

ENACTED
by Order No. IV-977 of 18 December 2018
of the Minister of Culture of the Republic of Lithuania

THE CONCEPT OF THE CULTURE INTERNATIONALIZATION POLICY

GENERAL

The Concept of the Culture Internationalization Policy (hereinafter referred to as the Concept) shall define the values generated by the internationalization of culture, the goal, objectives, evaluation indicators, expected results, implementation principles and a model of integrated coordination.

The Concept was developed in the framework of the implementation of the action plan of the Government Programme of the Republic of Lithuania, approved by Decree No. 167 of 13 March 2017 of the Government of the Republic of Lithuania “On approval of the action plan of the Government Programme of the Republic of Lithuania”, in accordance with the objectives and principles laid down in the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, approved by Law No. X-983 of 14 December 2006 of the Republic of Lithuania “On the ratification of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions”, Lithuania’s Progress Strategy “Lithuania 2030”, approved by Decree No. IX-2015 of the Seimas of the Republic of Lithuania of 15 May 2012 “On approval of the State Progress Strategy “Lithuania’s Progress Strategy “Lithuania 2030””, Guidelines on the Development of Lithuanian Cultural Policy, approved by Decree No. XI-977 of the Seimas of the Republic of Lithuania of 30 June 2010 “On the Approval of the Guidelines on the Development of Lithuanian Cultural Policy”, and in pursuit of the objectives thereof.

Terms used in the Concept:

Diversity of cultural expressions refers to the manifold ways in which the cultures of individuals, their groups and societies find expression, that result from the creativity of individuals, groups and societies, and that have cultural content, passed on within and among groups and societies. The cultural heritage of humanity, together with its artistic creation, production, dissemination, distribution and enjoyment, is expressed, augmented and transmitted through diverse modes of cultural expression, but also, whatever the means and technologies used.

The internationalization of culture refers to the development of the international dimension of culture in pursuance of the capacity building of creators, culture professionals and cultural organizations at an international level, as well as the promotion of diversity of cultural expressions.

The integrated coordination of the culture internationalization policy refers to the consistent development of cultural, social, economic and diplomatic values of the internationalization of culture, and their synergies through the joint efforts of the institutions concerned.

International cultural cooperation refers to international activity, enabling the equitable interaction of diverse cultures and the possibility of generating shared cultural expressions.

VALUES OF THE INTERNATIONALIZATION OF CULTURE

The **cultural value** of the internationalization of culture promotes the perception of international cultural cooperation as a valuable source of knowledge, experience and renewal. Globalization leads to more intensive political, economic and cultural relations, and the challenges of globalization draw the attention of the world to the need to protect and promote diversity of cultural expressions. Creators and culture professionals take part in the international exchange of knowledge and experience, developing their professional competences. International cultural cooperation enables them to actualize their work in an international context, reach an international

audience and develop an audience at home, introduce international creators and their work, and provide more diverse and attractive services. International cultural cooperation enables co-creation, co-production, ensures favourable conditions for distribution and greater visibility. It builds the capacity of creators and culture professionals, promotes excellence, participation in and contribution to the international cultural development process.

The internationalization of culture contributes to the promotion of **social value**, the development of contemporary, solidary society, ready to engage in the ever-intensifying dialogue between different cultures. Such a society has strong ideas of solidarity and tolerance between different cultural communities. It shares solidarity with Lithuanians living abroad, promotes the idea of a “Global Lithuania” based on community and national identity, which is developed beyond the framework of national culture, and is open to the world, global cultural and creative processes. An intercultural dialogue, respect for human rights, freedoms and exchange of values are promoted, in particular with developing countries in pursuit of peaceful community-based relations.

The **economic value** of the internationalization of culture is based on the developed logic of economic culture-based relations. Its main components are the cultural and creative industries, creativity-based innovations, the export and import of creative goods and services. Lithuania promotes an advanced policy of competitiveness and investment in higher added value goods and services, enabling small and medium-sized enterprises to access worldwide markets, to successfully compete and establish themselves in different markets. The cultural and creative industries are an integral part of the export policy for higher added value goods and services, promoting talent, small and medium-sized enterprises, their entrepreneurship and knowledge of export markets. The focused presentation of Lithuania as a creative country in an international context potentially facilitates the access of cultural and creative industries to international markets, as well positively influencing inbound cultural tourism. The international visibility of culture, cultural heritage, cultural and creative goods and services are meaningful indicators in evaluating the evolvement of Lithuania’s profile in international country image rankings.

