



Balkan Investigative Reporting Network



swiss cultural programme  
in the western balkans



PORTAL  
ZA KULTURU  
JUGOISTOČNE EVROPE



## **Balkan Initiative for Cultural Cooperation, Exchange and Development (BICCED)**

### **Regional Conference**

**“The BALKANS, MEDIA AND CULTURE - TIME FOR CHANGE”**  
**20<sup>th</sup> April 2010, Hotel Karpoš, Skopje**

The regional conference “**The Balkans, Media and Culture - Time for Change**” will be held on **April 20, 2010** in hotel Karpoš in Skopje, as part of the three-year project “**Balkan Initiative for Cultural Cooperation, Exchange and Development**” - BICCED, which will be implemented by the Balkan Investigative Regional Reporting Network with its partners, funded by the Swiss Cultural Programme in the Western Balkans (SCP).

The conference will be the opening event for the BICCED project, which aims to build a network of journalists and cultural organisations from the region, to focus on common cultural policy issues with the aim of reaching both the wider public and policy makers, and to contribute to the change and development of cultural policies both locally and regionally.

The conference will help in the preparation of an editorial strategy and the establishment of links between cultural organisations, experts and journalists from across the region, and several participants will be invited to form an advisory board, whose role will be to provide input into editorial strategy at annual meetings over the project's three-year life cycle.

Among the participants of the conference will be the representatives of the Ministry of Culture of Macedonia, Swiss Embassy/Swiss Cooperation Office in Skopje and Swiss Cultural Programme in the Western Balkans, as well as approximately 20 representatives of cultural institutions/organisations from the region, and ten journalists selected for the first year of the project implementation.

The first part of the conference ( **Regional Cultural Policy – Exploring the Challenges**), which will be open to media, will give a general overview of cultural policies in the region and the main problems facing cultural organisations. The second part of the conference will be closed to public and will consist of two moderated brainstorming sessions ( **What to report on** and **Networking strategy - using formal and informal communication tools to influence policy makers and opinion formers across the region** ).

Speakers at the conference include Professor **Primo Shllaku** (Observatory of Culture, Tirana), **Nihad Kreševljaković** (Festival MESS, Sarajevo), **Vesa Sahatciu** (Art critic, Pristina), **Zlatko Teodosievski** (Nova linija/Compendium, Skopje) and **Hristina Mikić** (Lecturer at the University of Art in Belgrade and the Higher School for Business Studies Novi Sad/Compendium, Novi Sad).

Among the participants of the conference are **Piro Misha** (Institute of Dialogue & Communication, Tirana), **Mladen Bundalo** (artist, Tac.ka, Prijedor), **Veton Nurkollari** (Dokufest, Prizren), **Vala Osmani** (Stacion - Center for Contemporary Art Prishtina), **Darka Radosavljević-Vasiljević** (Remont, Belgrade), **Silvia Dražić** (Art Clinic/Initiative Za kulturne politike, Novi Sad), **Robert Alagjovovski** (cultural operator, journalist and art critic, Skopje), **Biljana Tanurovska-Kjulavkovski** (Lokomotiva, Skopje), as well as representatives of several other cultural institutions and organizations from Skopje.

Guests participants include **Dea Vidović** (Kulturpunkt, Zagreb), who will present Croatian experiences in networking in order to make changes in cultural policy, and **Veronika Ratzenböck** (Kulturdokumentation.internationales archiv für kulturanalysen, Wien) as observer.

All sessions will be moderated by **Gordana Igrić** (BIRN Regional Director), **Dušica L.I. Cook** (BIRN Project Manager) and **Vesna Milosavljević** (SEEcult.org Director), and be followed by questions from the floor and discussion. The working language of the conference is English.

The expected outcomes will be action points and recommendations for further development of the project.

## **Balkan Initiative for Cultural Cooperation, Exchange and Development (BICCED)**

Lead Organisation: Balkan Investigative Regional Reporting Network (BIRN), Sarajevo Bosnia and Herzegovina

Partner Organisations:

- SEEcult.org (Belgrade, Serbia)
  - Balkan Investigative Reporting Network Macedonia (Skopje, Macedonia)
  - Balkan Investigative Reporting Network Serbia (Belgrade, Serbia)
  - Balkan Investigative Reporting Network Kosovo (Prishtina, Kosovo)
- (As well as Albania as an additional country of implementation).

