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**ADDENDUM**

**to the ANALYTICAL BASE-LINE REPORT ON THE CULTURE SECTOR  
AND CULTURAL POLICY  
OF THE REPUBLIC OF MOLDOVA**

**Studies and Diagnostics on Cultural Policies  
of the Eastern Partnership Countries**

The document is prepared by the Regional Monitoring and Capacity Building Unit of the Eastern Partnership Culture Programme

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## **PREFACE**

This document complements the Analytical Base-line Report on the Culture Sector and Cultural Policy of the Republic of Moldova prepared by the Regional Monitoring and Capacity Building Unit of the Eastern Partnership Culture Programme (RMCBU) in August 2012 and revised in January 2013. The report was published at the Programme's web-site (<http://www.euroeastculture.eu/en/database-of-materials/view-moldova-analytical-base-line-report-on-the-culture-sector-and-cultural-policy.html>).

The Addendum reflects the major changes that occurred in the country's cultural policy context since 2012. The content of this document is the sole responsibility of the RMCBU and reflects the opinion of contributing experts. It can in no way be taken to reflect the views of the European Commission. The document was prepared by Mr. Sergiu Musteata, RMCBU Expert with contributions by Mr. Luciano Gloor, RMCBU Team Leader and Ms. Tetiana Biletska, RMCBU Capacity Building Expert.

In 2013 the RMCBU published the Regional Research Report on Cultural Policies and Trends of the Eastern Partnership Countries and six Analytical Base-line Reports on the Culture Sector and Cultural Policy of the EaP countries. The reports were intended for a broad range of audiences that includes all culture stakeholders in the countries of the Eastern Partnership and the European Union. The documents summarised results of the *Studies and Diagnostics on Cultural Policies of the Eastern Partnership Countries* carried out by the RMCBU from October 2011 to March 2012 in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. The studies were focused on the national cultural policies of these countries and practically orientated to provide strategic guidance to the entire Eastern Partnership Culture Programme and to all activities of the RMCBU Project. A tailor-made system to analyse the current situation in the culture sector of the EaP countries was elaborated by the RMCBU. It was primarily based on conceptual comparative analysis of the countries' specific policies with applicable international standards exercised by the RMCBU in cooperation with six local experts and guided by an international expert. Preparation, publication and further promotion of the reports stimulated comments and contributions from the Programme's stakeholders and other interested parties, leading to debate on cultural policy matters for the EaP countries and beyond. No doubt, in the course of implementation of the Programme, the dialogue on cultural policy matters contributed to promoting better integration of culture into national, regional and local development policies of the Eastern Partnership countries.

## **INTRODUCTION**

Within 2012-2014 the Republic of Moldova underwent many political and economic steps, which have a direct impact on the sector of culture. Parliament and Government adopted a number of laws and made some decisions that improve the national framework of cultural policies.

## **LEGISLATION AND POLICIES RELATED TO CULTURE**

### **Strategy for Development of Culture 'Culture 2020'**

In the course of 2013 the *Strategy for Development of Culture 'Culture 2020' (the strategy/'Culture 2020')*, the main document of Moldovan cultural policy, has been finalised. The government of Moldova through its decision Num. 271 has adopted the strategy on 09 April 2014<sup>1</sup>.

'Culture 2020' establishes 4 priorities for the development of culture:

- Creating a favourable climate for artists and specialists of the cultural sector;
- Decentralising the cultural sector and reducing the cost for funding by increased performance based competition of cultural institutions;
- Building and developing a business climate in the cultural sector;
- Safeguarding and developing national cultural heritage in its diversity.

In April 2013, on the occasion of the first Cultural Policy Exchange Workshop of the EaP Culture Programme that took place in Chisinau, Moldova, the process and the result of over 7 years of national cultural strategy elaboration has been presented to cultural professionals from all six EaP countries. The elaboration process had involved authorities, cultural practitioners and the independent experts' community<sup>2</sup>.

In the implementation process of the strategy, in 2014 some important laws and regulations have been elaborated and the creation of some key institutions has been initiated in order to achieve the main objectives that the policy document outlines: facilitating the development of the cultural sector and safeguarding the cultural heritage according to European and international documents.

