



Novi Sad 2021
European Capital of Culture
Candidate City

Charter

Novi Sad Movement

19-20 May 2015

THE CITY OF NOVI SAD | EUROPEAN AFFAIRS FUND | GUARANTEE FUND OF VOJVODINA | MUNICIPALITY OF BEOČIN | REGIONAL CHAMBER OF COMMERCE NOVI SAD | ALMA MONS REGIONAL AGENCY FOR DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES | CENTRE FOR COMPETITION AND CLUSTER DEVELOPMENT | FACULTY OF MANAGEMENT | TRANSPORT AND LOGISTICS CLUSTER OF VOJVODINA | DUNAVNET | EXIT FOUNDATION | DANUBE ACADEMY | SIBIU 2007 | PÉCS 2010 | ESSEN 2010 | GALLERY OF THE MATICA SRPSKA | NOVI SAD NEW THEATRE | BELART GALLERY | LIVING UPRIGHT CENTRE | EARTH&CRAFTS CENTRE FOR EARTH ARCHITECTURE | JOVAN JOVANOVIĆ ZMAJ GRAMMAR SCHOOL | FACULTY OF SCIENCES, DEPARTMENT OF GEOGRAPHY, TOURISM AND HOTEL MANAGEMENT | EIPIX ENTERTAINMENT | UNION OF STUDENTS OF SERBIA | E-FRONT HUB COWORKING | 'NOVO KULTURNO NASELJE' ORGANISATION | ART EKO MARKET | BO INSIDE | CREATIVE INDUSTRIES CLUSTER OF VOJVODINA ■

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Vision is the invisible, but at the same time the strongest link that has been connecting economy and culture. In the mixture of possible and impossible, coming from fundamentally different backgrounds, united, these sectors as partners move the borders of the world in which we live today and lay foundation of reality in which we will live in the future.

In front of the door of a new age stands a human. Human – creative entrepreneur. Human of new knowledge and skills, human of new values and respects, creative and independent, human who is free, but responsible, human who is independent, but influential, moral and brave.

We live in nature that easily creates complex systems, and we, people, can achieve this only if we are united. The nature creates universes, and people create their cities. Cities, where people can realise their vision, become their everlasting inspiration, their gate to universes.

Modern trends in culture show that it has ever increasing role in the development of society. These trends bring new challenges and demands before the cultural sector to create conditions for development of all segments of this sector. Rising number of good examples and results of cultural synergies, innovations and economy that are carried by the development of technological revolution, unstoppably usher culture and creative communities into the centre of economic progress of society and local development.

In 2011, after decision to bid for the European Capital of Culture, Novi Sad made a decisive move towards development of the cultural sector and all its potentials. In this way, Novi Sad confirmed, once again, its leading position through willingness to introduce systemic changes based on long-term planning and take responsibility for achieving local and regional development, attracting investments, for developing creativity and innovations, tourism, intensifying economic-cultural cohesion, developing infrastructure, improving life conditions and satisfaction of citizens.

One of the key criteria for estimating whether a city is ready to carry the title of the European Capital of Culture is establishing long-term connections between the sectors of culture and economy and their joint vision, as the starting point for planning further development.

The conference ‘Creative Economy and Development 2021’ brought together representatives of public institutions, culture and education, business agencies, chamber of commerce, clusters and business associations, independent organisations, formal and informal groups and individuals who made proposals for achieving attractiveness, recognisability and competitiveness of Novi Sad and the region.

Key conclusions and recommendations of participants of the conference ‘Creative Economy and Development 2021’ for establishing long-term cooperation between the cultural sector and all stakeholders in order to achieve maximum effects for development of creative industries, cultural and social-economic development of the community, are the following:

1. To strengthen capacities of the cultural sector for an active role in social-economic development;
2. To ensure inter-sector support for development of the cultural sector;
3. To ensure continuous political support of all political factors for implementations of planned activities;
4. To implement programmes for long-term connection of culture and economy;
5. To ensure support programmes for development of cultural, artistic and creative entrepreneurship and capacities to access capital from domestic and European funds;
6. To encourage pooling and coordinated activities of cultural and creative communities from the region and partner cities;
7. To ensure instruments of financial support and build positive environment for self-employment and development of creative entrepreneurship;
8. To include business associations, development agencies, chambers of commerce, creative industries cluster and non-governmental organisations into support programmes for development of self-sustaining cultural sector;
9. To enable cooperation between public institutions, and professional and independent organisations;
10. To support programmes that focus on cultural heritage, cultural values, modern creativity and new life styles;
11. To establish collaboration centre for meeting of stakeholders, development and implementation of creative ideas;
12. To strengthen tourist infrastructure and international recognisability of Novi Sad;
13. To support flexible forms of education, both formal and informal, for development of new professions and skills in creative industries and adjust them to demands of the labour market;

14. To attract financial institutions, investment companies and foundations as key partners for strengthening cultural and economic capacities, socially responsible businesses and public-private partnership;
15. To ensure implementation of laws on accessibility of the city for all citizens;
16. To systemically resolve issues of public spaces and their purpose;
17. To ensure wider dissemination of information, transparency and participation of citizens.

‘Novi Sad Movement’ charter is an expression of will of all stakeholders on peoples’ need to create and consume cultural values in all segments of social life and work. It is a stance on the exceptional importance of the European Capitals of Culture for further development of Novi Sad and the region, as well as willingness of all parties to take active role in planning and realisation of this project.