



Kreativna Crna Gora – ekonomska valorizacija i kreativne industrije

Izveštaj o realizovanim aktivnostima 2019 – 2024

Status projekta:

Zatvoren

Vrijednost projekta:

1,200,000.00 USD

Datum početka projekta:

Jun 2019. godine

Očekivani datum završetka:

Decembar 2024. godine

Geografska pokrivenost:

Crna Gora

Partneri:

Ministarstvo kulture i medija Crne Gore,
Uprava za zaštitu kulturnih dobara, Opština Bijelo Polje, Opština Herceg Novi

Projekat **Kreativna Crna Gora – ekonomska valorizacija i kreativne industrije** od juna 2019. godine sprovode Ministarstvo kulture Crne Gore (sada *Ministarstvo kulture i medija*) i kancelarija Programa Ujedinjenih nacija za razvoj – UNDP Crna Gora. Ministarstvo kulture Crne Gore iz prethodnog mandata, na osnovu Zaključka Vlade Crne Gore br. 07-1911 od 16. maja 2019. godine, sa Programom Ujedinjenih nacija za razvoj (UNDP) je 14. juna 2019. godine potpisalo Sporazum o finansiranju projekta. Projekat predstavlja osnov za ekonomsku revitalizaciju i obnovu kulturnog nasljeđa i podsticanje kulturnog stvaralaštva, kao i razvoj kreativnih industrija.

Opšti cilj projekta je podrška opštinama u procesu ekonomske revitalizacije kroz obnovu kulturnog nasljeđa i jačanje konekcije sa turističkom ponudom na lokalnom nivou, zasnovanom na principima održivog razvoja, a u cilju afirmacije kulturno-umjetničkog stvaralaštva i daljeg razvoja održivog kulturnog turizma.

Aktivnosti su organizovane oko tri glavna cilja:

1. **Ekonomska valorizacija kulturne baštine** i njeno održivo korišćenje;
2. **Razvoj kreativnih industrija i savremenog stvaralaštva** – ideje i infrastruktura;
3. **Popularizacija i prezentacija prirodne i kulturne baštine Crne Gore** kroz implementaciju Mediteranske rute EuroVelo8 – cikloturizam i bike-sharing.

Šta je do sada realizovano?

- Dizajn, proizvodnja, tehničko održavanje i hosting **web stranica za projekat "Kreativna Crna Gora"** - 2019
- Instalacija **MojRaf internet prodavnice**, predato na upravljanje *Udruženju likovnih umjetnika* – 2019
- Organizacija **konkursa za mlade stvaraoce, u okviru MIKRO020 projekta** u cilju produkcije i instalacija stalne savremene umjetničke instalacije – 2019/2020
- Razvoj **promo videa za „MIKRO 020“** i PR usluge – 2019
- **Sea Dance festival** - organizacija, proizvodnja i instalacija murala obezbjeđivanje učešća više od 40 mladih crnogorskih muzičara i umjetnika – 2019
- Organizovan prvi međunarodni **Montenegro Creative Forum**, sa preko 400 učesnika – 2019
- Izložba kreativnih industrija **Montenegro Creative Exhibition**, 2019
- Izrada studije - **Istraživanje i procjena kapaciteta kreativnih industrija na teritoriji Opštine Bijelo Polje i okoline** i sprovođenje javne rasprave o projektnim i programsko-produkcionim aspektima razvoja Centara za razvoj kreativnih industrija "Cerovo" sa učešćem od preko 100 zainteresovanih stvaraoca i preduzetnika iz Bijelog Polja, Mojkovca, Berana i Petnjice – 2019/2020
- Glavni konzervatorski projekat sanacije, prenamjene i rekonstrukcije nepokretnog kulturnog dobra „**Tamnica Jusovača**“ u Podgorici za potrebe uspostavljanja kreativnog "hub"-a (centra) pripremljen je u 2020. godini.
- **Tvrđava Španjola** - Međunarodni konkurs za inovativno arhitektonsko urbanističko rješenje revalorizacije tvrđave Španjole u Herceg Novom - 2020
- **Cerovo** - Međunarodni konkurs za inovativno arhitektonsko urbanističko rješenje adaptacije i prenamjene bivšeg vojnog kompleksa Cerovo, sa ciljem uspostavljanja kreativnog "hub"-a (centra) – 2020
- **Opremanje bioskopa u Mojkovcu** – 2020
Centar za kulturu „Nenad Rakočević“ sada posjeduje prvi 3D bioskop u Mojkovcu. Renoviranim modernim bioskopom upotpunjuna je kulturna, odnosno turistička ponuda grada i Mojkovac postaje centar sjevera za distribuciju filmova u 3D formatu.
- **Opremanje bioskopa u Ulcinju** – 2020
Prvi put nakon 15 godina kako je rekonstruiran, *Kulturni centar* konačno je opremljen modernom tehnologijom, uključujući potpuno novi sistem osvjetljenja (konstrukcija rasvjete i rasvjeta), ozvučenje s pratećom opremom (mikrofoni, pojačala, prigušivači svjetlosti, kablovi, itd.) i složenu konstrukciju za scenske zavjese i ostalu opremu.
- **Virtuelna izložba** rekonstrukcija Tvrđave Španjola i monografska publikacija **Let's Develop – Creative Industries and Cultural Heritage** kao rezultat međunarodnog konkursa – 2020
- **Glavni konzervatorski projekat rekonstrukcije tvrđave Španjole u Herceg Novom** – 2020/2021.
- **Virtuelna izložba** UNDP-a za Španjola innovation challenge-takmičenje pripremljeno i predstavljeno na EXPO 2020 u Dubaiju
- **Nacionalna konferencija o kreativnosti** – 2023-2024
- **Druga publikacija Let's Develop** – 2023-2024
- **Poziv** mladim istraživačima/cama za publikovanje autorskih istraživanja iz oblasti kulturne baštine i/ili

