

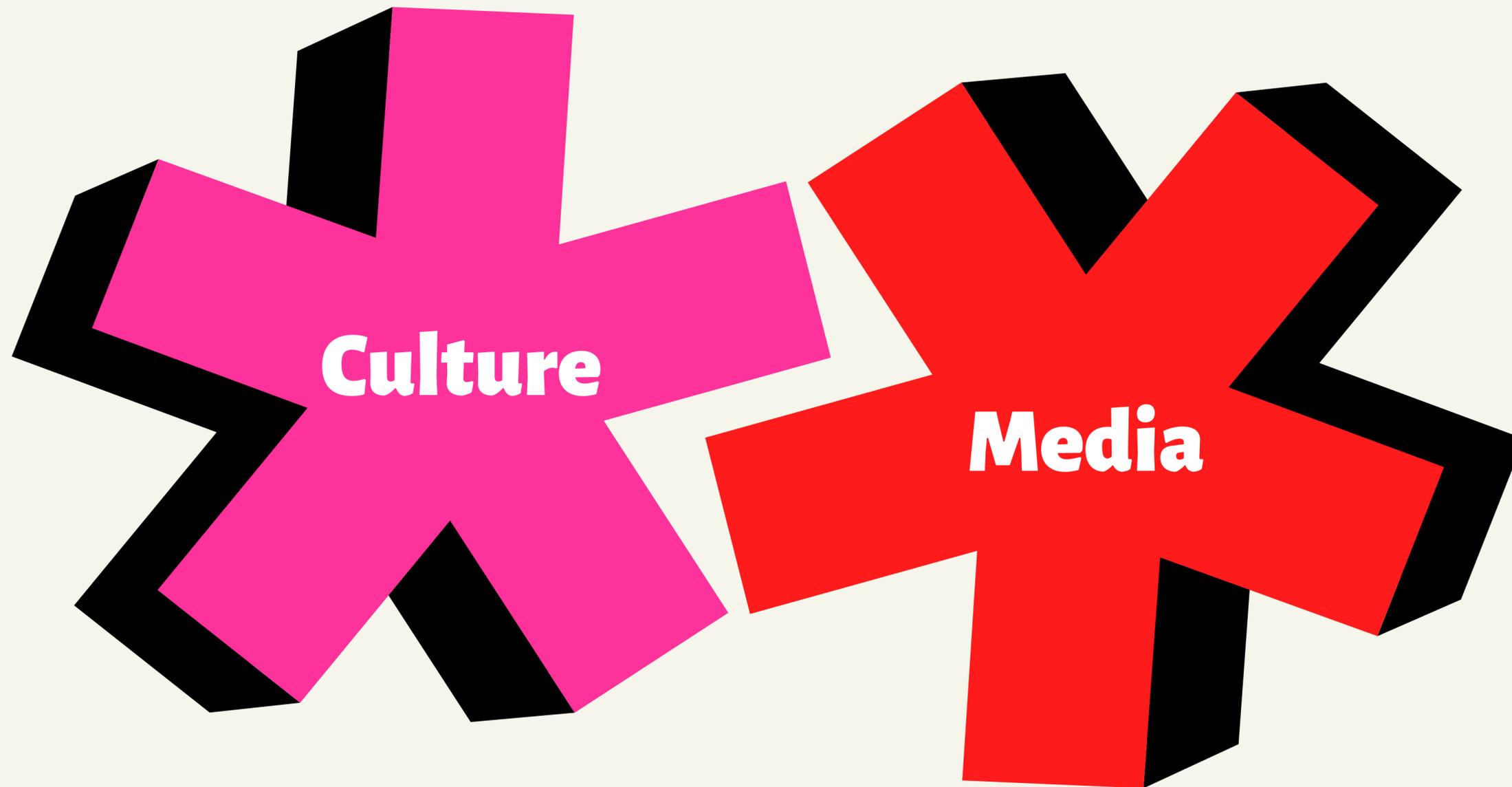


Ministry  
of Culture  
and Media

culture  
**everywhere**  
& culture for  
everyone >>



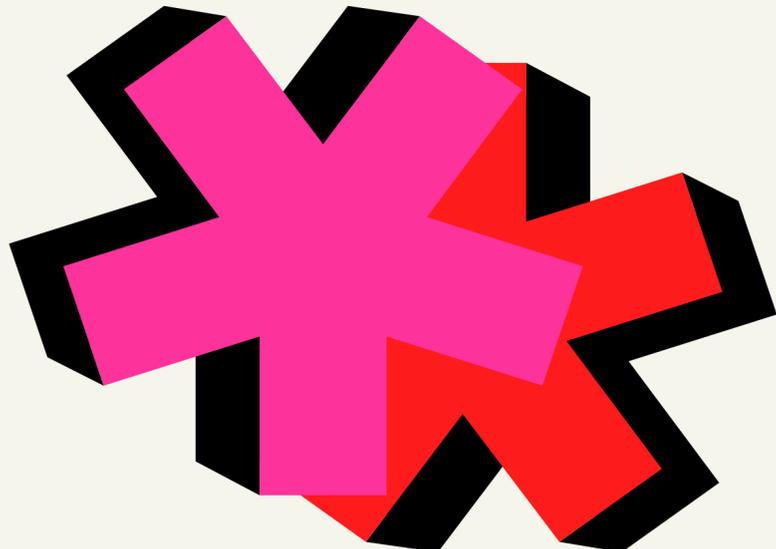
**365**  
**days**  
Ministry of  
**Culture & Media**





