



culent@corfu

Cultural Entrepreneurship talks at Corfu

welcomes

Croatian Association of Cultural Tourism



4th November 2014, Corfu Town



Croatian Association of Cultural Tourism

FOUNDER,
Jesenska Rici

"I attained educational degrees from Academy of Fine Arts in Zagreb and University of Economics in Osijek. The focus of my professional carrier is on cultural entrepreneurship development, city and nation branding and networking, local community self-perception enhancing. I am awarded laureate of EUNIC Fellowship Program in 2014, a program for cultural leaders."



JESENKA RICL

Short Bio:
President and
Founder of
CroCulTour.
University Specialist
of Marketing. Master
of Art. Project
Manager. Content
Creator. Cultural
Entrepreneur.
Website:

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VISION
We claim that the way we travel shows the global shift in human consciousness. CroCulTour is association with a clear vision of sustainable transmodern traveling

Croatian Association of Cultural Tourism

Croatian Association of Cultural Tourism was established in November 2012. with goals of promotion, development and improvement of economic, informational, cultural and tourist activity. Non-profit Association is situated in Osijek, in Slavonia and Baranja region of Croatia.



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MISSI Accessorize cultural heritage with in
and sustainable cultural tourism so



CroCulTour's mission is gathering of like-minded individuals, organizations, entrepreneurs and scientists with a clear vision of sustainable transmodern tourism and cultural entrepreneurship development through strategy planning, management utilization and marketing implementation.

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We worked really hard to understand and react to economical recession that propelled us all to the very basic. In stead of waiting for the others to solve the problem we started with the realization of our goals by self education, knowledge dissemination, entrepreneurship nurturing, co working and partnerships establishing, creating and proactively acting.



MEASURE
MENTS
we think.
we do.
we inspire.

CULTURAL
ENTREPRENEURSHIP.
PARTNERSHIP.
INNOVATION.
NETWORKING.
EDUCATION.
CULTURAL
TOURISM.



BRIDGE TO other
The European
CREATIVE
SUPPORT
INDUSTRIES,
<http://www.eunic.org>
KNOWLEDGE
online.eu/
DISSEMINATION
about CULTURAL
ENTREPRENEURSHIP
IP as both
INNOVATIVE AND
STRATEGIC
VENTURE THAT
CAN REVITALIZE
GOVERNMENT
INSTITUTION as well
as PRIVATE
SECTOR.

We would like to find
out how Greek
organizations and
individuals stood up

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European Commission has identified: "Cultural and creative industries manifest themselves strongly in daily life but the contribution that cultural and creative sectors can bring to social and economic development in the EU is still not fully recognized. Furthermore, major challenges are brought about by globalization and the digital shift but the necessary adaptations are yet to be promoted to allow these sectors to realize their full potential and Europe's long-standing excellence to be better valorized as a comparative advantage on the world scene. This Communication proposes a strategy to exploit further the potential of these sectors in the EU to contribute to growth and jobs.

Meeting
the Host:
CultureP
CulturePolis
collaborates with
Jesenska Rici, the
Laureate of the
EUNIC Fellowship
Program 2014.

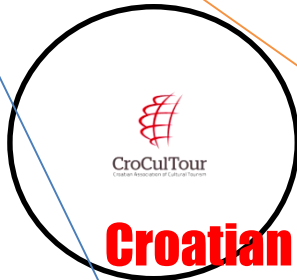
Fellowship goal:
Information Exchange
Knowledge
Dissemination
Strategic Partnership
Establishing



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The Association will collaborate with initiatives of CulturePolis due to general goals and specific activities of the organization:

- introduction of the CULENT@ATHENS series of lectures on Cultural Entrepreneurship with the scope of collaborating to create a similar series of events in Croatia;
- exploring the possibility of future cooperation in European and Euro Mediterranean projects of common interest;
- European networking.



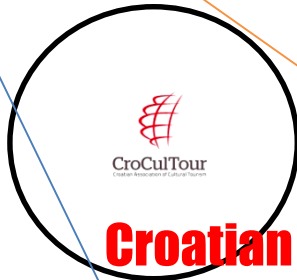
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CULENT@C
ACTIVITY IN
CROATIA
PROGRESS

It is all about
implementing
good practice in
a theory



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**CULENT@C
ACTIVITY IN
PROCESS
CROATIA**

**THINK. DO.
INSPIRE.**

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culent.hr

3-18/11/2014

Croatia Meets Resourceful Visionaries and Cultural Change Agents
of Hellenic Capital Athens and Corfu Island

How does it work?



YOCEDP 2014
Youth in Conservation
of Cultural Heritage
28-30 May 2014 | Ağsu,
Azerbaijan

"Promotion of globally
interactive
cultural heritage and
cultural identity"



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Croatian Culture Funding System

- Municipality
- County
- Ministry
- Foundation
- EU



MU

Public needs in the culture of the programs, projects, cultural activities and events of interest to the City which Municipality program identifies as its public purposes, and for which funds are provided from the Budget of the City.