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kreativnih industrija (Treća publikacija Let's Develop – promocija kulturne baštine na EuroVelo ruti) – 2023-2024

- Izvođenje i nadzor jedne faze radova za Rožaje i Bijelo Polje – 2023-2024

Ko finansira projekat?

Donator	Iznos
Ministarstvo kulture	EUR 820,000.00 USD 913,569.93
GLOC – programski doprinos Vlade za pokrivanje troškova lokalne kancelarije	EUR 140,000.00 USD 157,649.91
UNDP (TRAC)	EUR 110,000.00 USD 115,000.00
Ukupno 2019-2024	EUR 1,070,000.00 USD 1,186,219.84

Realizacija sredstava u prethodnim godinama 2019-2024

Januar – Decembar 2019	USD 159,771.50
Januar – Decembar 2020	USD 492,865.86
Januar – Decembar 2021	USD 154,344.29
Januar – Decembar 2022	USD 82,549.23
Januar – Decembar 2023	USD 104,547.22
Januar – Decembar 2024	USD 86,619.62

Ukupna realizacija sredstava za period trajanja projekta iznosi **1.080.697,72 USD**. Na osnovu prijedloga Ministarstva kulture i medija i zaključaka sa posljednjeg sastanka Upravnog odbora, usvojen je prijedlog da se preostale aktivnosti nastave realizovati kroz projekat „Jačanje sistema upravljanja kulturnim dobrima“, uz preusmjeravanje svih raspoloživih sredstava sa projekta „Kreativna Crna Gora“ u budžet navedenog projekta. Shodno tome, UNDP je, u skladu sa svojim procedurama, izvršio transfer preostalih sredstava, a nakon toga i operativno i finansijsko zatvaranje projekta „Kreativna Crna Gora“.

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Project Status:

Closed

Project value:

USD 1,200,000.00

Project start date:

June 2019

Expected completion date:

December 2024

Geographical coverage:

Montenegro

Partners:

Ministry of Culture and Media of Montenegro;
Administration for the Protection of Cultural Property;
Municipality of Bijelo Polje; Municipality of Herceg Novi

The project **Creative Montenegro – Economic Valorisation and Creative Industries** has been implemented since June 2019 by the Ministry of Culture of Montenegro (now the Ministry of Culture and Media) and the United Nations Development Programme (UNDP) Office in Montenegro. Based on the Government of Montenegro Decision No. 07-1911 of 16 May 2019, the then Ministry of Culture of Montenegro signed a Project Financing Agreement with UNDP on 14 June 2019.

The project provides a basis for the economic revitalisation and restoration of cultural heritage and the promotion of cultural creativity, as well as the development of creative industries.

The overall objective of the project is to support municipalities in the process of economic revitalisation through the restoration of cultural heritage and strengthening its connection with local tourism offers, based on the principles of sustainable development, with the aim of fostering cultural and artistic creativity and further developing sustainable cultural tourism.