The main activities in line with the Action Plan for the Implementation of the *Strategy for Development of Culture 'Culture 2020'*, in course of implementation within 2014 have been:

- For reforming the management of public cultural institutions, normative documents and regulations have been elaborated that shall install a management system based on performance. The documents are in the process of public consultations for revision before adoption.
- The creation of the Centre for Research and Continuous Formation in the Cultural Sector has been prepared, for which the regulation document is about to be approved by the Government. The mission of the Centre will be to form, stimulate and develop the capacities of specialists and professionals of the culture sector, with the aim to improve their activities and to connect them to the actual labour market. In order to improve self-sustainability and generate income the Centre will offer research services.
- The independent sector has been significantly strengthened by the increase of the funds for the annual grant contest and by promoting the principle of building self-responsible association, which is mirrored by the increased number of NGO's that participated in grant contests and also that benefited from grants compared to the previous years 2012-2013.
- Contributing to the consolidation of the private cultural sector and fostering the development of creative industries as a factor of economical growth, the draft of the public policy 'Growing the Economic Capacity of the Cultural Sector' has been elaborated in 2014 and proposed for public discussions<sup>3</sup>.

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<sup>1</sup> <http://lex.justice.md/viewdoc.php?action=view&view=doc&id=352588&lang=2>

<sup>2</sup> Please, see <http://www.euroeastculture.eu/en/cpew-2013-workshop-no-1.html> for details.

<sup>3</sup> <http://particip.gov.md/proiectview.php?l=ro&idd=1953>

- The Republic of Moldova is short before joining the Creative Europe Programme of the European Commission. The creation of the national Creative Europe Desk is in preparation.

### **Pre 'Culture 2020' Policies and Activities in Line with the Strategy**

Already before the adoption of the strategy, in 2012, the *Digitisation Programme of Culture* (the programme) has been approved, that consisted and consists of these main activities:

- Elaboration of normative acts (2012-2013);
- Elaboration of technical framework (2012-2015);
- Establishment of technological framework (2012-2015);
- Informational integration, providing electronic services (2013-2020).

The programme has the objective to create the infrastructure for a digital cultural information space that will allow for electronic access to cultural products<sup>4</sup>.

In addition, other public policy documents have been important for the development of Moldovan culture that were elaborated and approved by the Ministry of Culture prior to the adoption of 'Culture 2020' by the Government.

- In 2011, the Ministry elaborated a public policy '*Improvement of the Activity of Theatres and Concert Halls based on Performance*' that was approved on 6 April 2012 by the Inter-ministerial Committee for Strategic Planning. The main objective of this policy is to increase the efficiency of the management system of theatre institutions<sup>5</sup>.  
The policy '*Improvement and Modernisation of Museum Activities*' has been approved by the Assembly of the Collegium of the Ministry (Order Num. 251 of 08.11.2012). The policy aims again at improving the management and the professional capacities of the cultural heritage sector but also to broaden the access of the public to cultural goods<sup>6</sup>.

Since 2013, the *Programme on Decentralisation of the Cultural Sector* has been launched by the Ministry of Culture, already in the context of the implementation of 'Culture 2020' and in line with the provisions of the Law Num. 435 of 28.12.2006 on the Administrative Decentralisation. Its objectives are:

- Consolidating the strategic role of local public administrations in the diversity of cultural services for the population and building capacities and competences for each level. By the end of 2016 all public and administrative institutions from the cultural sector will have to function under decentralised regime.
- Introducing performance based management in cultural institutions. By the end of 2016 all institutions must have introduced a mechanism of quality assurance of management and cultural services and work with marketing plans.
- Creating a system of decentralised conservation and protection of cultural heritage. By the end of 2016, 20% of local cultural objects and sites shall be protected, restored and revitalised.

### **Cultural Heritage**

On 29 March 2012 the Parliament adopted the Law on the Protection of Intangible Cultural Heritage (ICH) of the Republic of Moldova and in 2013 the Ministry of Culture nominated the specialised institutions that would safeguard the intangible cultural heritage. By decision Num. 335 of 31.12.2013 the Ministry adopted the regulations for the implementation of this Law. The regulations rule the activity of the National ICH Commission, the methodology for completion of the ICH Inventory, the awarding of the Honorary Title 'Human Treasure', and so on. The regulation for the activities of the institution that will be responsible for implementing the policy at national level – the National Centre for Conservation and Promotion of the Intangible Cultural Heritage - is actually in the process of elaboration.

