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CULTURAL INSTITUTIONS IN EASTERN CROATIA IN THE FUNCTION OF THE CROSS-BORDER COOPERATION

KULTURNE INSTITUCIJE U ISTOČNOJ HRVATSKOJ U FUNKCIJI PREKOGRANIČNE SURADNJE

ABSTRACT

Along with the accession into the European Union, Croatia gains substantial chances for gaining the financial aids from the European Funds. The importance of the human and institutional resources the Croats can modulate, apply for and conduct the projects is rather big both for the individuals, institutions, as well as the whole society.

The cultural institutions, whose main consumers are the national budget users or which depend on the donations of private companies, as well as business subjects, with the accession into the European Union are getting new opportunities for financing, consequently, the boost of their own potentials, as well as they getting their projects started. It is well known that the advantage of cultural institutions lies in the ability of popularization of the crucial social subject, as well as expanding the communication forums and the dialogues where there is a lack of cooperation, or where it's rather insufficient. So having in mind the new potential sources of financing the cultural institutions on the one hand, and the advantages of culture in initiating the cooperation, networking different subjects on the social scene on the other, culture can contribute to the cooperation in the border areas where it is either non-existent or insufficiently developed, with the obvious difference compared to the known practices used to date. It would not depend on the state's or local sources of financing.

This paper will show the potential areas of cooperation where culture can achieve results in the cross-border cooperation, alongside the possibilities of networking both the cultural institutions, and other active participants on the social scene; from the business people, to the civil institutions. It will also elaborate on the results in the cross-border cooperation to date together with the advantages that such projects offer. Finally, the steps in initiating the collaboration between the cultural institutions and the legislative framework that is necessary to accomplish as the pre-condition of such form of cooperation.

Keywords: culture, cross-border cooperation, European Union, European Funds

SAŽETAK

Ulaskom u Europsku Uniju Hrvatskoj se otvaraju velike mogućnosti za povlačenje značajnih financijskih sredstava iz europskih fondova. Važnost ljudskih i institucionalnih resursa koji mogu napisati, aplicirati i provesti projekte od iznimne je važnosti kako za same pojedince i institucije tako i za društvo u cjelini. Kulturne institucije koje su uglavnom korisnici državnog proračuna ili ovise o donacijama privatnih ili poslovnih subjekata, ulaskom u Europsku Uniju dobivaju nove mogućnosti za financiranje a time i razvoj vlastitih potencijala kao i pokretanje različitih projekata. Poznato je da prednost kulturnih institucija leži u sposobnosti

popularizacije važnih društvenih tema i otvaranju prostora komunikaciji i dijalogu na onim područjima gdje je suradnja ili nepostojeća ili nedovoljna. Imajući tako s jedne strane u vidu nove potencijalne izvore financiranja za kulturne institucije, kao i s druge strane prednosti kulture u pokretanju suradnje i umrežavanju različitih aktera na društvenoj sceni, kultura u novim okolnostima može doprinijeti suradnji u graničnom području gdje je ona nepostojeća ili nedovoljno razvijena, s tom razlikom prema dosadašnjoj praksi, da više ne mora ovisiti o oskudnim državnim ili lokalnim izvorima financiranja. Ovaj rad prikazat će područja suradnje na kojima kultura može postići rezultate u prekograničnoj suradnji kao i mogućnosti umrežavanje ne samo između kulturnih institucija nego i drugih aktera na društvenoj sceni, od privrednih subjekata do civilnih institucija. U radu će biti prikazani dosadašnji rezultati u prekograničnoj suradnji i prednosti koje takvi projekti otvaraju. Također, analizirat će se potrebni koraci u poduzimanju suradnje između kulturnih institucija i zakonodavni okvir koji je potrebno ispuniti kao preduvjet suradnje.

