

REGIONAL

ALBANIA
BOSNIA-HERZEGOVINA
KOSOVO



Culture - Economic Development

Culture and Creativity for the Western Balkans (CC4WBs)

The initiative aims to **strengthening the capacities of the cultural and creative sectors in the Western Balkans** to promote inclusive, equitable and sustainable socio-economic development, and to enhance reconciliation and good neighbourly relations in the region through support for the cultural heritage and creative sectors.

11 SUSTAINABLE CITIES AND COMMUNITIES



CULTURE AND Creativity FOR THE WESTERN BALKANS

 Funded by the European Union

BUDGET

8.000.000 EUR
1.453.060 EUR managed by AICS

IMPLEMENTING PARTNERS



DURATION

60 months

INTERVENTION AREAS

Albania, Bosnia - Herzegovina, Kosovo, Serbia, North Macedonia (AICS managed activities)

CHANNEL

European Union delegated initiative

BENEFICIARIES

Civil Society Organizations, Public Institutions, Government Stakeholders, Cultural and Creative Industries (CCI), Cultural operators, Youth, Individuals

1

Strengthening partnerships between public authorities, the private sector, and civil society organizations to develop and promote inclusive policies in the cultural sector (AICS, UNESCO)

Creation of public-private partnerships to promote the cultural and creative enhancement of public spaces

2

Greater regional exchange in the cultural and creative sector (British Council)

3

Improving the cultural and creative sector's capacity and expertise in management, business planning, community engagement, and communication (UNESCO, AICS, and the British Council)

Job shadowing for the development of technical skills

4

Increased mobility of artists and cultural workers and increased circulation of creative goods and services within the region and with the EU (AICS, UNESCO)

- Mechanisms to stimulate private financing, market access, and internationalization;
- Training and capacity building to support CCI in accessing SME financing instruments in the region;
- Promote the internationalization of regional CCIs through international networking and increased presence at European industry fairs and exhibitions, including clustering.

5

Strengthened capacity and skills of local actors in developing an inclusive cultural heritage for local development (AICS, UNESCO)

- Small-scale cultural heritage projects to promote local participation and community engagement for sustainable development;
- Sharing best practices within the region and EU Member States to engage communities in cultural heritage management;
- Mentoring and capacity-building activities on inclusive cultural heritage for local development.



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ITALIAN AGENCY FOR DEVELOPMENT COOPERATION