

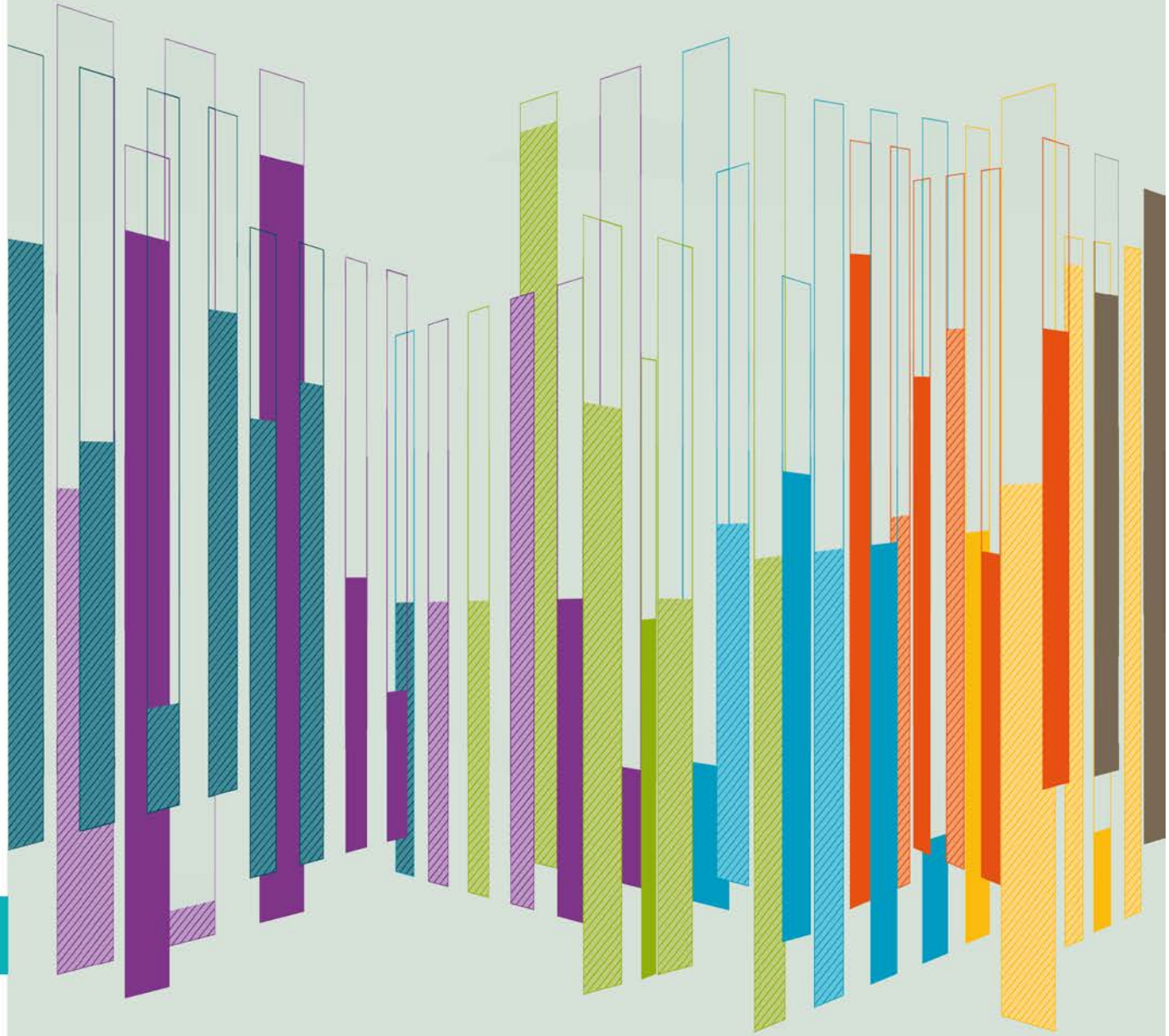


United Nations  
Educational, Scientific and  
Cultural Organization

Diversity of  
Cultural Expressions

# UNESCO CULTURE FOR DEVELOPMENT INDICATORS

Serbia's Analytical Brief



# CULTURE FOR DEVELOPMENT INDICATORS IN THE REPUBLIC OF SERBIA

---

The Culture for Development Indicators (CDIS) show the encouraging and leading role of culture in sustainable development. Owing to an innovative methodology, this instrument examines, through facts and numbers, the multidimensional relationship between culture and development