CO *Programme of cultural needs in the County financed from the budget of revenues generated from the county.*

Foundation *with their own governing bodies and distribute funds for educational, cultural, religious, are of a political, social or other public benefit by supporting associations, charities, educational institutions, individuals, or through their own programs.*

*The funding project of **Ministry of Culture of Republic Croatia** aims to strengthen the capacity of the cultural / creative industries and entrepreneurship in the field of cultural and artistic creativity and cultural production and includes businesses focused on the investment required to expand into new markets, create new products, new customers and new technologies with the aim to add value - oriented employment growth and development.*

The European Union - Creative Europe

The European Union Creative Europe (2014th-2020th) seven-year program is intended for cultural and audiovisual sector in the framework of which there are two separate routines - a sub-culture and routine MEDIA.



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This programs promotes employment (co-financing of 50% of gross salary for the newly employed persons as part of the cost of projects of), purchase of new technology - machinery and tools as well as IT and multimedia equipment and programs designed exclusively for business activities and promotional activities (investment in an increase / expansion of the audience). The increased number of beneficiaries and increased quality and diversity of projects submitted display strengthening of cultural entrepreneurship.

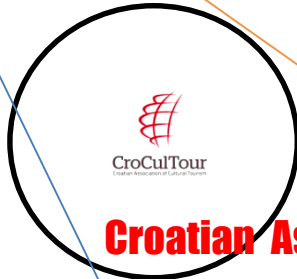


Cultural Entrepreneurship

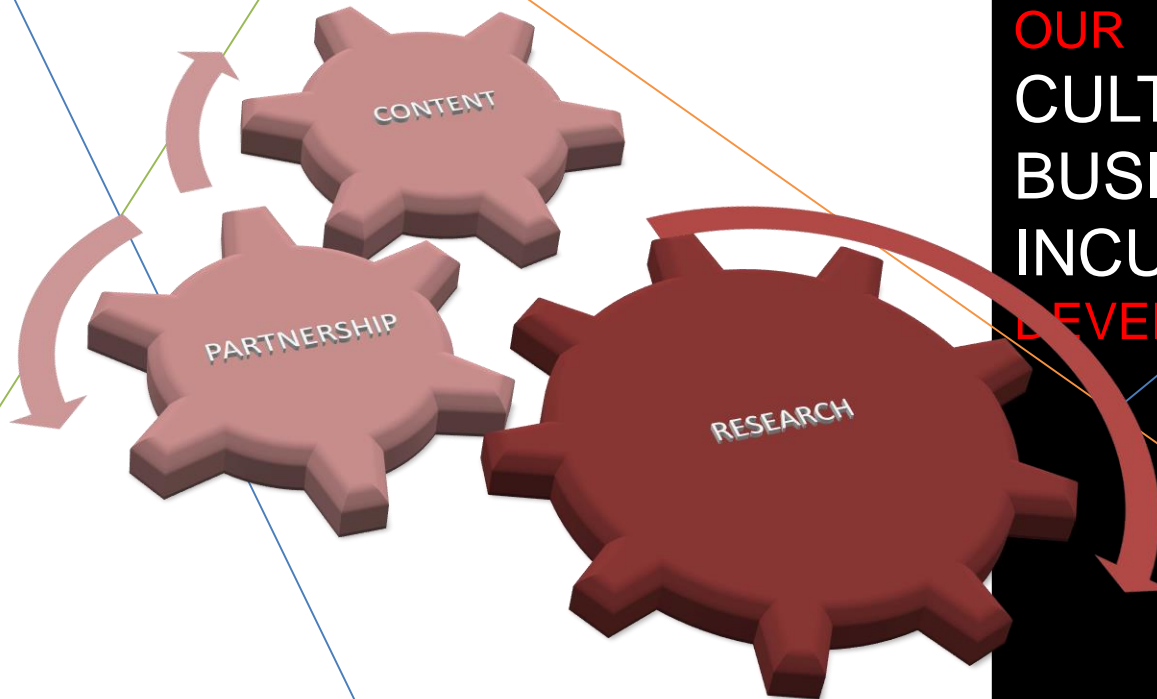


Ministry of Culture Funding

2008.	263 000
EUR	
2009.	526 000
EUR	
2010.	526 000
EUR	
2011.	526 000
EUR	
2012.	526 000
EUR	
2013.	217 000
EUR	
2014.	200 000
EUR	



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**CULENT@C
ROATIA**
WILL
COMPLIMENT
OUR
CULTURAL
BUSINESS
INCUBATOR
DEVELOPMENT

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What We Believe

We believe in cultural entrepreneurship. We believe that proactive and synergetic collaboration can bring result in creating special tool kit that could be implemented in cultural and creative industries and bring profit to it.

We believe that tackling youth and continuously conducting research and networking can bridge the gap between misunderstanding of how cultural sector work and how it could add value to local communities, countries in convergence and how it could alleviate economic crises impact.



Cultural
Business

Partnership:
cultural
incubator
networking

Goals:
research
networking
Coworking
Starting up

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Questions, suggestions? Feel free to contact us.

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I feel extremely happy visiting Corfu. Thank you
for your attention and hospitality.

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