



PROMOTING CULTURE FOR A STRONGER ARMENIA

#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 Armenia, 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

Creative Europe

On 20 March 2018, Armenia and the European Union signed an agreement for the participation of Armenia in **Creative Europe**, the EU's flagship programme to support the **cultural, creative** and **audiovisual** sectors.

Once the agreement is ratified by the Armenian parliament, Armenian cultural organisations will be **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

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 Armenia. 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
- 14 **online training courses**
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

Find out more:
www.culturepartnership.eu

CULTURE ACROSS BORDERS

With EU funding from the Black Sea Basin Cross-Border Cooperation programme, the **Black Sea Silk Road Corridor project** brought together four countries – Greece, Turkey, Georgia and Armenia – in a common initiative to promote tourism, travel and shared culture.

- 3,000km **tourist route** from Thessaloniki in Greece to Meghri in Armenia
- **support to development** of 173 communities along the way, 43 of them in Armenia
- 42 **'green' protected areas**, 192 heritage sites marked, 382 information panels, 516 direction signs, 1,107 hiking trail markers
- **Virtual Trail**: Smart Phone App and business directory

Find out more:

www.facebook.com/BlackSeaSilkRoad

HERITAGE FOR DEVELOPMENT

Remote monasteries and majestic mountain landscapes: the **Shirak region** is well known for its heritage, but local communities are missing out on development opportunities. Under the EU-funded **CHOICE project**, a local NGO worked with local communities to involve residents in the preservation and revival of heritage monuments as a way of contributing to sustainable local development, including:

- **training sessions** involving 125 community representatives on protection of Shirak Province's historic and cultural heritage
- launch of a **business incubator** to support local business ideas contributing to heritage sector needs
- support to micro-enterprises in the **production of traditional souvenirs** and adornments, woollen blankets and embroideries, ethnic costumes

Find out more:

www.choiceproject.eu

DIGITAL HERITAGE

The **Triple-E startup** has received EU support from the SMEDA SME support project in Armenia to develop an augmented reality social platform. The app is now being used across a range of functions, including in the world of culture, with clients including the Mesrop Mashtots Institute of Ancient Manuscripts – Matenadaran, which holds one of the world's richest depositories of medieval manuscripts and books in Armenian and many other languages. Triple-E has also been signed up by the city of Zoetermeer in the Netherlands, where the local authorities are working with the Armenian startup to develop a **virtual art project** showcasing the city's artworks through an augmented reality experience.

Find out more:

www.triplee.info



«The main conclusion is that there are no borders, actually; they exist only in our minds. People can collaborate in different countries very successfully, and collaboration can be mutually beneficial.» **Bella Karapetyan**, Armenian project coordinator of the Black Sea Silk Road Corridor project.



«Locals started to create handmade souvenirs, blankets and cases with Armenian patterns and sell them to tourists who visit their villages. Tourists will now have an opportunity to communicate with locals, learn the history and the legends of the monuments.» **Knarik Khachatryan**, a representative of the Yerink NGO.



«We are really interested in using the Triple-E platform in art and cultural heritage. It allows us to use augmented reality to present the manuscripts and print heritage kept in Matenadaran, and we are getting ready to provide visitors with the Triple-E app to present Armenian written heritage in an animated way.» **Aram Torosyan**, editor of the Matenadaran website of the Mesrop Mashtots Institute of Ancient Manuscripts.