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<sup>4</sup> <http://lex.justice.md/viewdoc.php?action=view&view=doc&id=344020&lang=2>

<sup>5</sup> [http://www.mc.gov.md/sites/default/files/ppp\\_ministerul\\_culturii\\_final.pdf](http://www.mc.gov.md/sites/default/files/ppp_ministerul_culturii_final.pdf)

<sup>6</sup> <http://www.particip.gov.md/libview.php?l=ro&idc=498&id=748>

In the course of 2013, the National Inventory of Intangible Cultural Heritage of the Republic of Moldova Vol. A, has been published [in Romanian and in English language](#) both in print version as well as in electronic version on the web-site [www.patrimoniuiumaterial.md](http://www.patrimoniuiumaterial.md).

In this context the creation of the National Agency of Archaeology is to be mentioned, for which the Government adopted the decision Num. 230 of 12.04.2012. The Agency implements the legislation in force in the domain of protection and valorisation of archaeological heritage (law Num. 2018 of 17.09.2010). The Agency achieved significant results with respect to protection of archaeological heritage; among other it initiated the creation of the national register of archaeological heritage<sup>7</sup>.

Last but not least, in 2014 the Law on Graves and Commemorative War Monuments has been elaborated and the Law on Protection of Historic Monuments is in the process of approval.

### **Film and Audio-Visual Sector**

On 03 July 2014 the Government adopted the Law On Cinema. The objectives of the Law are to constitute and manage the necessary financial resources for producing, distributing and promoting Moldovan film and audio-visual works; assuring technical and financial support from the state budget; developing the film industry by forming specialists and by stimulating exchange of experience and cooperation at European and International levels. According to the provisions of the Law on Cinema, the National Centre of Cinema will be created, a public institution, subordinated to the Ministry of Culture that will implement the policy in domain<sup>8</sup>.

### **Provision and Dissemination of Information**

The subdivision for Communication of the Ministry of Culture launched a new web-site of the Ministry in December 2013 that makes all current legislation accessible and that is regularly updated with information on the activity of the ministry and its institutions. The web-page [www.mc.gov.md](http://www.mc.gov.md) of the Ministry contains banners that lead to legislation in force, link to cultural institutions subordinated to the Ministry and link to the web pages of national authorities such as the Presidency, the Government of the Republic of Moldova, the Parliament of the Republic of Moldova etc.; and [www.cariere.gov.md](http://www.cariere.gov.md), [www.particip.gov.md](http://www.particip.gov.md), [www.privesc.eu](http://www.privesc.eu).

In 2014 the information work of the Ministry has seen some progress through the creation of the Department of Communication and Information in the first quarter of the year and through the presentation of the *Strategy of Communication of the Ministry of Culture* for the period 2014-2015. With the new strategy the Ministry wants to raise awareness and inform the public on its own events, raise the level of information on cultural issues within civil society, raise the interest of a diverse public for the culture sector, promote cultural values and offer an example of transparency, tolerance, social cohesion, and promotion of European legislation on culture. The Ministry held consultations and meetings with representatives of the cultural sector and of mass-media, organised 10 press-conferences, promoted 200 cultural events organized by the Ministry and its subordinated institutions, and published more than 200 press releases.

The implementation of the *Strategy of Communication of the Ministry of Culture* led to a significant change of image of the institution, civil society starting to appreciate the transparency in decision making and the dissemination of information in due time. Also in a very short time the perception of culture and of the activity of the Ministry changed.

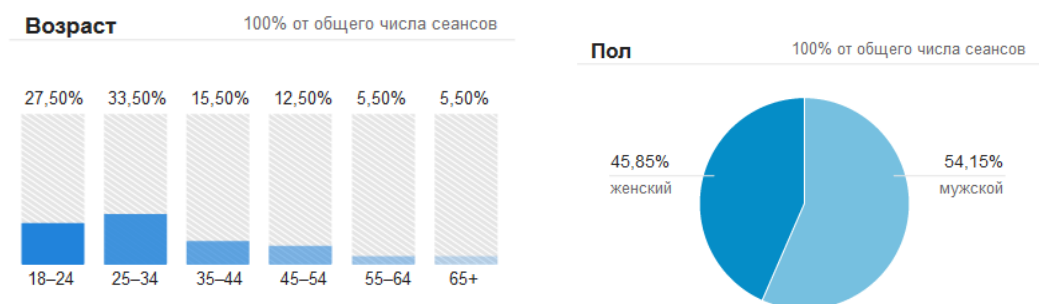
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<sup>7</sup> <http://lex.justice.md/viewdoc.php?action=view&view=doc&id=342932&lang=2>