**Responsible policy - *making process***

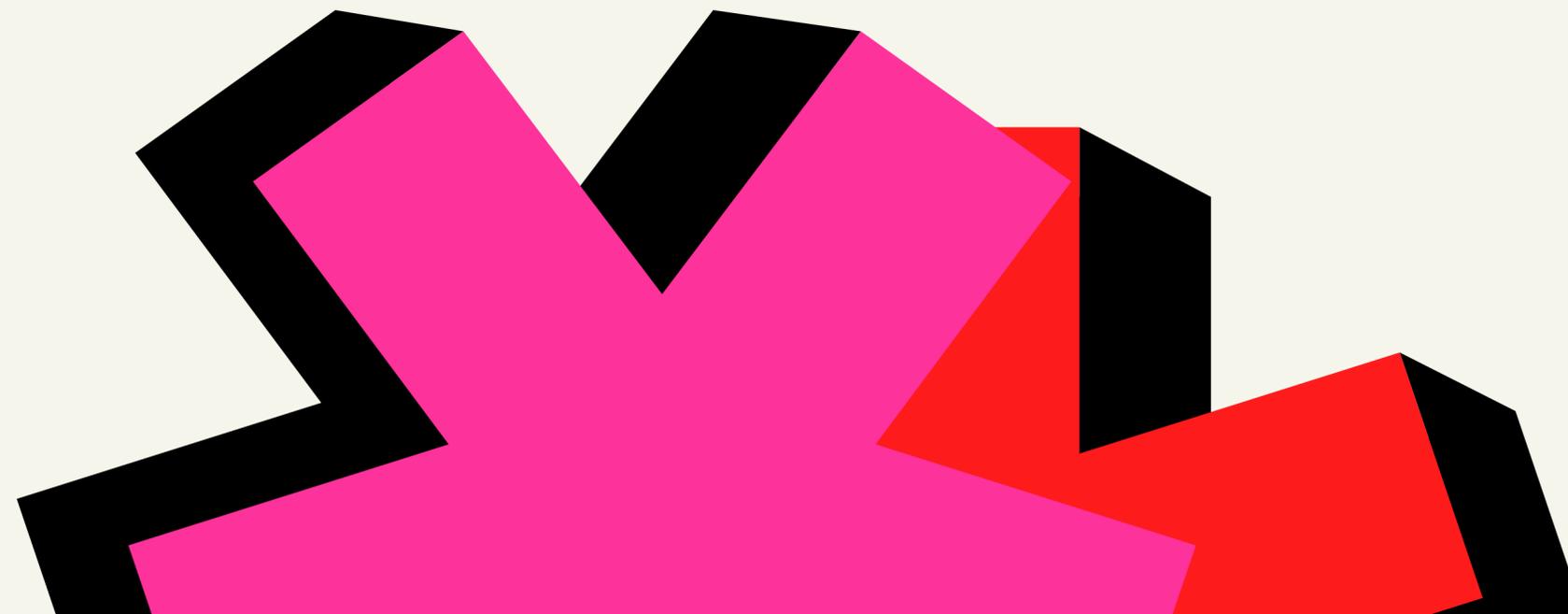
**Providing sustainability to the  
processes that have already started**



**\* Culture everywhere &  
Culture for everyone**

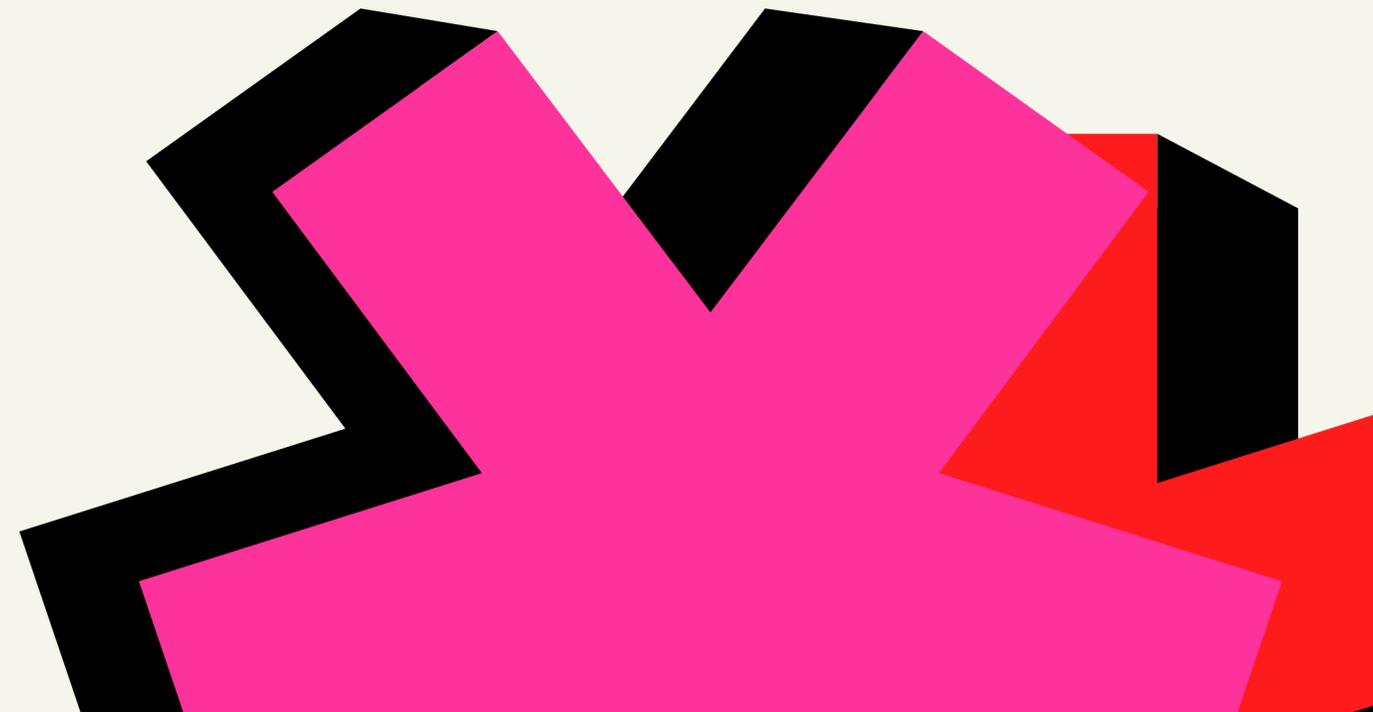
**\* Free media, safe journalists**

***Where have we started from?***



**Reorganization of the Ministry of Education, Science, Culture and  
Sports and the Ministry of Public Administration,  
Digital Society and Media**