Ključne riječi: kultura, prekogranična suradnja, Europska Unija, europski fondovi

1. Introduction

The area of Eastern Croatia encompasses three historical units: Slavonija, Baranja and Srijem. Although each of them comes with its own peculiarities, due to the mutual cultural heritage and historical dynamics that has shaped their evolution, they are considered as a unique and coherent unit. In the past the area of Eastern Croatia was connected to the regions that nowadays belong to Hungary, Serbia, and Bosnia and Herzegovina, and makes a related cultural space together with them. The similarities in traditions and lifestyle have survived to date, but with the delineation of national borders and struggles in the 20th century the old connections have become weaker, or have rather vanished. In the contemporary society where communication and interconnectedness of the social factors present the foundation of prosperity of a certain space, reviving and strengthening of the relations Eastern Slavonia had with its neighbouring regions presents a grand opportunity for future development and prosperity, and establishing social connections and networking can be done by the cultural institutions.

2. The condition of the cultural institutions of Eastern Croatia and their perspectives

The cultural institutions of Eastern Croatia, as museums, archives, theatres and libraries have been facing great problems when it comes to financing their primary activities which are rather substantial especially in terms of their enterprises as embarking infrastructural projects necessary for the future development of their activities. Their financing almost completely comes from the funds of the public financing. The expenditures of the staff and the activities of that institutions are coming mostly from the state's, province's or municipality's budget. The donations in culture in Croatia are rather humble and are mostly allocated to a specific project, but substantial investments in infrastructure or systemizing application of the appropriated programmes barely exist. The profit from entrance fees or memberships is too little to cover the aforementioned expenses and to guarantee making profit in the future, whilst the need for extra funding is never-ending.

Table 1 Annual budget of the Ministry of Culture, 2008 - 2014

Year	Budget in kuna
2008	1,192.705.911
2009	1,115.790.997
2010	1,012.210.480
2011	953.564.151
2012	833.206.812
2013	817.829.426
2014	770.808.161

Source: www.ministarstvokulture.hr

Combining the potential of the cultural institutions in overcoming the national borders on the one hand, and the need for additional financing sources the culture institutions in the East have, the sources from the funds of the European Union present a great opportunity in achieving both goals. With their use, we can make culture a bridge between states, and also facilitate great culture funding problems in Croatia. The country will have substantial financial means at disposal in the future and this will be of crucial importance for the social actors to attract them to Croatia. The crucial element for that will be the human resource – the group that will write and pursue such projects, as well as the elaborate strategies of cultural development of the level of state, provinces and municipalities, which are the political bodies the projects are to be based on.

With the potentially new sources of financing, a new space is created for the cultural institutions to intensify their activity. This is extremely important if one considers the growing role of culture in the economic growth of an economy in developed countries (Yuwen 2012., 2.)¹⁹⁴ The results of researches in the European Union show that culture and the creative department in the total European GDP take more than 4.5%, and that those employed in the culture division make 4% of all the employed (8.5 million employed in culture, and indirectly even more).¹⁹⁵ Although Croatia, and especially its Eastern area, is in the economic crisis, the development of the cultural institutions would guarantee the creation of the cultural infrastructure that would guarantee hiring and creating new contents, and offers to the citizens of Eastern Croatia in the future, under the condition the economy grows. Good interregional relations with the neighbours to which culture can contribute are also important for the trade of with the surrounding countries. It is a law of economics that trading is the most active between related and neighbouring countries, so establishing good connections with neighbours has an economic justification (Krugman 2009., 15.) The development of the cultural infrastructure is also important for the enrichment of the offers in tourism.

Without a good infrastructure and contemporary contents that it offers, there is no real perspective. Finally, those countries with a high GDP allocate more means to culture, both from the state's budget, and on the level of private needs, so it is appropriate to expect a similar trend to happen in Croatia.

