

## **Bilyana Tomova - 2003 IPF**

**Fellowship topic area:** Cultural Policies

**Project Title:** Market Mechanisms of Financing Culture in Accession

Countries: Scope, Trends, and Challenges in the Process of EU Enlargement.

The Case of Bulgaria, Hungary and Lithuania

### **FINAL ACTIVITY REPORT**

**September – March<sup>1</sup>**

**In the period of September 2003 – March 2004 I undertook the following project activities:**

<b>Research and policy papers - main directions of the project work</b>
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#### **Work on section two and three of the project timetable – with basics milestones:**

- Conducting analysis of the possibilities for applying alternative financing in CEEC – evaluation of possible hybridization.
- Realizing analysis concerning EU enlargement and possibilities for increase of the alternative (market&quasi market) sources accession countries.
- Formulating prognosis and recommendations.

#### **Mentorship**

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<sup>1</sup> There has appeared a lag concerning final collection of the empirical information, due to the expanded scope of experts. The result from this lateness is modification of the original timetable with two additional months.

All over the period of the second part of the research there were regular meetings and consultations with my mentors and finally - important discussions concerning the key finding of the project. I have received from Prof. Lulanski, Dr. Varbanova and Mrs. Viacheva:

- Valuable advises concerning methodology of constructing the focus group and empirical /field/ surveys.
- A lot of recommendations and possibilities for personal contacts with experts from Bulgaria, Hungary and Lithuania.

### **Empirical research, interviews, field visits**

- Primary and secondary analysis of the data collection /conducting during the first stage/ at the fieldwork in Bulgaria /with partnership of Agency for Social Analyses. /
- Conducting unstructured exploitative interviews with target groups from experts, politicians, producers, and art managers. /with partnership of Agency for Social Analyses. /
- Research travel to Lithuania – fieldwork.
- Conducting the second part empirical survey with third type of interview /directly or via e-mail/. It includes over 120 selected experts in the field of culture /managers, producers, creators, researchers, consultants and administrators/ of the three countries. The aim of the study was: "To determine the level of implementation and effectiveness of the alternative methods for financing culture in accession countries, and to formulate tendencies for their development in the process of EU enlargement."

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## **Document analysis, legal research, important literature**

1/Date analysis using EC dataset and national reports on the trends of development of:

- Market structures and institutions in the three countries.
- Stage of formation of civil society – the effectiveness of the public opinion as cultural and political mechanism.
- Level of national strategies for cultural policy.
- Role of the multilateral bodies - Commission, Counsel of Europe, UNESCO for supporting the emergent cultural industries, encouragement for common project, development of comparative cultural studies.

2/Building data base with main comparative economical and cultural information.

3/Analysis of the activity and policy of the basics NGO with intention on alternative financing.

4/Study a legal regulation of cultural field at the three countries – with special attention to the cultural funding /tax motivation to sponsorship and donation./

5/Collecting good examples /programs and projects, case studies/ of cultural institutions funded by alternative resources.

### **Dissemination of the project finding**

Dissemination of the main findings of the project and gathering feedback from:

- My improved university course “Sponsoring and patronage” at the University of National and World Economy – Sofia /UNWE/. Using the case studies (based on the project) in the classes with students and seminars with practitioners.

- Members of National Civil Forum for Culture.
- Lecturers in Department of Economics and Management of Social-Cultural Area, UNWE.
- Closer group of colleagues from national and international networks, included in my mailing list.

### **Publication activities**

During the second stage of the project were published:

1. Market Failures in Art in "Economical thought" journal 2/2004, in Bulgarian
2. The Competition of the Arts Market – Distinguishing Features, "Alternative" journal 1/ 2004, in Bulgarian
3. Bulgarian Cultural Policy – practices and perspectives, in "Cultural policies in transition", issue of Arts and Culture Program of NSF, Kazakhstan, 2004, in Russian
4. The Gambling and Culture – the Coin Has Two Sides, "Economics" journal 3/2003, in Bulgarian

### **Other activities**

- Participation in expert meetings of the Discussion group concerning the creating a National Cultural Strategy.
- Participation at the meeting of National Civil Forum for Culture /NCFC/ like Economical expert.
- Coordination of the Mission NCFC –"Cinema Law".
- Participation of the Missions NGFK – "Elaboration of a consolidated balance for the contribution of the culture in the state budget" and "Art lottery".