



# PROMOTING CULTURE FOR A STRONGER REPUBLIC OF MOLDOVA

#strongertogether



Cooperation on culture enriches contacts between societies and promotes **cultural diversity** and **inter-cultural dialogue**. At the same time, cultural and creative industries, craft-based SMEs and tourism can help **stimulate economic growth**. In line with the **EU strategy on international and cultural relations**, the EU supports a vibrant cultural sector in the Republic of Moldova, which engages citizens, state actors and cultural operators alike, strengthens civil society and affords greater economic opportunities.

## WHAT IS BEING DONE

### POLICY SUPPORT

*Fostering the role of culture and creativity in social and economic development*

### CREATIVE EUROPE

*Promoting cultural cooperation through the EU's flagship culture programme*

### CULTURE FOR DEVELOPMENT

*Involvement of local communities in creative industries and heritage*

### CULTURE FOR DIALOGUE

*Culture and creativity for intercultural dialogue and a stronger civil society*

### CROSS-BORDER COOPERATION

*Funding for cross-border culture, heritage and tourism projects*

### Our heritage: where the past meets the future



*2018 is the European Year of Cultural Heritage*

Cultural heritage can be **tangible** (buildings, monuments, artworks, books), **intangible** (knowledge, skills, traditions, language), **natural** (landscapes, flora and fauna), or **digital** (resources created in digital form or digitalised to preserve them).

*Cultural heritage has a universal value for us as individuals, communities and societies. It is important to preserve and pass on to future generations. While we may think of heritage as being 'from the past', it evolves as we engage with it, and has a key role to play in building the future.*

Find out more:  
[www.europa.eu/cultural-heritage/european-year-cultural-heritage](http://www.europa.eu/cultural-heritage/european-year-cultural-heritage)

### Creative Europe

In 2015, the Republic of Moldova joined the **Creative Europe programme**, the EU's flagship programme to support the **cultural, creative** and **audiovisual** sectors.

As a result of the agreement, Moldovan cultural organisations are now **able to participate fully** in Creative Europe's Culture programme, which supports projects in:

- **cultural cooperation**
- **literary translation**
- **cultural networks**
- **platforms for cultural operators promoting emerging artists**

Find out more:  
[www.ec.europa.eu/programmes/creative-europe](http://www.ec.europa.eu/programmes/creative-europe)

Follow the Creative Europe Moldova office on Facebook:  
[www.facebook.com/www.europacreativa.md](http://www.facebook.com/www.europacreativa.md)

### Culture and creativity programme

During three years from February 2015 to January 2018, the Eastern Partnership Culture and Creativity Programme **supported the role of culture and creativity in the social and economic development** of the six Eastern Partner countries, including the Republic of Moldova. The project's website and resources remain online and are being maintained, including:

- key **policy briefs** and **country resources** developed by the programme  
[www.culturepartnership.eu/en/article/list-of-publications](http://www.culturepartnership.eu/en/article/list-of-publications)
- 14 **online training courses**  
[www.culturepartnership.eu/en/publishing/online-learning](http://www.culturepartnership.eu/en/publishing/online-learning)
- **Eastern Partnership Cultural Observatory**, an NGO set up by the programme to continue its policy work  
[www.observatory.culturepartnership.eu](http://www.observatory.culturepartnership.eu)


Find out more:  
[www.culturepartnership.eu](http://www.culturepartnership.eu)

## CULTURE ACROSS BORDERS

As part of an EU-funded cross-border cooperation project between Romania, Moldova and Ukraine – ‘Medieval Jewels: Khotyn, Soroca and Suceava’ – the great castle at Soroca on the Nistru was restored, as part of a project to develop tourism by linking the common heritage of the three medieval fortresses across the three countries.

As a result of the extraordinary restoration, tourism across the cross-border region has risen, and 60,000 tourists recently participated in a medieval festival organised simultaneously in Soroca, Suceava and Khotyn.

Soroca also benefited from EU support from the COMUS project for community-led urban strategies in historic towns, which supported the city in drawing up a heritage development and rehabilitation plan.



«For us, inhabitants of Soroca, the fortress is a symbol of dignity, of our existence here, of our nation, on the edge of the country. Country, land, people, family, house, table, fortress, church, language, culture.»

**Nicolae Bulat**, director of the Soroca Museum of History and Ethnography.

## HERITAGE FOR SOCIETY

Did you know that mammoths once stalked the hills of Moldova? That a King of Sweden had his capital in a Moldovan village? For two years, (2015-17), the EU-funded CHOICE programme has worked with local NGOs to bring to life the country's rich and varied heritage, funding a series of projects to preserve and revitalise cultural heritage, while creating opportunities for local communities.

### Projects included:

- From Remembering to Reconciliation: dialogue between generations
- Trajan's Wall: preserving a common cultural property
- Young Photographers: crossroads of culture
- Museum: a space for community and cross-cultural dialogue
- Reviving history: bringing the Stone Age alive
- When Charles XII ruled Sweden from Moldova: a unique historical site
- Clay of Time: a journey of ceramics through the ages

Find out more:

[www.choiceproject.eu](http://www.choiceproject.eu)



«Culture can bring revenue and be a source of economic development through tourism and the foundation of creative hubs. It can be used to improve quality of life.»


**Valeriya Surucanu**, manager of the CHOICE programme in Moldova.

## TRADITION FOR DEVELOPMENT

Ana Statova has received EU financial support through a rural development project implemented by UNDP, to turn her ancestral traditions into a successful eco-tourist complex in her home village of Congaz. Traditional peasant houses built of ecological materials welcome tourists with local traditions, food and wine, and provide jobs and investment for the community.

Find out more:

[www.medium.un.md](http://www.medium.un.md)



«I was always passionate about history and dreamed about helping preserve local traditions and culture, like the dowry I inherited from my mother, and the many traditional Gagauzian food recipes I collected over the years.»