allocating subsidies.

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As such, they would oversee an archaeological service, a historic monuments service and a movable heritage service. This would result in a significant change in their functions, as the heritage activities would become preponderant to the detriment of the functions performed hitherto.

Should the Ministry of Culture decentralize some of its functions and financial resources, it must give the inspectorates precise guidelines, lay down detailed instructions and ensure the co-ordination of its network of decentralized services. Currently, it brings together all the head advisers once or twice a year in what appears to be a mainly formal manner.

Building on the experience accumulated, the Ministry of Culture applied the elements of the general strategy:

- The creative freedom of creative freedom, artistic expression and public communication of works and performances is not only a fundamental right of the individual, recognized and guaranteed by the Constitution of Romania, but also an essential element of human progress.
- The autonomy of culture and art institutional autonomy of culture in terms of design and operations of programs and cultural projects should not be limited or censored according to political criteria, ethnic, religious or to satisfy some group interests.
- The priority value The Ministry of Culture supports and encourages the application of specific evaluation criteria and selection, the affirmation of the creativity and talent and the introduction in the national and international circuit works and performances of value.
- Equal opportunities in culture by the harmonization of cultural policies at the national level with those at the local level, ensure access and participation - and free as much as possible off-of all people and a culture the development of the spiritual life of communities in all their diversity.
- Cultural identity in the world circuit values The Ministry of Culture is responsible for protecting and enhancing cultural heritage, to support and promote the expression

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and dissemination in the country and abroad, the values of spirituality and to promote national movement within the country of the values of universal culture.

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At the same time, the development of projects such policies and strategies and their implementation must be designed to meet the cultural needs of local communities and to maintain the balance between the various elements of cultural life. Finally, it is necessary that cultural policies are integrated into overall development strategies developed by local authorities which operate in the subordination of most public institutions of culture.

Based on these premises, the Ministry of Culture was first considered in its gait the development and diversification of cultural addressed to local community.

As part of its policy of partnership, the Ministry of Culture has made an important first step by assigning to local public authorities the right to intervene and decide with regard to public institutions of the culture of county interest.

Another dimension of the partnership launched by the Ministry of Culture is represented by the financial support of certain activities for which local public authorities did not have sufficient resources. It is worth to mention in that the National Programme for acquisition of books and cultural publications to public libraries, under which local communities have had access to written culture.

Similarly, for funding by the Ministry of Culture - in the National Programme for the Protection of historical monuments - the elaboration of technical studies and research - Art Conservation began historic monuments under various territorial administrative units.

In order to appropriate management requirements and cultural needs of local authorities and the harmonization of policies at the national level with those at the local level, the Ministry of Culture has proposed to identify "pilot areas" order to realize a more effective collaboration among its decentralized and local public authorities to:

- To develop local strategies for the diversification of cultural public institutions;

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- The allocation of local budgets, sufficient financial resources to ensure the proper functioning of these institutions and the program flow cultural projects and performance, continuing education programs;
- The creation of a regional cultural partnership, including the conclusion of protocols or agreements with institutions or non-governmental organizations from Romanian communities living in the territory of the neighbouring countries;
- The establishment, in agreement with other decentralized services ministries, of efforts and consistent measures for the protection and development of national cultural heritage;
- The launch of international projects that can enhance the specific and cultural interests of local communities;
- Partnership with civil society structures.

By applying its general strategy, the Ministry of Culture states the principle that the adaptation of cultural policy is an act of partnership with civil society, through its various structures, represents not only a consumer-recipient of the results of these policies and strategies, but also a creator of cultural addressed a the community.

Partnership with NGOs

In its policy of partnership with the structures of civil society, the Ministry of Culture supported by financial and logistical programs and projects developed and / or peeled by NGO's. This programs and projects provide a wide a range of cultural initiatives, addressed mostly to local communities, whose cultural life is enriched in this way. It should be emphasized that, in most cases, the projects developed by the structures of civil society has come to fill the cultural public institutions; the cases of overlap or duplication are rare.

Diversification of cultural addressed by the local communities partnership between the Ministry of Culture and the civil society can easily be detected when analyzing programs and cultural projects supported by the minister. For example, for cultural projects aimed at supporting the creation and art interpretation, a cultural offer richer became the day or did not work with local public institutions that object.

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A first consequence was, therefore, in this sense, the establishment of organizations representing the various minorities. Some of these organizations were represented already structures in the early 1990 legally required. With the new Constitution, adopted in 1992, we can speak of recognition of national minorities and their rights. The Constitution of Romania guarantees human rights and the rights of national minorities to preserve their identity Cultural. It is important to note also that the Constitution affirms the primacy of international law over domestic legislation so that any evolution in this area concerning the rights of minorities is automatically applied in Romania. A forum for minority organizations has also been created: the Council of National Minorities. This organization is directly involved in decisions on distribution of budget funds for minorities and proposal writing for legislation governing minorities. It brings together representatives of organizations of citizens belonging to national minorities in Romania, three persons designated by each organization, provided that they are represented in Parliament. Further progress has been made in this period in relation to minorities and their rights.

The Ministry of Culture is fully involved, next to the Department for Protection of National Minorities and the Ministry of Education, the support provided by the state has the preservation and development of the identity of national minorities in Romania.