***What have we found?***

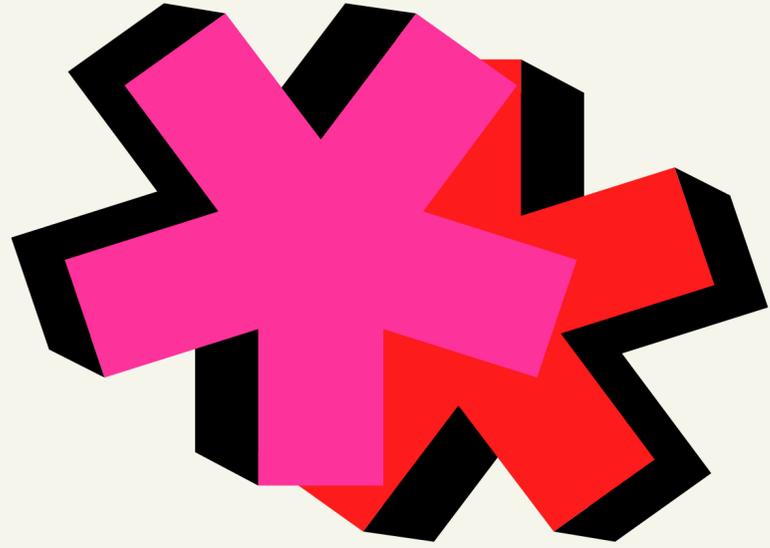


**Cultural sector without principal strategic document -  
National programme for the Development of Culture**

**Lack of strategic and reforming initiatives in the field of culture**

**Unequal investments by regions**

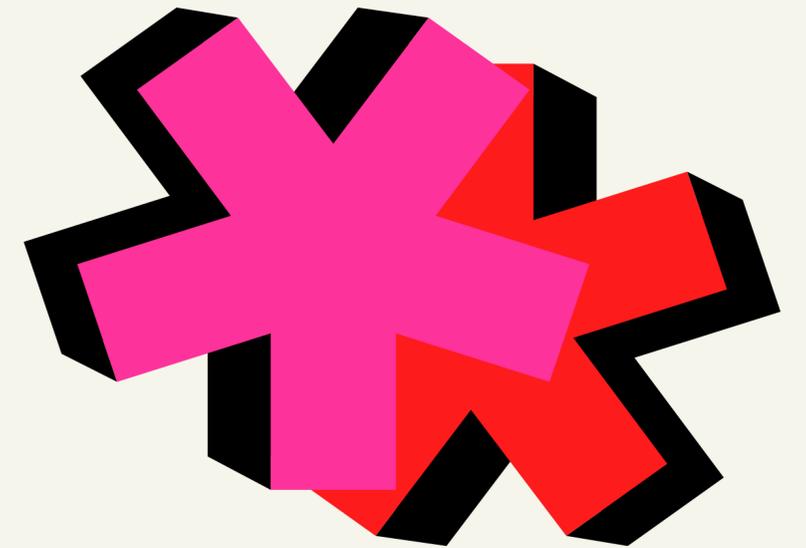
**Lack of information, research and indicators for programming  
of cultural development**



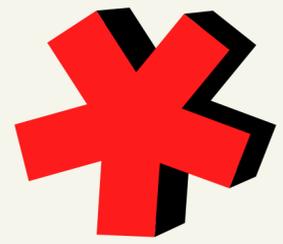
**“ The Ministry of Culture and Media will foster both congruous implementation and changes of some segments of the legislative framework that stipulates the field of media in order to create quality basis for the development of that sector, and with proactive solutions and strategic approach, we will continuously work on stronger development of culture in our country. “**