The analysis of 7 key dimensions of culture and development, through the assessment of 22 core indicators, responds to the needs and circumstances of low and middle-income countries. The wealth of quantitative data produced through the implementation of the CDIS promotes better-informed cultural policy and the integration of culture in development strategies, thus contributing to the implementation of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

The CDIS methodology is the outcome of a four-year (2009-2013) applied research process. In view of the success reached by the CDIS methodology and the requirements it caused at the national level, the implementation continued after the testing phase, extending CDIS global database through the inclusion of new countries. By the end of 2017, it was tested and implemented in 13 countries across the world, demonstrating its potential for policy impact.

Serbia began the implementation of the CDIS in July 2015 and completed that process in May 2018. This Brief summarizes the results, implementation details and impact the CDIS project had in Serbia.

- *AT A GLANCE: STRENGTHENING THE ROLE OF CULTURE IN SUSTAINABLE DEVELOPMENT AND THE DEVELOPMENT OF STATISTICS IN THE AREA OF CULTURE*
  - *Highlights from the findings: Serbia's Culture for development DNA*
- *SERBIA'S RESULTS IN DETAIL*
  - *Economy*
  - *Education*
  - *Governance*
  - *Social participation*
  - *Gender equality*
  - *Communication*
  - *Heritage*
- *IMPLEMENTATION PROCESS IN THE REPUBLIC OF SERBIA*
- *ADDED VALUE OF THE CDIS IN THE REPUBLIC OF SERBIA*

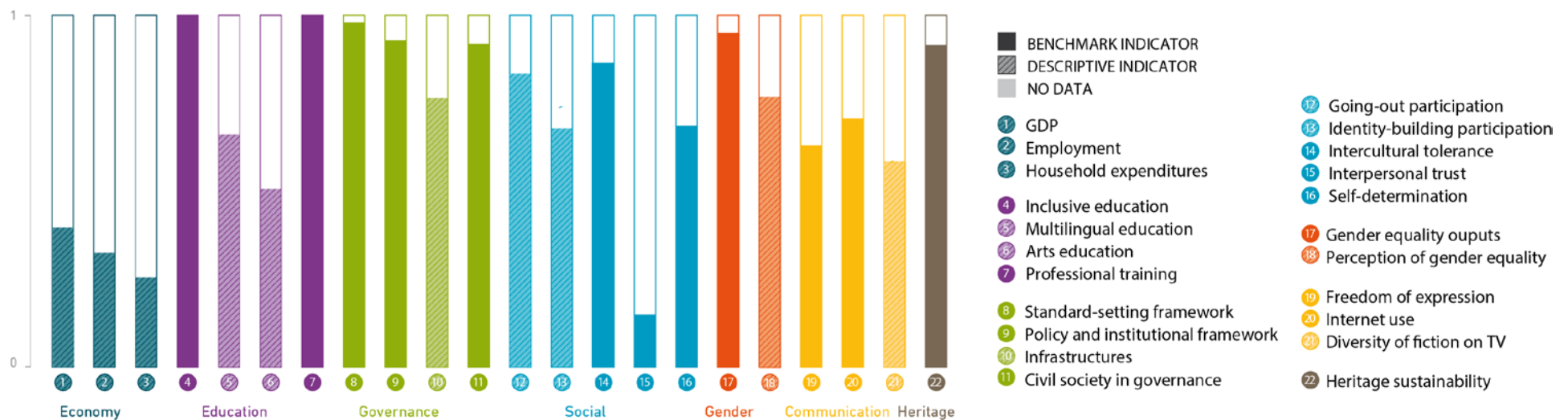
## AT A GLANCE: STRENGTHENING THE ROLE OF CULTURE IN SUSTAINABLE DEVELOPMENT AND THE DEVELOPMENT OF STATISTICS IN THE AREA OF CULTURE