The **diplomatic value** of the internationalization of culture is important for the formation of cultural, social and economic values. Its main contribution, however, is productive diplomatic relations between countries, the implementation of foreign policy objectives and development of a secure international environment in a long-term perspective. Culture is a diverse, thoughtful and reliable source of knowledge regarding a country's identity and values. Cultural diplomacy as a tool supports the promotion of Lithuania’s visibility and positive perception abroad, provides a favourable environment for the development of relations with other countries, as well as the involvement of Lithuanians living abroad. The country’s “soft” power is reinforced through cultural diplomacy, providing a foundation for favourable bilateral and multilateral cooperation. Cultural diplomacy is a source of innovative and effective solutions, fostering trust between the countries.

Recognition of cultural, social, economic and diplomatic values, created by the internationalization of culture, sets preconditions at the policy-making level, through the knowledge and experience of the institutions concerned, to move towards focused and result-oriented integrated coordination, based on established priorities, of the synergies of internationalization of culture with foreign and economic policy.

GOAL, OBJECTIVES AND EVALUATION INDICATORS OF THE CULTURE INTERNATIONALIZATION POLICY

The goal of the culture internationalization policy is to advance the internationalization of Lithuanian culture in pursuance of the diversity of cultural expressions, enhancement of the quality and competitiveness of creative products and cultural services, contributing to the development of an open and dynamic society, able to perform in an ever-changing world.

The objectives of the culture internationalization policy are:

- develop the professional competences of creators and culture professionals by promoting international mobility;

- to develop audiences, also in the digital environment, by creating the conditions for cooperation between Lithuanian and foreign cultural organizations, encouraging circulation of works, cultural exchanges and joint activities with foreign partners;
- to build the capacity of creators, culture professionals and cultural organizations by introducing their work in a meaningful way at the international level;
- to achieve the integrated co-ordination of the culture internationalization policy, to develop consistently the social, economic and diplomatic values of the internationalization of culture and their synergies.

Recommended performance indicators:

- the number of creators and culture professionals who have developed their professional competence abroad;
- the percentage of culture professionals who have developed their professional competence abroad out of the total number of employees in the organization;
- the number of creators and culture professionals who have developed their professional competence in international cultural cooperation activities in Lithuania;
- size of the audience (number of users) of international cultural cooperation activities;
- the number of joint projects implemented with foreign partners;
- the number of communication units in the media referring to international cultural cooperation activities;
- professional acknowledgment of international cultural cooperation activity results in Lithuania and abroad.

RESULTS OF THE CULTURE INTERNATIONALIZATION POLICY

The expected **results for creators, culture professionals and cultural organizations** are as follows:

- the capacity building of creators, culture professionals and cultural organizations to cooperate internationally;
- the promotion of more diverse and quality creative products and cultural services;
- audience development, including in the digital environment;
- the more sustainable activity of creators, culture professionals and cultural organizations;
- the improved professionalism, visibility and profile of creators, culture professionals and cultural organizations at the international level.

The expected **results for society** are as follows:

- the promotion of society's creativity, its critical thinking and ability to perform in an ever-changing world;
- the development of intercultural competences, openness to dialogue and cooperation, respect for human rights and freedoms;
- the enhancement of the pride that society and Lithuanians living abroad have in their country's cultural achievements, self-confidence and citizenship;
- the contribution to the development of a rich cultural environment, creating favourable conditions for life and work.

PRINCIPLES OF THE IMPLEMENTATION OF THE CULTURE INTERNATIONALIZATION POLICY

The **principles** of the implementation of the culture internationalization policy are as follows:

- creative freedom and integrity;
- cooperation based on mutual partnership and respect, taking into account the cultural context, needs and target audiences of the partner;
- promotion of direct links between creators, culture professionals and cultural organizations.

The above principles should also be observed in applying thematic, sectoral or geographic priorities of the culture internationalization policy.

THE INTEGRATED COORDINATION MODEL OF THE CULTURE INTERNATIONALIZATION POLICY

The Ministry of Culture coordinates the synergies of the culture internationalization policy with the objectives of foreign and economic policy with the Ministry of Foreign Affairs, the Ministry of Economy and the Chancellery of the Government. The Minister of Culture forms an **Integrated Culture Internationalization Policy Management Group** which usually consists of 5-7 members. The members of the group are the representatives of the institutions listed in this item as well as experts in the internationalization of culture.

The Integrated Culture Internationalization Policy Management Group shall provide conclusions and proposals on:

- the more efficient realization of culture potential in the fields of foreign and economic policy;
- the integration of culture in implementing the strategic approach of promoting Lithuania abroad;
- the preparation, implementation and monitoring of joint plans and related measures;
- the development of the diplomatic representation network in the field of culture;
- sharing information resources and knowledge.

In aiming to improve integrated coordination, the synergy (involvement of a representative) between the Integrated Culture Internationalization Policy Management Group and the Lithuania Economic Diplomacy Council, a commission set up by the Government of the Republic of Lithuania, is recommended.

FINAL PROVISIONS

The provisions laid down in this concept shall be included in the provisions of the new strategic documents in the field of culture.

The implementation of the concept shall be coordinated by the Ministry of Culture within its competence.