***What have we done?***



**The level of country's development is being measured in accordance with the *level of the investments in culture.***



# Budget

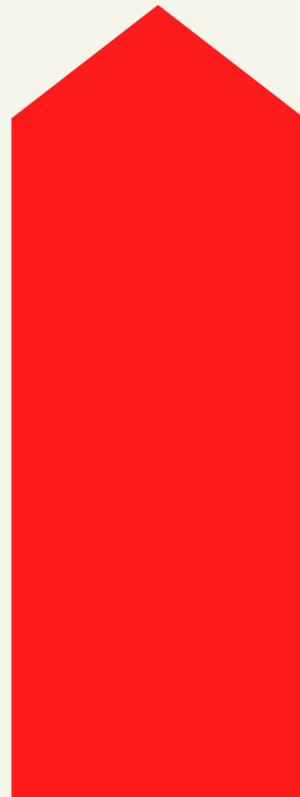
*More funds  
for culture  
and media*

**culture**

\* 2022  
\* 2023



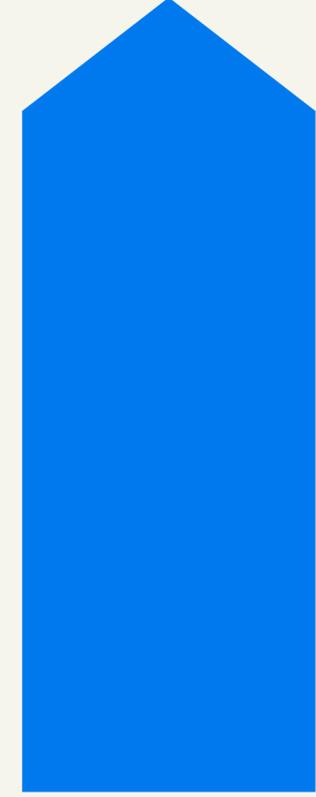
2,663,216.62 €



3,421,074.25 €



1,261,303.71 €



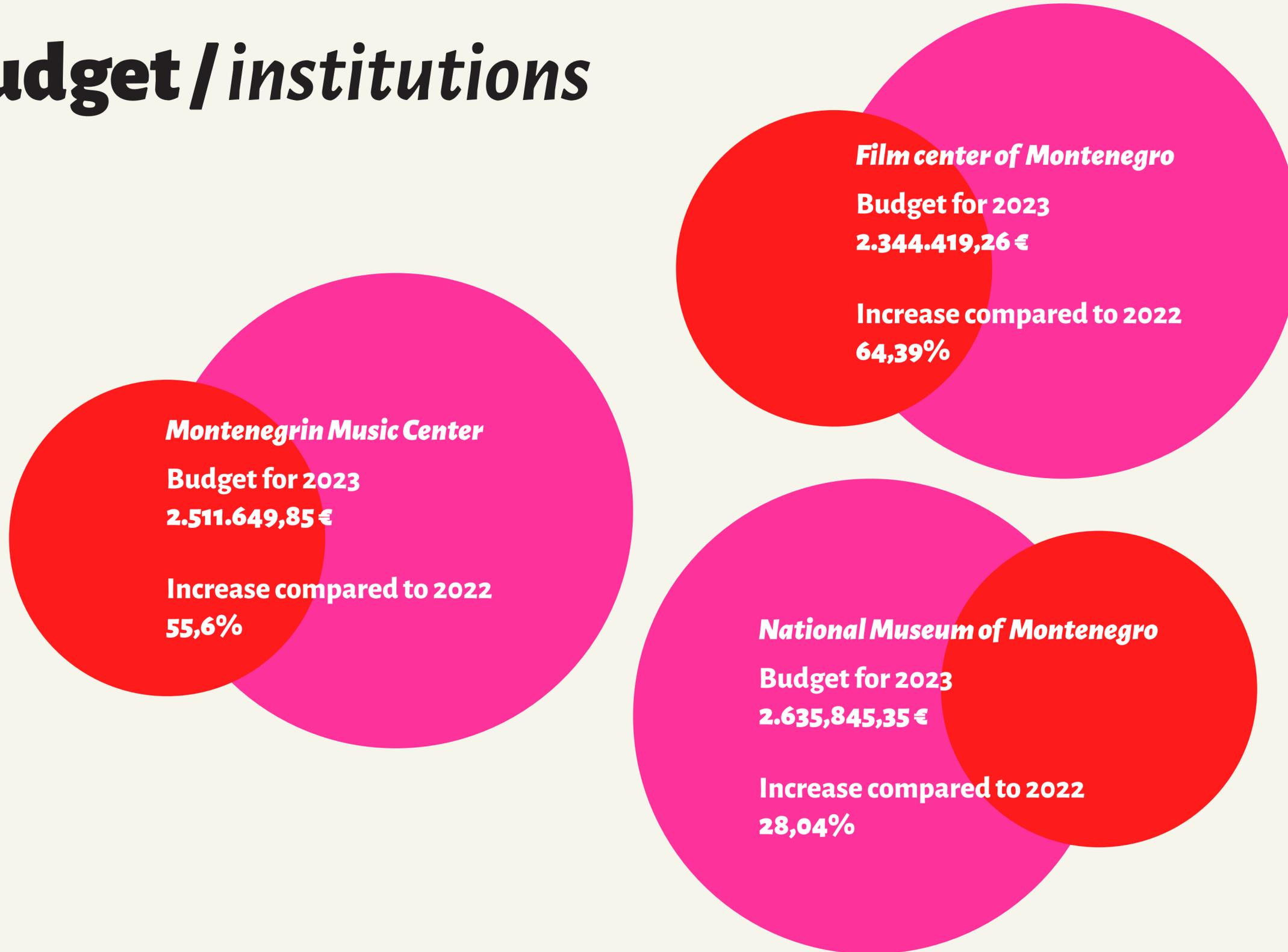
1,692,411.48 €

**media**

\* 2022  
\* 2023



# Budget / institutions





# **Budget / Collective bargaining agreement for the field of culture**



**Increase of personal incomes for the employees of cultural institutions, in average for 25%**



# National Programme for the Development of Culture



**365**  
days  
Ministry of  
Culture & Media

**40 public institutions**

**71 associations**

**more than 100 participants in focus groups**

**23 organizations**

**27 members of the Working group**

**25 municipalities**

**25 comments**

**807 surveys**

# Strategic goals:

-  **Establishing professional, effective, connected and stable public sector in the field of culture**
-  **Fostering non-institutional cultural sector, inter-sectorial, international cooperation and audience development**



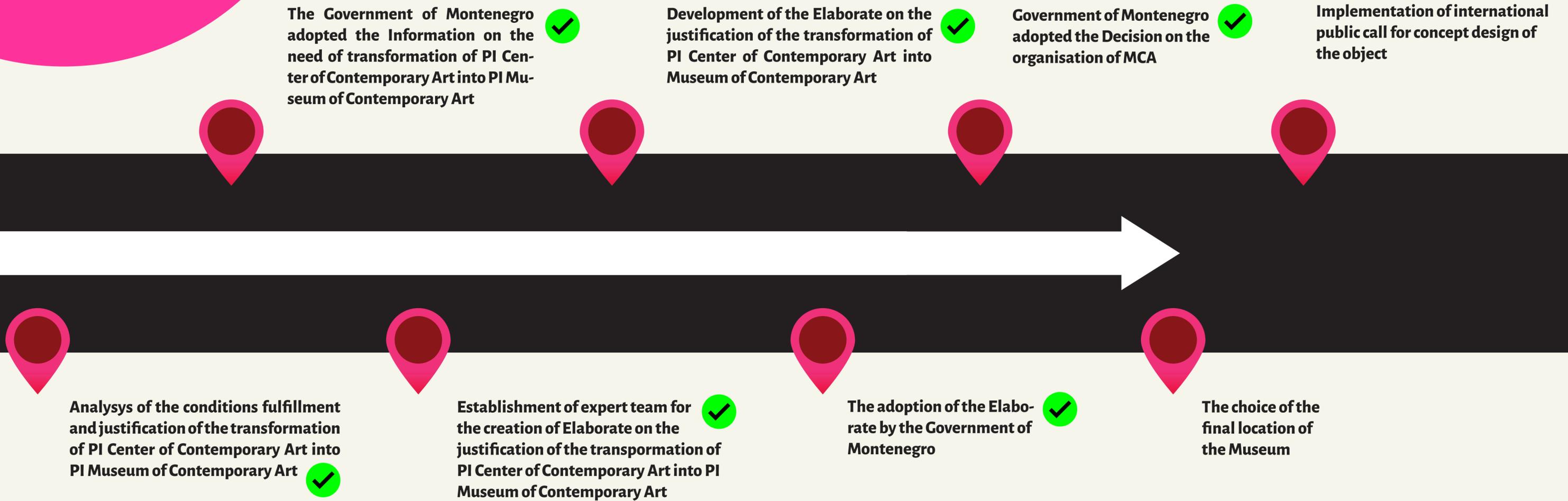
# Development of cultural needs and habits *of the citizens of Montenegro*