The authorities in the Republic of Serbia have recognized the role of culture in sustainable development in strategic documents such as the National Strategy of Sustainable Development. The Draft Strategy for the Development of Culture in the Republic of Serbia 2017-2027, as well as in other sectoral strategies related to education, information society, youth and gender equality. New insight and data obtained through the process of the CDIS implementation have helped the inclusion of the sector of culture in the development strategies of other areas, through clear and accurate indicators showing the potential that culture has in Serbia in the context of sustainable development. The process of data collection has revealed problems in the area of culture statistics and the development of the system for monitoring cultural development, but also pointed out the possibility to improve the existing system for the collection of statistical and administrative data according to international standards, as well as the development of indicators in the area of cultural policy.

As a tool of the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the CDIS has contributed to the understanding of the concept of cultural diversity, which has been made part of the legislative framework, and it has had a positive effect on the development of the culture sector and cultural industry. This has also been reflected through the negotiations of the Republic of Serbia on EU accession, in relation to Chapter 26 - Education and Culture, which was opened and temporarily closed, where the 2005 Convention was the only *acquis communautaire*.

### HIGHLIGHTS FROM THE FINDINGS: SERBIA'S CULTURE FOR DEVELOPMENT DNA

SERBIA: Culture for Development DNA



Culture matters in Serbia: CDIS indicators highlight Serbia's culture sector potential for economic development and wellbeing, while underlining certain obstacles in place that inhibit it from reaching its full potential.

The results suggest that although there is a high level of domestic production, illustrated by the significant contribution of the culture sector to GDP **1** (3.9% of total GDP) and a relatively high percentage of persons with occupations in the field of culture **2** (3.14%), and persons employed in institutions of culture (5.29% of the total number of employed population), **cultural participation 12** (80.08%) **needs to be further supported to increase the domestic consumption of cultural goods and services 3** (2.59% of total household consumption expenditures), which would have a long-term impact on the increase of the market potential of the cultural industry. Furthermore, while there are significant investments in professional development in culture at the tertiary level **7** (1/1) additional support for encouraging cultural industries could be realized through schemes for the development of cultural tourism, especially for foreign visitors.

Positive results of the indicators on normative, policy and institutional frameworks and the participation of the civil sector **8 9 11** (0.98/1; 0.91/1; 0.90/1) show that **there is a good foundation for a sound management, protection and promotion of culture**, as evidenced by the cultural diversity of feature content on public television, in the form of domestic feature content, which is entirely in accordance with national legislation (55<sup>21</sup>) and EU guidelines. **The biggest obstacles are related to the distribution of cultural infrastructure 10** (0.75/1), which directly impacts cultural participation and the contribution of the sector of culture to sustainable social development.

The degree of tolerance of people from different cultures is at a relatively high level **14** (84,8%), while mutual trust is relative low **15** (12,3%), **increased participation and level of involvement in cultural activities may contribute to reducing these gaps and directly impact increased social cohesion.**

In order for culture to further contribute to overall societal development, **the practice of gender equality needs to be further improved and targeted action is required to improve freedom of expressions and self-determination.** Indicator of perception of gender equality **18** (75%) reveals a positive attitude to gender equality, but an increased level of sensitivity for this issue would require continuous measures for overcoming the obstacles for participation in political and public life. Additionally, in order to realize the full potential of culture in the area of freedom of expression and self-determination, measures should be taken to enhance the political, economic, legal and social context that would ensure freedom of expression **19** (60/100) and self-determination **16** (6.64/ 1).