¹⁹⁴ http://www.culturaldiplomacy.org/academy/content/pdf/participant-papers/2012-03-biec/On_the_Cultural_Economy-_Yuwen_Dai.pdf (accessed 17 April 2014)

¹⁹⁵ http://europa.eu/rapid/press-release_MEMO-13-1009_en.htm (accessed 20 April 2014)

Table 2 Evolution in per capita contributions to culture in selected EU member states 2000 – 2010/2011

	2000	2005	2009	2010/2011
Austria	225	250	274	273
Denmark	290	352	294	300
Croatia	/	/	77	72
Italy	101	112	134	117
Netherlands	256	298	331	338
Romania	/	/	50	41

Source:

http://www.asoulforeurope.eu/sites/www.asoulforeurope.eu/files/media_pdf/ASFE%20Public%20Expenditure%20on%20Culture%20as%20a%20Percent%20of%20GDP.pdf (accessed 17 April 2014)
(The original tabular display was shortened for this article)

The European Funds

Finds Europe can have multiple significance in the development of that part of Croatia, and due to them culture can overcome the marginal position that it had so far. The advantage is surely the existing infrastructure of the cultural institutions that is a good starting point for the development of the cross-border cooperation, but the significant lack is the insufficient corpus of qualified individuals, especially those competent to work in these projects.

3. Cultural institutions in Eastern Croatia and neighbouring regions

Museums directly communicate with the public through exhibits, workshops and seminars, as they are constantly focused on the public. Due to that, they have the biggest ability among the cultural institutions to popularize the cross-boarder cooperation and topics through public action. Yet, considering the area of action, museums differ among themselves and are not always capable to participate in all the projects. A smaller number of museums is specialized in a certain area. They are mostly established around significant historical locations (as Vučedol, dedicated to the Vučedol culture), some are dedicated to the traditional culture (the county museum Zmajevac), some to a certain theme (The Museum of Forrestry Bošnjaci), whereas some are dedicated to an event or an individual (for instance, the Memorial museum of Josip Juraj Strossmayer in Đakovo). Yet most of the museums are not thematically organized which means they are accumulating materials from their area of action and they are not limited to a certain theme, which suggests the possibility of different types of collaboration in the context of different project themes. In the area of five Slavonian counties, there are twenty nine museums and galleries, according to the Museum Documentation Center. There are individual collections alongside, which make forty two museums, galleries and collections all together.¹⁹⁶ The biggest number is to be found in the Osijek-Baranja County, namely eighteen of them. Seven are in the Brod-Posavina Counry, nine in Vukovar-Srijem County, and Virovitica-Podravina and Požega-Slavonija four, respectively. Due to such distribution, the museums make the most potent cultural institutions for getting the funds from Funds Europe, so together with the Tourist Boards they should be the carriers of the initiatives of creating, writing and applying the propositions. Museums from across the border are, therefore, put forth as logical partners in establishing the collaboration. Most of them are to be found in the Republic of Serbia, namely AP Vojvodina, the Republic of Hungary, and significantly less in the Republic of Bosnia and Herzegovina. Those museums are to be found in the neighbouring regions with which Croatia used to share the cultural traditions, and have some overlapping points so that the historical heritage in this case makes a good foundation

¹⁹⁶ <http://www.mdc.hr/hr/muzeji-u-hrvatskoj/hvm-pregled-muzeja/>, (accessed 16 April 2014)

for establishing the cross-border cooperation. The social actors from those areas could collaborate with the institutions of Eastern Croatia during the implementation of the IPA Programme, so a certain experience of the cross-border collaboration already exists.

The IPA Programme was a pre-accession fund of the European Union for Croatia during the period 2007-2013. It was initiated as an aid to the candidate countries and potential candidate countries in their adjustment and implementation of the *acquis communautaire*, as well as the preparation for the usage of the Cohesion Fund and Structure Funds. Apart from these objectives, the programme has enabled the establishing of cooperation and communication in the border areas between Croatia and the neighbouring countries, and the creating the network of partnership.

The administrative units which were set close to the border and were considered the joint areas had the possibility to partake in the projects. Considering that the counties of Eastern Croatia could participate in the IPA Programme, those areas in the neighbouring countries that have participated in the programme are put forth as the ones the cultural institutions of Eastern Croatia would collaborate with in the future.