# Museum of Contemporary Art of Montenegro

road map

**where are we now?**



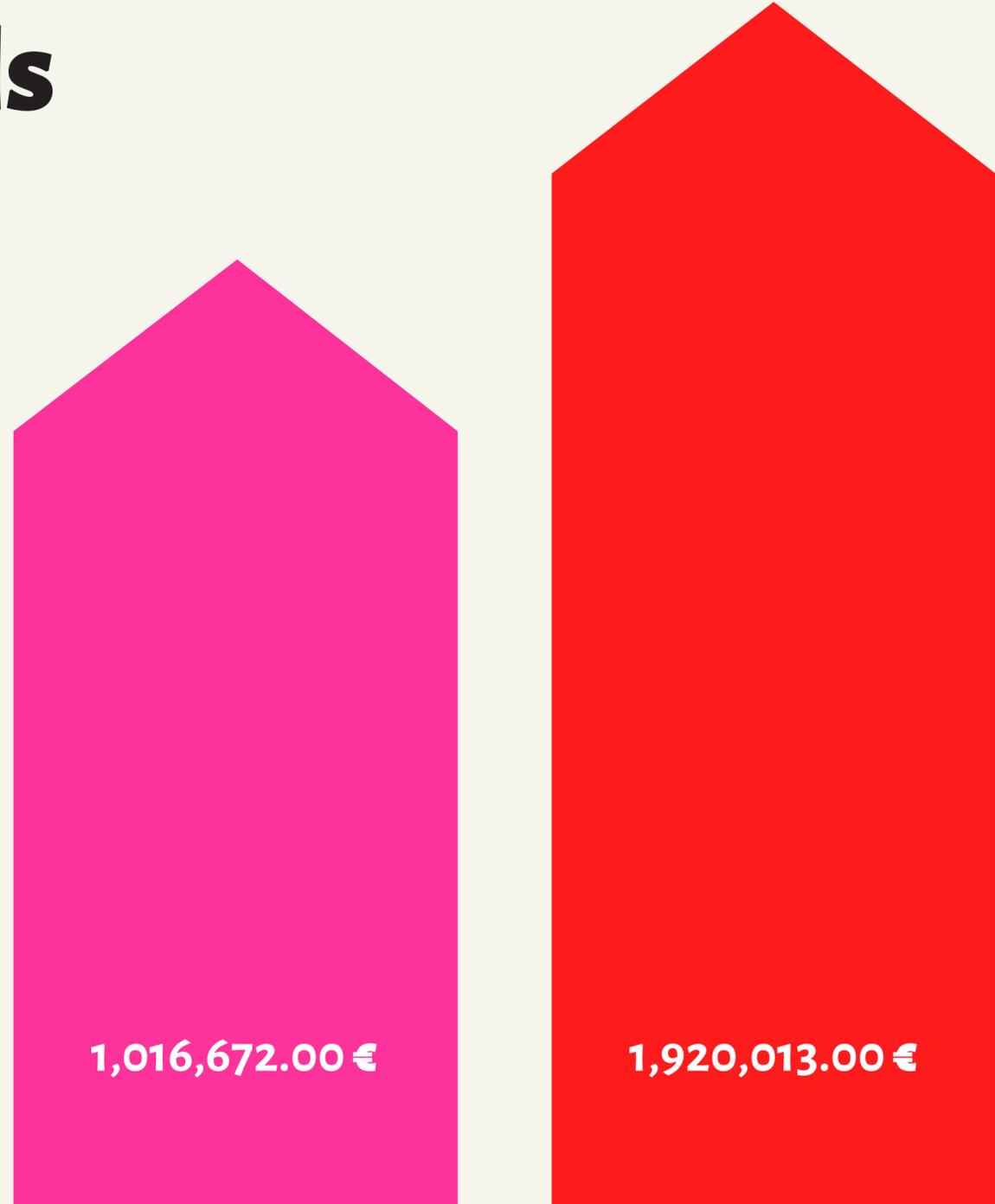


# Public Calls

**Cultural and Artistic Creativity:**  
613,905.00 €

**Programme of the Protection  
and Preservation of  
Cultural Properties:**  
230,400.00 €

**Creative Industries:**  
172,367.00 €



**2022**

**2023**

**↗ 81%**

**Cultural and Artistic Creativity:**  
925,613.00 €

**Programme of the Protection  
and Preservation of  
Cultural Properties:**  
694,400.00 €

**Creative Industries:**  
200,000.00 €