**A good result in the protection and valuation of cultural heritage**, through the established multidimensional framework for the protection, safeguarding and improvement of the sustainability of heritage **22** (0.89/1), could be improved by greater investments in youth education **6** (4%), which would impact the level of awareness of young people, as well as of the entire local community, as to safeguarding heritage, and it will have a long-term contribution to increasing employment and enjoyment of cultural content.

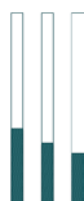
#### ALTERNATIVE INDICATORS

While there is no data required for formulating the proposed main indicators, there are other relevant sources of information related to similar matters and hence alternative indicators have been proposed at the level of specific countries.

#### ADDITIONAL INDICATORS

If a country has additional data that could further facilitate the understanding of a specific dimension, it was proposed to also present the additional indicator.

## RESULTS FOR THE REPUBLIC OF SERBIA



### ECONOMY

*Creative and cultural industries are dynamic and fast-growing sector in the global economy. They contribute to growth, which allows the diversification of national economies, generating income and creating new jobs. Furthermore, by contributing to the creation, production and transmission of symbolic content, their influence are also manifested in other sectors and areas. For example, they contribute to greater opportunities for the population to participate in culture and to the improvement of cultural diversity.*

*The Economy Dimension examines the contribution of the sector of culture to economic development, by evaluating the contribution of cultural activities to GDP, the role of culture as employer, but also how cultural goods and services are valued in commercial transactions.*

#### 1 CONTRIBUTION OF CULTURAL ACTIVITIES TO GDP: 3.90% (2014)

The contribution of cultural activities to GDP is 3.90%, of which 25.64% is generated by central activities and 74.36% by support/equipment activities. This share is slightly down, bearing in mind that in 2013 it amounted to 4.00%.

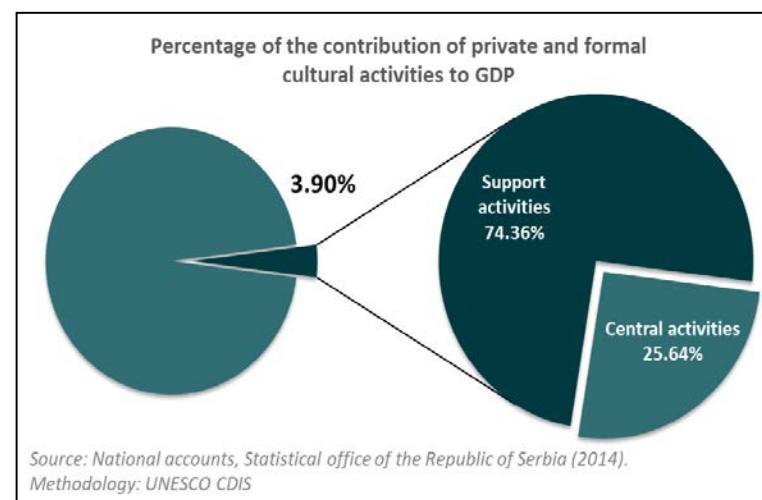
Telecommunications as a cultural activity in the form of support/equipment have the biggest share and, among central cultural activities, publishing comes first, followed by programming and broadcasting activities.

The restricted scope of the report at the **2-digit** level of classification needs to be emphasized, since it provides merely a basic outline of the contribution of culture to GDP, with certain spheres of culture not being included in the analysis, such as area 71 - architectural and engineering activities and 73 - publicity and market research, which belong to cultural activities, while, on the other hand, the entire area 74 is taken into account (involving other professional, scientific and cultural activities), which covers cultural activities only partially.