<sup>8</sup> <http://lex.justice.md/viewdoc.php?action=view&view=doc&id=354075&lang=2>

All the information regarding the financial support by the Ministry and its annual cultural grant contest for NGO's can be found on the ministerial official web-site<sup>9</sup>. The budget of the Ministry is also published on its web-site; no information is available on actual spending.

One year after its launch, the website of the Ministry of Culture registered about 870'838 visits and 55'089 single visitors; the categories according to the ages and genders are as follows<sup>10</sup>:



### Participation and Access to Culture

More than 50 NOG0s are active in the cultural sector of the Republic of Moldova.

Below is an overview summary of visitors per year of the main types of public cultural institutions.

	2010	2011	2012	2013
Theatres and concert halls	522 000	520 000	568 000	512 000
Museums	1 000 000	957 217	828 693	442 000
Libraries	8 253 700	7 972 700	7 888 000	8 022 600

The figures are somehow astonishing: while the subjective impression is that the Ministry's efforts led to some results, the figures show either stagnation in the case of theatres, concert halls and libraries, while museums show a dramatic decrease of visitors. It is unclear, whether this phenomenon means that statistics are getting more and more reliable, and thus figures reflect more and more reality, compared to previous "embellished" figures, or whether the statistics are simply incomplete and unreliable at all. Without doubt, here is a need for improvement of data presentation and data analysis.

### UNESCO Convention Lists

In 2003 the Republic of Moldova ratified the 2003 UNESCO<sup>11</sup> Convention for the Safeguarding of the Intangible Cultural Heritage. The ratification of the 2003 Convention allows to inscribe Moldovan intangible cultural heritage on the UNESCO Lists of intangible cultural heritage<sup>12</sup>.

The first element proposed and inscribed by the Republic of Moldova was *Men's Group Colindat / Colindatul de ceată bărbătească*, jointly with Romania, inscribed on 5 December 2014, Baku, Azerbaijan. In March 2013 another traditional celebration has been submitted for inscription: *"Spring Day: St George/*

<sup>9</sup> <http://www.mc.gov.md/ro/content/concurs-proiecte-culturale-2015>

<sup>10</sup> <http://www.mc.gov.md/>: Translation of inscriptions

Graph 1: 'Gender', '100 % of general number of visits'

Graph 2: 'Sex', '100 % of general number of visits'; '45,85 % female', '54,15 % male'

<sup>11</sup> <http://www.unesco.org/culture/ich/en/convention>

<sup>12</sup> <http://www.unesco.org/culture/ich/index.php?lq=en&pg=00559>

*Hederleț*” proposed jointly with Turkey, Serbia, Romania, Macedonia and Croatia. Finally, in March 2014 a nomination file has been submitted together with Romania, Macedonia and Bulgaria for the spring celebration named Mărțișorul – *“Cultural practices associated to the 1st March”*. UNESCO will examine both latter nominations in 2015. In the period 2014-2015 the Ministry of Culture is about to prepare a nomination file on „Traditional Techniques of Weaving Carpets”, jointly with Romania.

The Republic of Moldova submitted in September 2014 a candidacy file for the World Heritage List regarding the archaeological site Orheiul Vechi.

## **CONCLUSIONS**

In the period 2013-2014 the main achievement of national authorities and the culture sector of the Republic of Moldova has been the start of the creation of a coherent cultural legislation and underlying policies according to a complex approach based on the *Strategy for Development of Culture 'Culture 2020'*.

Some important programmes and activities were launched based on assessed needs for raising awareness within the population on the relevance of culture and based on marketing considerations. The further building and strengthening of the institutional framework remains the main challenge in order to substantially strengthen the development of the cultural sector of the Republic of Moldova, including safeguarding cultural heritage.