**Development of culture for  
children and youth:**  
100,000.00 €

# Cultural Diplomacy



Oana Cristina Popa with Minister Vlaović



Judy Rising Reinke with Minister Vlaović



Caren Maddocks with Minister Vlaović



Peter Felten with Minister Vlaović



Daniela Gašparikova with Minister Vlaović



Minister Vlaović with Peter Lundberg



Gregor Presker with Minister Vlaović



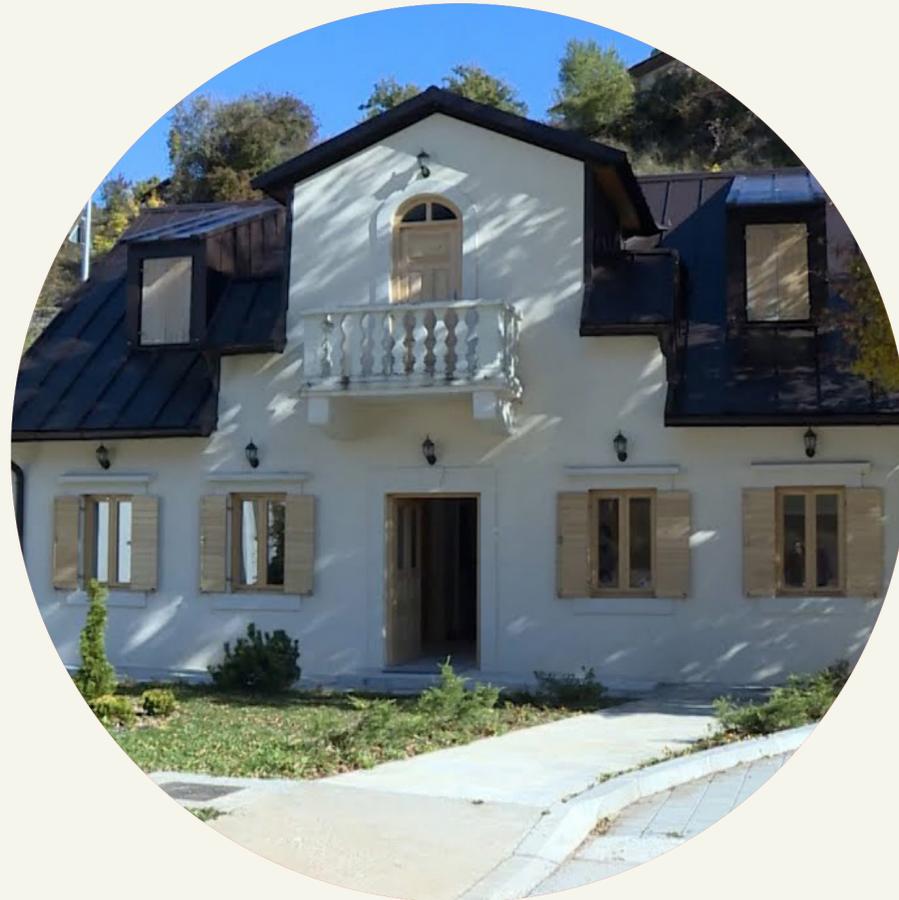
Minister Vlaović with representatives Made in Montenegro NY JAZZ Festival



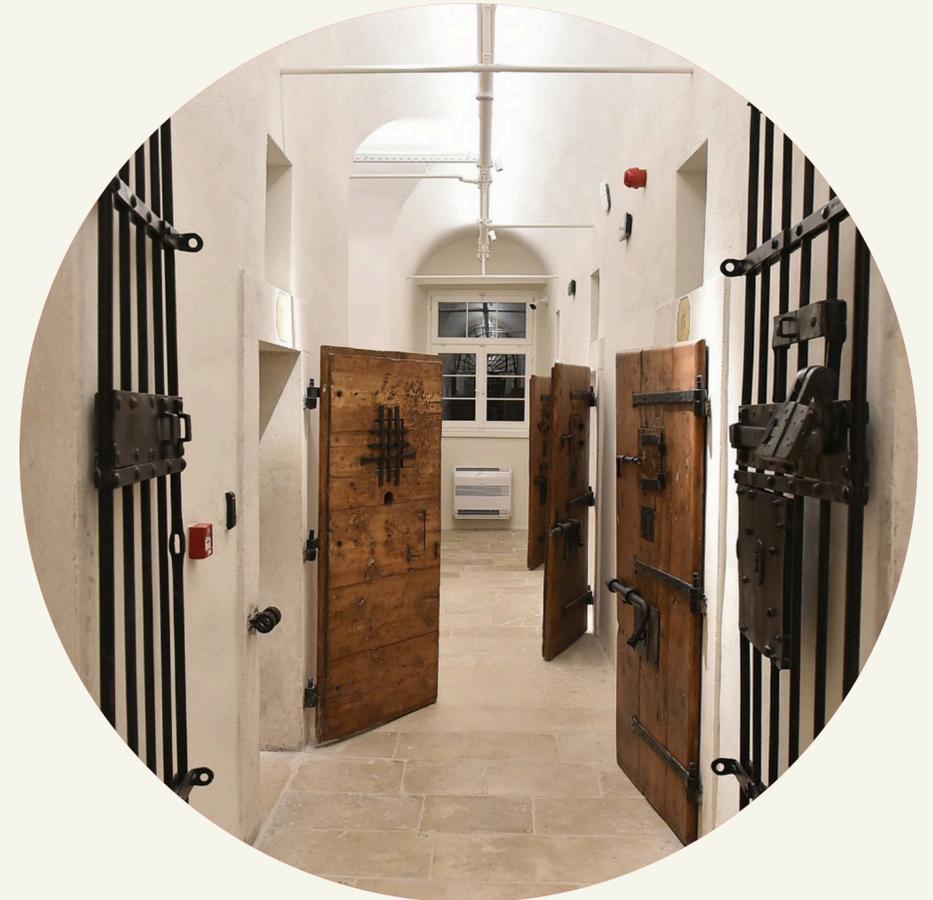
# International cooperation / *creative hubs*