Thus, in order to contribute to the management of cultural problems of minorities in the Ministry of Culture operates a Department of National Minorities. This Department develops a program whose main objective is to create a permanent logistical, financial and expertise to the protection, preservation, research, development value and the free expression of cultural heritage that defines the identity of the various groups minority living in Romania.

Activities in several areas of the cultural life of minorities are subject to a direct financial support from the Ministry of Culture, through the Directorate of National Minorities:

- History (research and development research through conferences, symposia, publications, celebrations and commemorations of events and individuals from the minority communities going);
- Art (creation of camps, exhibitions, competitions, symposiums, publications, albums);

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- The spiritual life, literature, music and theatre (symposia, panel discussions, music and theatre, publishing and organizing book fairs, festivals, contests and residencies).

It is obvious that the legal system and the organization of government structures responsible for culture preservation and promote the development of identity cultural minority groups. In addition, financial support is granted by the state, has through several channels, to the development of the cultural life of minorities. But an isolated development of communities in cultural terms is likely to generate opposition, tensions between these communities and the majority and to promote segregation of some of them. Thus, to ensure social cohesion and climate of tolerance in society as a whole, it is desirable to stimulate contacts, communication and exchanges between different minority communities and majority. This is also a continuation of a long tradition of coexistence based on a permanent intercultural communication and mutual respect for identities.

This position, which can be summarized in the expression and promotion of multiculturalism, was affirmed publicly several times by the current leaders of the Ministry of Culture. It is a discussion how it translates into concrete actions in different fields of culture and institutional level. This implies, firstly, to consider how the culture of the minority is present in the offer cultural institutions that are intended for the Romanian public and secondly, to see if the minority institutions are open and accessible to the Romanian public.

In agreement with the Ministry of Education, the Ministry of Culture helped create the national system of continuing education, a system where integrated all public institutions of culture, irrespective of their subordination, as well as non-governmental organizations operating in this area. By the new legal framework is responsible for:

- Consistency of strategies and programs of continuing education;
- Harmonization of curricula for only the principles of market economy with those of public cultural institutions: museums, libraries, cultural centres, popular schools of art;
- The stimulation of public cultural institutions to fund programs continuing education;

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- Expanding the traditional offer of public culture by being able to ensure the (acquisition of new knowledge and training in new occupations;
- The revision of the purpose of providing adult education centres, houses of culture and popular schools of art that deploy training programs;
- Develop methodologies for the evaluation and certification of training work carried out by institutions of public culture;
- Creating conditions for an active partnership of cultural centres, homes cultural, popular art schools and universities popular with organizations non-governmental organizations in the country and abroad with activities in the field of continuing education and first in the field of Adult Education;
- The obligation of the Ministry of Culture to increase budget allocations for programs for the training of trainers and the education of adults;
- The shortage of capacity of public institutions of culture and reduced budget allocations have increased the interest towards the activities provision of services and activities related to the economic nature. The Centres for conservation and enhancement of tradition and creativity People are public institutions of culture has funded legal personality in full of the budgets of county councils.

Yet remember the concerns of scientific research of popular culture promoted revelation of the contribution of a few personalities, government, corporations and local associations for the cultural development of the area etc. Today, they serve the search for the creation of popular traditions and customs specific to each home ethno folklore in their momentum, their conservation as a living phenomenon, their development and promotion in the circuit. Public values are present, as defining elements of the zone and national identity, their claim in the international context. At the same time, they provide assistance Specialty cultural centres of the department (or the municipality of Bucharest) for the knowledge, conservation and enhancement of the traditions and folk art, as well as amateur artistic groups of various kinds.

To realize the functions they perform, the results of investigations are disclosed in the course of scientific meetings, are developed and published studies, monographs, anthologies and albums, collections of representative pieces etc., organize competitions, exhibitions, festivals, county fairs in nature, inter-departmental, national or international level, developing a framework for Common borders. Common Solutions.



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emulation adequate competition values in all areas of the art non-professional. Many of these institutions have established their own folklore ensembles, their shows as a model of force and freshness for the authenticity of costumes and popular creations presented on the stage. The popular school of art exist in every city department (including Bucharest). They operate on a self-financing part that also benefits the budgets of county councils which they are subordinate in terms of Administrative (exception being the two schools nominalised, subject to the advice municipal. In all, they represent a coherent system of popular education artistic. The term "popular" in this phrase is far from the meaning of "extension" to suggest minimal instruction, to "popularize" knowledge among the people; in the respective institutions are allowed only those who are tested and attesting to the availability of arts and after the teaching is rigorous, spread over several years, based on programs designed by the best teachers working in the field, and with the help of senior academics in the field. "People" in this context defines generous open to all social classes and to all ages without discrimination in political, religious, gender and so on, highlighting the vocation to carry out the wishes of lifelong learning.

Regarding the best practice examples of cultural promotion and animation in Romania coastal area, we can mention some of the latest projects developed by the National History Museum Constanta:

- "Five Dobrudzhan ancient cities" (within the Cross Bordering Cooperation Program Romania-Bulgaria, 2007-2013);
- "Istropontic routes for cultural tourism";
- "Virtuale travels in Tomis's ancient history".

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