The development of indicators of the contribution of cultural activities to GDP is also significant for the recognition of culture in the Strategy of Sustainable Development of the Republic of Serbia in the segment of strategic coordinates of economic, technological and socio-cultural development, as one of the key non-material factors of economic growth, along with others such as knowledge, information, organization, media, education and the legal system, since the

Core Indicators	Description
CONTRIBUTION OF CULTURAL ACTIVITIES TO GDP	Percentage of the contribution of private and formal cultural activities to Gross Domestic Product
CULTURAL EMPLOYMENT	Percentage of persons engaged in cultural occupations within the total employed population
HOUSEHOLD EXPENDITURES ON CULTURE	Percentage of household final consumption expenditures on cultural activities, goods and services set against total household consumption expenditures

### FACTS AND NUMBERS





global changes in the structure of production factors point to an increasing domination and superiority of the so-called non-material factors of economic development. Moreover, the guidelines in the Strategy of Sustainable Development of the Republic of Serbia, in the part about knowledge-based economy, clearly underscore the importance of the factors on the relevant scientific and technological and cultural policy of the society.

## 2 CULTURAL EMPLOYMENT: 3.14% (2014)

**Employees with occupations in the area of culture account for 3.14% of the overall working population of Serbia.** At that, central cultural activities employ 78.85% of persons with occupations in the area of culture and 21.15% in support/equipment activities.

The highest number of employees in the area of central cultural activities work in music-related occupations (10.96%) and journalism (9.49%), while the least of employees works in landscape architecture (0.14%). As for ancillary activities in culture, most employees work in printing (6.30%), and the least in bookbinding (0.93%).

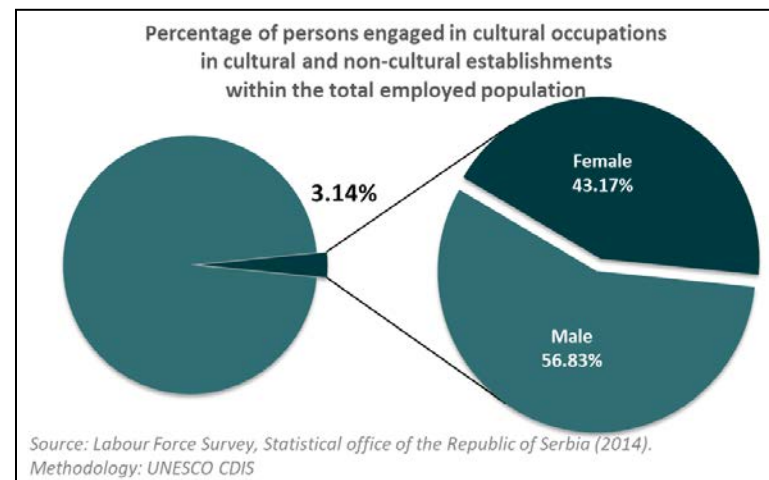
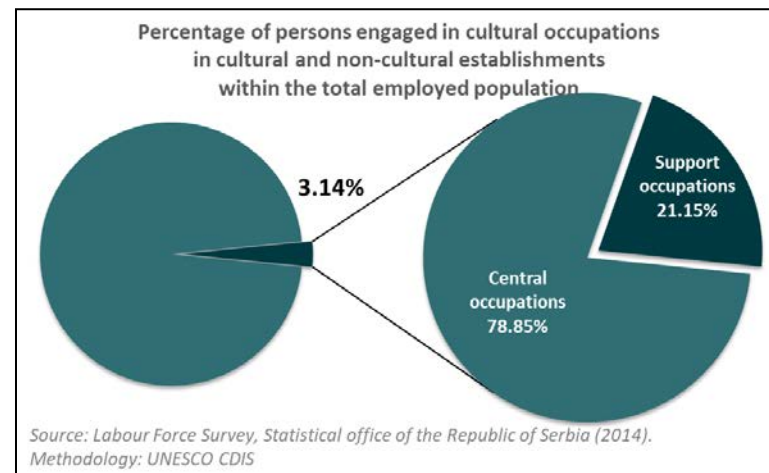
Men have the edge in the gender structure of persons employed in the field of culture (43.17% women, 56.83% men). Nonetheless, when the situation is seen in terms of jobs per gender, cultural activities are equally popular with both sexes. Namely, while women have a lower employment rate (34.80% vs. 49.13% of men), the share of employees with occupations in the area of culture is 3.13% in both sexes.