Creative hub in Starom Baru



Kuća Borislava Pekić in Šavniku



Creative hub u Kotoru



Pope Francis with Minister Vlaović

Minister Vlaović with Elva Margariti



Minister Vlaović on Živa Award ceremony

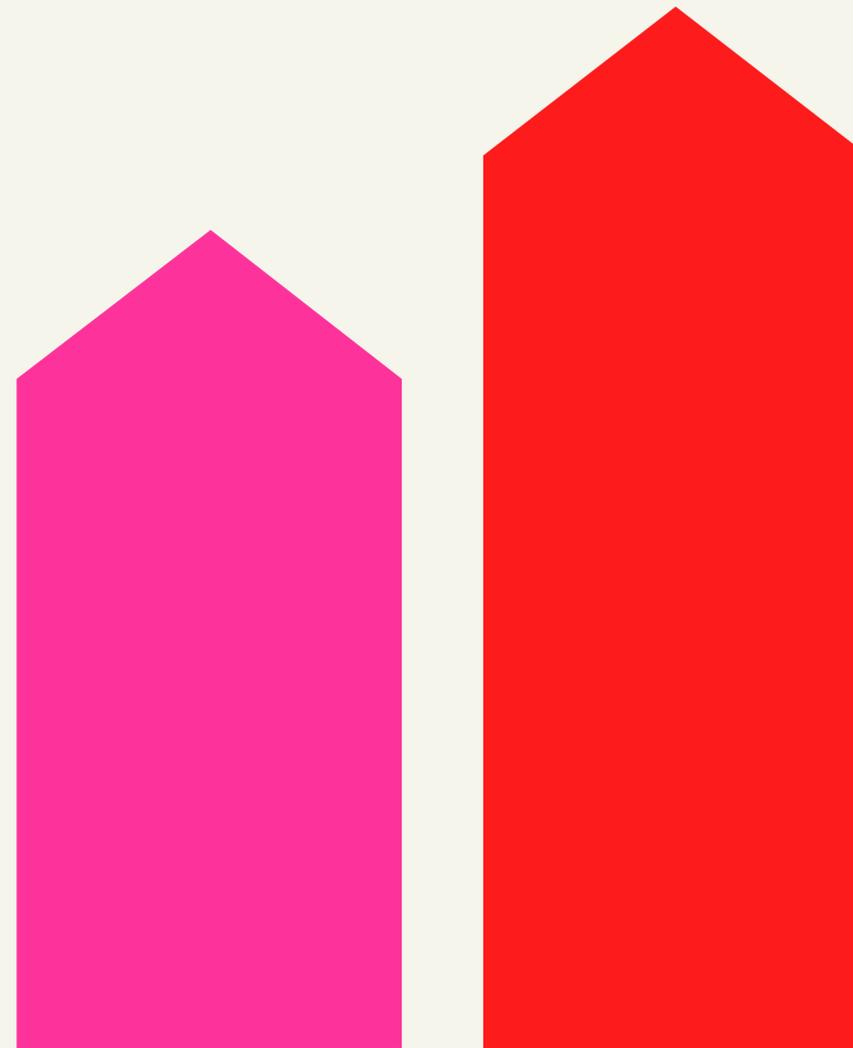
Bisera Kostadinovska Stojčevska with Minister Vlaović





# **Media / Support for the development of media pluralism**

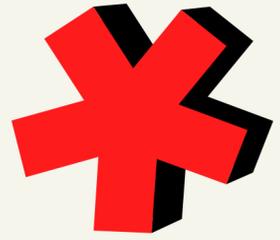
**Funds in accordance  
with public call:  
947,695.32 €**



**2022**

**2023**

**Planned budget for  
the implementation  
of public call:  
1,257,277.32 €**



# **Media / *Legislative framework***

- **Media Strategy of Montenegro 2023-2027 with Action plan for 2023-2024**
- **Drafts of three media laws:**
  - Law on Media
  - Law on Public Broadcaster of Montenegro
  - Law on Audio - Visual Media Services

**Action plan for the implementation of Media Strategy stipulates 105 measures, amongst other:**

- \* Forming of special teams in police and prosecutor departments that will investigate cases of attacks on journalists**
- \* Establishment of the Network against hate speech, online disturbing and disinformation**
- \* Establishment of National Council for media literacy**
- \* Compulsory elective course of media literacy in elementary and secondary schools**

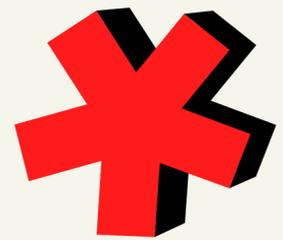
## **Novelties in draft Law on Media, Law on Public Broadcaster of Montenegro and Law on Audio-Visual Media Services:**

- \* Public sector cannot be advertised in media that are not registered**
- \* Fund for media pluralism increased from 0.09% to 0.20% of current budget**
- \* Media that are part of the official records and in the mechanism of self-regulation can be beneficiaries of the Fund**
- \* Improved criteria for the selection of members of the Council of RTCG, AEM and local public services**



# **Media / Media Strategy and laws**





# Media / Media Strategy and laws





# Cetinje Biennale





# European Capital of Culture

## *Budva Boka*



***What do we aim for?***



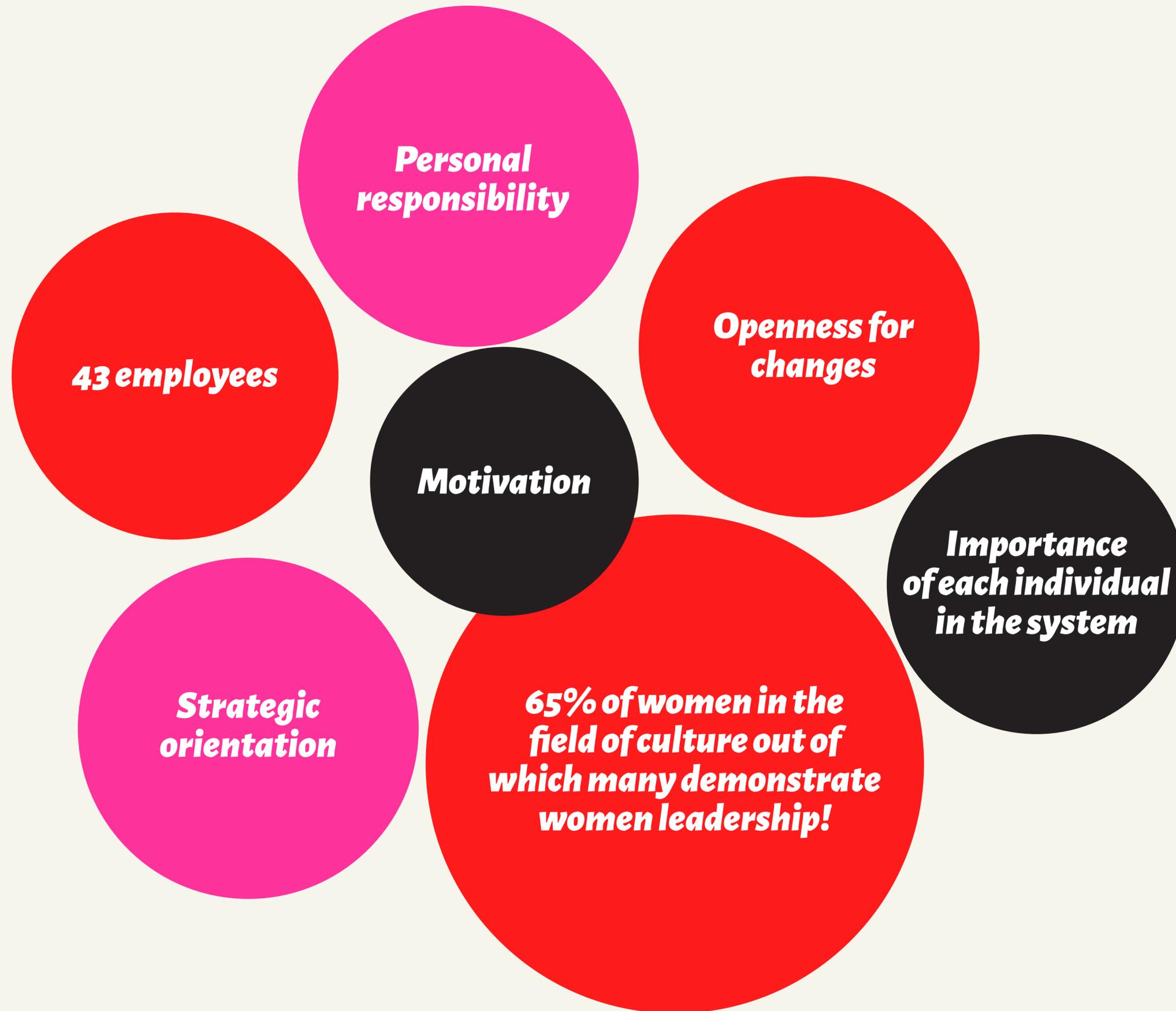
# **culture everywhere & culture for everyone >>**