The project is funded by the Swiss Cultural Programme in the Western Balkans (SCP).

The BICCED project foresees the implementation of activities aimed at building a platform for development of culture-related cooperation in Albania, Bosnia and Herzegovina, Kosovo, Serbia, and Macedonia. The project and its activities will focus on common cultural policy issues which contribute to change and development both locally and regionally. Activities are grouped around participating journalists, media and culture organisations, as well as government representatives, and are implemented through research, training, publishing, public debates, capacity building, and the creation of annual award for a project that contributes to cultural cooperation in the region. Two events will be organised as an opening and closing event.

Ten journalists will be selected each year to participate in the project. They will receive training (both at an initial workshop and on-the-job) from BIRN's experienced editorial team and will participate in the production of articles on cultural policy, which will be published on a dedicated culture section of BIRN's [Balkan Insight](#) web site and distributed via a monthly newsletter. Editorial output will be also translated into all of the languages of the region and disseminated to the more than 90 media outlets across the Balkans that already re-publish BIRN output and all other interested media.

Through a constant supply of objective, balanced and accurate reporting on aspects of cultural policy and other related themes (human resources in culture, transfer of ownership, heritage, tourist potential of culture, etc.), the policymakers in-country and within institutions abroad will be in a better position to create policies that expedite the region's European-oriented transition. Cultural organisations and experts will have a chance to gain better insight into the state of cultural policies and practice in the region, as well as to exchange opinions, practices and experiences in the field of cultural policy.

# Balkan Initiative for Cultural Cooperation, Exchange and Development (BICCED)

## Regional Conference

'The Balkans, Media and Culture - Time for Change'  
Skopje, 20<sup>th</sup> April 2010  
Hotel Karpoš (Šekspirova b.b.)

### AGENDA

#### *Monday, 19<sup>th</sup> April*

- p.m. arrival of delegates, hotel check-in
  - welcome dinner
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#### *Tuesday, 20<sup>th</sup> April*

##### **MORNING SESSION**

10:00 **Coffee and registration**

10:30 **Official Welcome and Opening Address**

*Moderator: Dušica L.I. Cook, Project Manager*

**Speakers:**

- Gordana Igrić, Regional Director of BIRN Regional Network
- Vesna Milosavljević, Director of the SEEcult.org
- Ibrahim Mehmeti, Swiss Cooperation Office, Skopje
- Bertan Selim, Swiss Cultural Programme

11:00 **Regional Cultural Policy – Exploring the Challenges**

*Moderator: Gordana Igrić, BIRN Regional Director*

**Speakers:**

- Prof. Primo Shllaku, Observatory of Culture, Tirana
- Nihad Kreševljaković, MESS, Sarajevo
- Vesa Sahatciu, Art Critic, Pristina
- Zlatko Teodosievski, Nova Linija / Compendium, Skopje
- Hristina Mikić, University of Art in Belgrade / Compendium, Belgrade

Followed by questions from the floor and discussion (20 mins.)

12:15 **Comfort break and coffee.**

12:30 **Possible Solutions / Best Practices**

**Speaker:**

Dea Vidović, Kulturpunkt, Zagreb

Followed by questions from the floor and discussion (10 mins.)

13:00 Lunch at the venue

#### **AFTERNOON SESSION**

*Workshops - the sessions are designed to encourage debate on the role of the media in the cultural arena, to explore new approaches to cultural policies at government and organisational level and to produce action points and recommendations for further development as part of the project and for presentation to key opinion formers.*

15:00 **Part I: What to report on – joint session of cultural activists and journalists**  
*Moderator: Dušica L.I. Cook, Project Manager*

Work in 'break-out' groups

Followed by discussion and recommendations (40 mins.)

16:00 **Comfort break and coffee**

16:15 **Part II: Network strategy – using formal and informal communication tools to influence policy makers and opinion formers across the region**  
*Moderator: Vesna Milosavljević, SEEcult.org Director*

Work in 'break-out' groups

Followed by discussion and recommendations (40 mins.)

17:15 **Closing remarks**  
*Speaker: Gordana Igrić, BIRN Regional Director*

19:00 **Dinner**  
(optional departures)

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#### ***Wednesday, 21<sup>st</sup> April***

- check out and departure of participants

*Transport and accommodation will be provided by the organisers.*

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