Employees in legal entities engaged in cultural activities regardless of occupation account for 5.29% of the total employed population of Serbia. Central cultural activities employ 77.84% of them, while 22.16% work in ancillary cultural activities.

The number of employees is one of the main indicators of the development potentials in culture and the generator of the economic strength in the overall social framework.

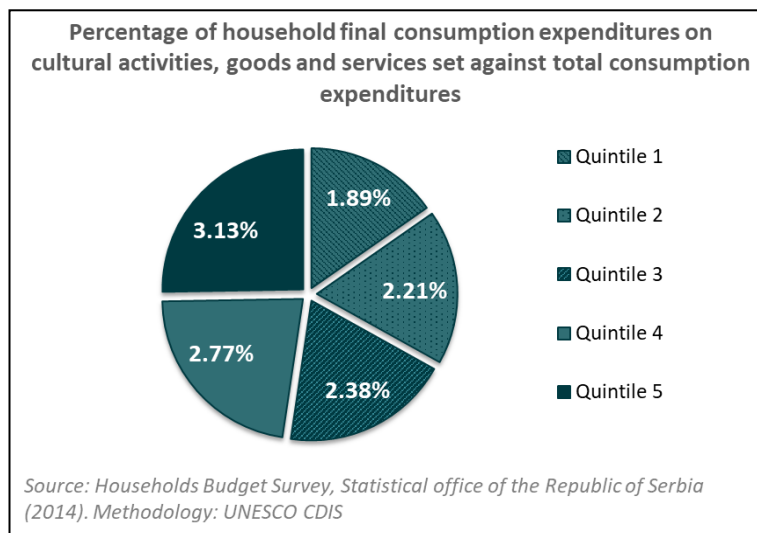
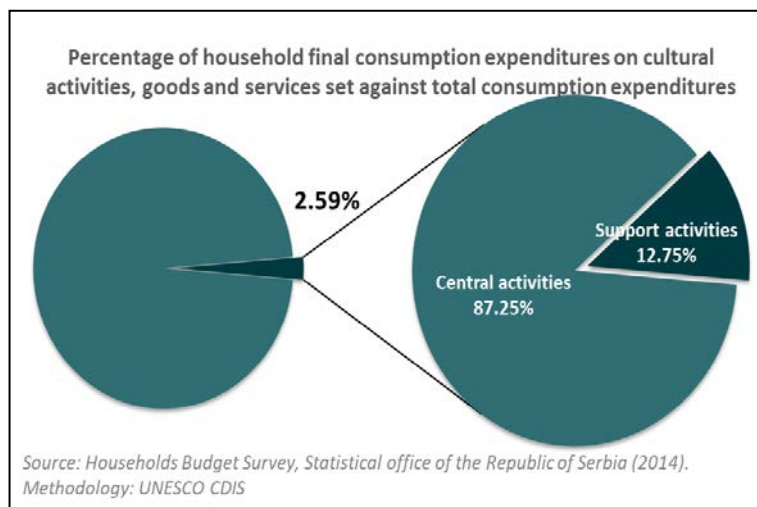
## 3 HOUSEHOLD EXPENDITURES ON CULTURE: 2.59% (2014)

**Expenditures for culture of Serbian households relative to the total expenditures of the household is 2.59%.** A several times higher share in the expenditures of households on culture is occupied by services, goods and products from the area of central cultural activities: buying tickets for cultural content, buying media (blank and unrecorded CDs, tapes, cameras), books, newspapers, jewelry and watches – 87.25% of all culture-related expenditures, namely 2.26%



of the overall consumption of the household. Activities involving support and equipment: recording music and shooting films, photography, processing of information, repair of audiovisual, IT and photography equipment) account for 12.75% of expenditures on culture. Relative to the geographic distribution of the Serbian population, cultural expenditures are higher in urban than in rural areas of residence. Hence, households in urban areas spend an average 3.03% of the total monthly expenditures on cultural property and services, while that share in rural households amounts to 1.78%.