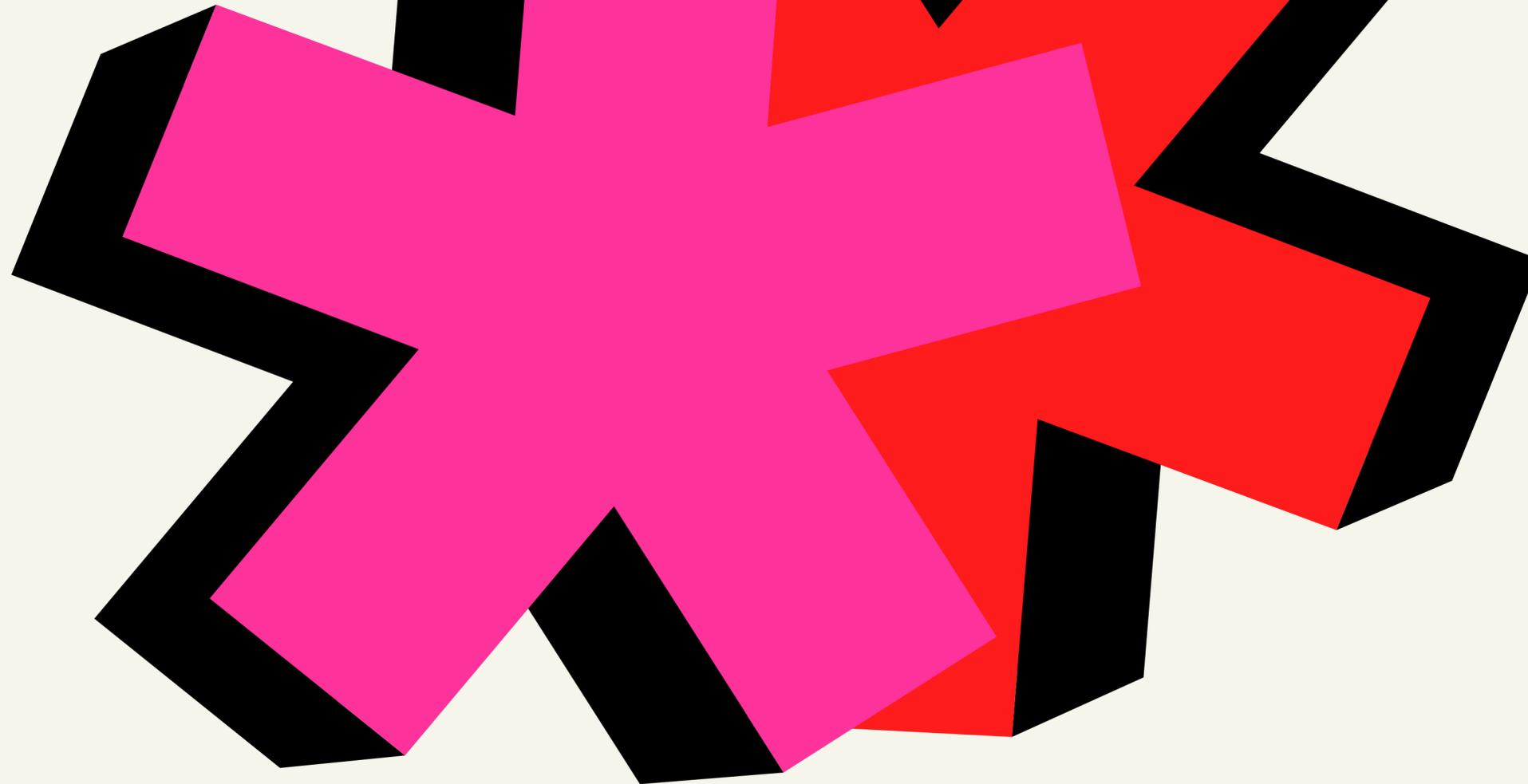
- **Culture of responsibility**
- **Culture of new values**
- **Culture of strenghtening and engagement**
- **Culture of solidarity, inclusiveness and tolerance**
- **Culture of dialogue**
- **Free and responsible media**
- **Protected journalists**

***Team of the Ministry of Culture and Media***

**What are we proud on?**







**Thank you for your attention!**



**365  
days**  
Ministry of  
Culture & Media

culture  
**everywhere**  
& culture for  
everyone >>