Figure 1 Program area for Program IPA Croatia - Hungary



Source: <http://www.hu-hr-ipa.com/>

Figure 2 Program area for Program IPA Croatia - Serbia



Source: <http://www.croatia-serbia.com/>

Figure 3 Program area for Program IPA Croatia - BiH



Source: <http://www.cbc-cro-bih.net/>

A research about the frequency of the museums with which the Eastern Croatian museums could have collaborated was conducted for the purposes of this work. The results have shown the museum potentials in the neighbouring countries that could have partaken in the projects. It has been established that in three Hungarian counties could have taken part in the IPA Programme (Zala, Somogy i Baranya) there are thirty two museums.¹⁹⁷ In five Serbian districts (North Bačka District, South Bačka District, West Bačka District, Srem and Mačva) there have been thirty seven museums erected,¹⁹⁸ while there are eighteen eligible museums in the municipalities and counties of Bosnia and Herzegovina.¹⁹⁹ The results have clearly shown that there is potential for the cultural cooperation between the museums of Eastern Croatia and the neighboring countries, and that the main institutional precondition for the collaboration is filled.

Alongside the number of museums in Eastern Croatia, the number of other cultural institutions of the region was investigated. It has been established that there are nine theatres in Eastern Croatia. Most of them are in the Osijek-Baranja County, namely four. In Vinkovci, in the Vukovar-Srijem County there are two, two as well in Brod-Posavina County (Slavonski Brod), and one in Požega and Virovitica in Virovitica-Posavina County, respectively.²⁰⁰ Of all

¹⁹⁷ <http://www.ace.hu/ceicom/hungary/vlmp.html> (accessed: 17 April 2014)

¹⁹⁸ <http://muzejirade.com/muzeji/> (accessed 17 April 2014)

¹⁹⁹ <http://www.icombih.org/> (accessed 17 April 2014)

²⁰⁰ <http://www.min-kulture.hr/kazalistapopis.aspx> (accessed 19 April 2014)

the cultural institutions, archives are the fewest. They exist in Osijek, Vukovar, Požega and Virovitica.²⁰¹ Libraries are the most numerous institutions, but most of them are to be found in primary and secondary schools. Considering that their activity does not exceed the boundaries of schools, and that they are mostly related to education, they were not included in this research, but rather the specialized libraries like the public libraries and those tied to certain institutions are taken into consideration. It has been established that there are twenty three such libraries in Osijek-Baranja County, fifteen in the Vukovar-Srijem County, seven in the Brod-Posavina County, and five in the Požega-Slavonija and Virovitica County, respectively.²⁰²

Table 3 Number of museums, theatres, archives and libraries in Osijek-baranja county, Vukovar-Srijem county, Brod-Posavina County, Požega-Slavonia County and Virovitica-Podravina county

	<i>OBC</i>	<i>VSC</i>	<i>BPC</i>	<i>PSC</i>	<i>VPC</i>
<i>Museums</i>	18	9	7	4	4
<i>Theaters</i>	4	2	2	1	1
<i>Archives</i>	1	1	1	0	1
<i>Libraries</i>	23	15	7	5	5

Sources: www.ministarstvokulture.hr; www.mdc.hr, www.lib.irb.hr

The results show that Eastern Europe possesses enough of institutional potentials and that they ought to be used to get funding from the Funds Europe. However, the main lack that is pointed out is the mentioned deficit of qualified experts who could make, write and implement the project proposals; something all the related institutions should work on in the future. A list of forty three project partners who got funding during the Programme Culture 2007-2013 contribute to that. 3,780.084,04 kuna has been approved for the partners in the Republic of Croatia. Among the users of the approved funding culture associations dominate, while other institutions are less covered. Only two museums, namely the Ethnography Museum of Zagreb and the Museum of Contemporary arts have managed to get funding. The approved sum for those museums is 260.624,00 kuna, which makes 0.7% of the total approved funding for the projects in Croatia. None of the cultural institutions from Eastern Europe has participated in the application for the funding by the Culture Programme 2007-2013.²⁰³

The accession into the European Union offers a great opportunity to Croatia. The cultural institutions will not only be able to embark on a collaboration with all the European Union institutions in the following period, but also via the new culture programme initiated by the European Commission named „Creative Europe Programme 2014-2020“. From the arguments explained earlier in the text, it is clear that there is potential in the neighbouring countries of Eastern Croatia, but the aforementioned cooperation effects in the region and the real contribution to the economic development based on the established partnership have to be taken into consideration.