When it comes to economic status, namely the purchasing power of the households in Serbia, the share of cultural consumption in the distribution of quintile groups per income, shows that the share of culture in household expenditures is growing in accordance with household income. Still, it does not exceed 3.13% of the total expenditures of the household in the wealthiest quintile group.



## **RECOMMENDATIONS FOR IMPROVING CULTURE STATISTICS**

In order to measure accurately the contribution of cultural activities to the economic development of the country, the accessibility of data sources must be provided for.

### **CONTRIBUTION OF CULTURAL ACTIVITIES TO GDP**

Data collection and the implementation of CDIS indicators has also indicated the need to set up a single research and information system in the contemporary cultural policy in Serbia. Today's research and information monitoring of cultural development is incomplete and takes place without coordination at several levels (the Statistical Office of Serbia, business information and stats of specific cultural activities, data of local government bodies, ad hoc statistical research of specific institutions and non-governmental organizations, research adapted to the needs of science and research projects). The consequence of such a situation is the lack of methodological harmony between data and information and the needs of culture creators and cultural policy makers.

### **CULTURAL EMPLOYMENT**

The blueprint of the new catalogue of systematized jobs in culture, defined by the Ministry of Culture and Media and representatives of culture institutions in late 2015, also contributes to creating a complete picture of employment in public culture institutions. A total of 178 professional titles in culture are included in the catalogue.

### **HOUSEHOLD EXPENDITURES ON CULTURE**

In order to better understand cultural consumption, continuous research should be conducted about the cultural practices of citizens, in order to obtain updated data on regular basis and secure continuous monitoring of cultural consumption over a longer period of time. Moreover, all indicators benefit from the possibility of classifying empiric data as per all socioeconomic traits, in order to more easily and accurately define measures aimed at increasing cultural consumption, equal access to culture goods, services and activities, as well as employment in culture.



## EDUCATION

Education not only provides individuals possessing the requisite skills and knowledge with the opportunity to become influential citizens; it is also a fundamental cultural right. Education has a key role in bettering knowledge-based society capable of devising innovative strategies for future challenges. The educational cycle also provides the key conditions for the construction, learning and transmission of cultural values and circumstances, which may improve social cohesion and tolerance. Moreover, education is also important in promoting and valorizing cultural diversity and in supporting new talents and creativity.

The Education Dimension analysis the relation between education, culture and development through the assessment of inclusive education, the valorization of interculturalism, cultural diversity and creativity and the possibility of acquiring professional knowledge and skills in cultural activities.

### 4 INCLUSIVE EDUCATION: 0.99/1 (2014)

The average number of years of education for the 17-22 age group in the Republic of Serbia is 11.4, while 0.2% of the population has less than 4 years of completed education and hence the result of the inequality index is 0.99.

In the course of the schoolyear 2014/2015, the preschool program was attended by 95.27% of the children born in the period between March 2007 and February 2008.

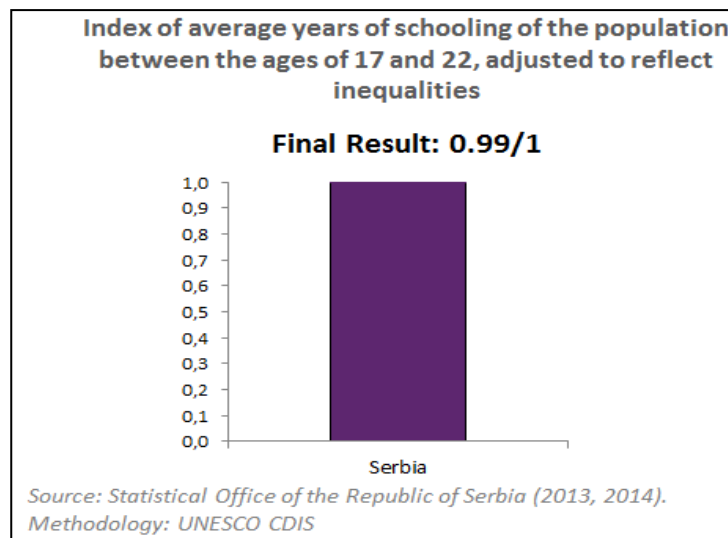
Primary education in the schoolyear 2013/2014 was held in 3426 schools on the territory of the Republic of Serbia, attended by 560.099 pupils.