Project activities are structured around three main goals:

1. **Economic valorization of cultural heritage** and its sustainable use;
2. **Development of creative industries and contemporary creativity** - ideas and infrastructure;
3. **Popularization and Promotion of the natural and cultural heritage of Montenegro** through the implementation of Mediterranean Cycling EuroVelo8 route – cycling tourism and bike-sharing.

What has been achieved so far?

- Design, production, technical maintenance, and hosting of the "Creative Montenegro" project website – 2019
- Installation of the "MojRaf" online store, handed over to the Association of Visual Artists – 2019
- Organisation of a competition for young creators within the MIKRO020 project to produce and install a permanent contemporary art installation – 2019/2020
- Production of a promo video for "MIKRO 020" and PR services – 2019
- Sea Dance Festival – organisation, production, and installation of murals, enabling the participation of more than 40 young Montenegrin musicians and artists – 2019
- Organisation of the first international Montenegro Creative Forum with over 400 participants – 2019

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- Montenegro Creative Exhibition of creative industries – 2019
- Development of a study: Research and assessment of the capacities of creative industries in the Municipality of Bijelo Polje and surroundings, and organisation of a public debate on project and programme-production aspects of developing the “Cерово” Centre for Creative Industries, with the participation of over 100 creators and entrepreneurs from Bijelo Polje, Mojkovac, Berane, and Petnjica – 2019/2020
- Development of the main conservation project for the restoration, conversion, and reconstruction of the immovable cultural property “Jusovača Prison” in Podgorica, to establish a creative hub – 2020
- Španjola Fortress – International competition for an innovative architectural and urban design for the revalorisation of the Španjola Fortress in Herceg Novi – 2020
- Cerovo – International competition for an innovative architectural and urban design for the adaptation and conversion of the former Cerovo military complex to establish a creative hub – 2020
- Equipping of the cinema in Mojkovac – 2020
The “Nenad Rakočević” Cultural Centre now has the first 3D cinema in Mojkovac. This renovated, modern cinema enriches the cultural and tourist offer of the town, positioning Mojkovac as a 3D film distribution centre for northern Montenegro.
- Equipping of the cinema in Ulcinj – 2020
For the first time in 15 years since its reconstruction, the Cultural Centre has been equipped with modern technology, including a new lighting system (rigging and lights), sound system with accompanying equipment (microphones, amplifiers, dimmers, cables, etc.), and a complex stage curtain system and other equipment.
- Virtual exhibition of the reconstruction of the Španjola Fortress and the monographic publication *Let's Develop – Creative Industries and Cultural Heritage* as a result of the international competition – 2020
- Main conservation project for the reconstruction of the Španjola Fortress in Herceg Novi – 2020/2021
- UNDP virtual exhibition for the Španjola Innovation Challenge presented at EXPO 2020 in Dubai
- National Conference on Creativity – 2023–2024
- Second publication *Let's Develop* – 2023–2024
- Call for young researchers to publish original research in the field of cultural heritage and/or creative industries (Third publication *Let's Develop* – promotion of cultural heritage along the EuroVelo route) – 2023–2024
- Implementation and supervision of one phase of works in Rožaje and Bijelo Polje – 2023–2024

Who finances the project?

Donor	Amount
Ministry of Culture	EUR 820,000.00 (USD 913,569.93)
GLOC – Government programme contribution to cover local office costs	EUR 140,000.00 (USD 157,649.91)
UNDP (TRAC)	EUR 110,000.00 (USD 115,000.00)
Total 2019–2024	EUR 1,070,000.00 (USD 1,186,219.84)

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Use of funds 2019–2024

Year	USD
Jan–Dec 2019	159,771.50
Jan–Dec 2020	492,865.86
Jan–Dec 2021	154,344.29
Jan–Dec 2022	82,549.23
Jan–Dec 2023	104,547.22
Jan–Dec 2024	86,619.62

Total expenditure for the project implementation period amounts to USD 1,080,697.72.

Based on the proposal of the Ministry of Culture and Media and the conclusions from the last Steering Committee meeting, it was agreed that the remaining activities would continue under the project “Strengthening the Cultural Heritage Management System”, with the transfer of all remaining available funds from the “Creative Montenegro” project to the budget of this project.

Accordingly, UNDP, in line with its procedures, has carried out the transfer of the remaining funds, followed by the operational and financial closure of the “Creative Montenegro” project.