²⁰¹ <http://www.min-kulture.hr/default.aspx?id=207> (accessed 19. April 2014)

²⁰² http://lib.irb.hr/web/hr/knjiznice/itemlist/category/34-knjiznice_u_hrvatskoj.html (accessed 19 April 2014)

²⁰³ <http://www.min-kulture.hr/userdocsimages/Odobreni%20programi%20u%202013.%20godini/Sufinanciranje%20po%20Pravilnik%202007.%20-%202013.%2018.10.2013..pdf> (accessed 20 April 2014)

4. Creative Europe Programme 2014 – 2020

In 2014 the European Commission started a new cultural programme, Creative Europe 2014 – 2020. It is designed for cultural projects and one of the most important goals is establishing cross-border collaboration and the cooperation of cultural institutions across Europe. The proposed budget in the period from 2014 to 2020 is 1.46 billion Euro, which represents the world's biggest support for culture and creative industry. Numerous artists, cultural employees and institutions will be included in the programme. The European Commission estimates that during the period between 2014 and 2020 approximately 8000 cultural organizations, 300.000 artists, cultural employees and their products will receive cross-border cooperation support. The programme consists of two basic parts or subprogrammes, Culture and MEDIA. The "Culture subprogramme" is intended for cultural institutions and artists, while MEDIA is intended for the European film and audiovisual industry. The programme will also be dedicated to translating European literature with more than 4500 books and literary works. The goal is to help the distribution of more than 1000 European films and allow the field employees to improve and develop an international career. In addition, all small cultural operators will be given the possibility of financial guarantee with the total funding of 750 million Euro in the form of bank loans, which will make access to their project funding easier..²⁰⁴

Although the "Creative Europe Programme 2014-2020" is designed primarily for the EU member countries, other European countries will also be able to participate. However, it is important to keep in mind that only some biddings will be open for non-member countries, while in some areas they won't be able to apply for the programme's resources. This is especially important for the cultural institutions in Eastern Croatia, considering that the two regions with which eastern Croatia museums can cooperate are a part of non-member countries.

Table 4 Eligibility of organisations from non-EU countries

Country	Eligible to apply to Culture Sub-programme?	Eligible to apply to MEDIA Sub-programme?
Serbia	Yes	No
Bosnia and Herzegovina	Yes	Yes

Source: <http://ec.europa.eu/culture/creative-europe/documents/calls/eligible-countries.pdf> (accessed 20 April 2014)

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5. Conclusion

In order to fulfill their social role, cultural institutions in Eastern Croatia have a permanent need for financial resources. Most of the current resources for financing cultural activities come from public sources and, since they are becoming scarce due to the economic crises, it is necessary to find new possibilities for financing cultural needs. By entering the European Union, significant possibilities for acquiring EU funds resources are presented in Croatia for all social employees, including cultural institutions. Cultural institutions activities can overcome national borders and develop cooperation between related institutions in other countries and European funds resources can be of great help. Considering that one of the basic goals of the EU is overcoming national borders and establishing regional cooperation networks, cultural institutions in Eastern Croatia can have a significant role in that process. It

²⁰⁴ http://ec.europa.eu/culture/creative-europe/index_en.htm (accessed 20 April 2014)

is clear that an institutional network exists in Eastern Croatia as well as its neighbour regions. On the other hand, cooperation doesn't only benefit cultural institutions and audiences, but also directly benefits national economy. The development of cultural infrastructure and supply creates conditions for developing a region's tourist attractions and possibilities for further growth of cultural industry and employment. However, a significant problem lies in the fact that the Eastern Croatia cultural institutions either lack qualified experts, or have none who would be able to devise, write and carry out projects. That is why all the institutions in charge are to put in significant efforts for overcoming the current state so that the conditions for cultural institutions to use the possibilities of EU funds could be created as soon as possible. Eastern Croatia cultural institutions can become a bridge between their and the neighbours' regions and significantly improve their infrastructure and project activities through European resources. A stimulus for human potential development should also be the opening of the new EU programme "Creative Europe 2014-2020", which will provide the cultural institutions with 1.46 billion Euro.

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