According to information of the Ministry of Education, Science and Technological Development of the Republic of Serbia, in the schoolyear 2014/2015, secondary education took place in 539 secondary schools, of which 113 were grammar schools, 319 vocational schools, 41 artistic schools, 38 mixed schools (grammar schools and vocational or artistic schools) and 28 schools for pupils with developmental delay.

The Strategy of the Development of Education in Serbia until 2020, in the part concerning childcare and preschool education, recognizes the importance of inclusive education through the contribution to prevention of poverty and social inclusion through the realization of inclusive education. Furthermore, in the part on the quality of the teaching and learning process, support mechanisms are defined to inclusive approach in schools: additional education of teachers for understanding the inclusive approach and through professional development

Core Indicators	Description
INCLUSIVE EDUCATION	▶▶▶ Index of average years of schooling of the population between the ages of 17 and 22, adjusted to reflect inequalities
MULTILINGUAL EDUCATION	▶▶▶ Percentage of instructional hours dedicated to promoting multilingualism in relation to the total number of instructional hours dedicated to languages (grades 7-8)
ARTS EDUCATION	▶▶▶ Percentage of instructional hours dedicated to arts education in relation to the total number of instructional hours (grades 7-8)
PROFESSIONAL TRAINING IN THE CULTURE SECTOR	▶▶▶ Index of coherency and coverage of technical and vocational education and training (TVET) and tertiary education in the field of culture

## FACTS AND NUMBERS



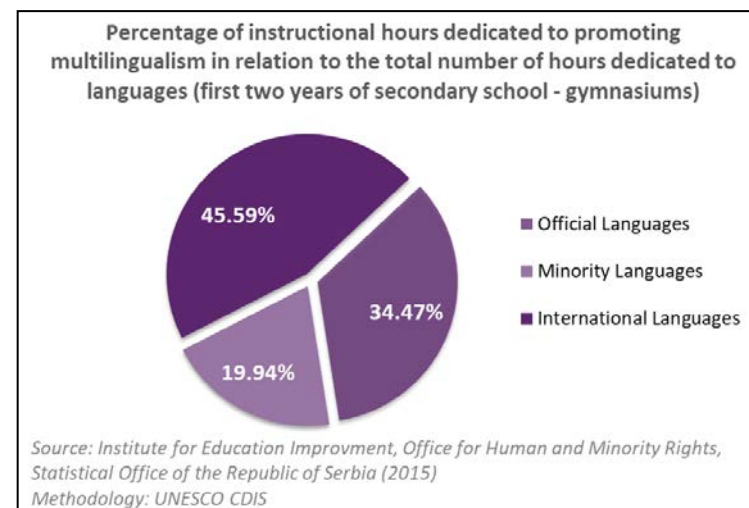
and in the curricula of teaching faculties; cooperation of ministries in charge of education, healthcare, social affairs and state administration on monitoring and improving the application of inclusion and on the raising the awareness of the population about inclusion; obtaining systemic professional help, which is provided through help centers and mobile teams; establishing a network of institutions and partners in local governments for information and addressing the problems that arise; planning and provision of administrative, financial and staff support to the planned activities.

## 5 MULTILINGUAL EDUCATION: 66% (2015)

According to the population census of the Republic of Serbia from 2011, around 30 ethnic communities live on the territory of Serbia, with Serbs being the largest ethnic community accounting for 82.9% of the total population of the Republic of Serbia.

Article 1 of the Law on the Official use of Language and Script stipulates that the official language of the Republic of Serbia is the Serbian language and the Cyrillic alphabet.

According to data of the Office of the Government of the Republic of Serbia for Human and Minority Rights, 11 national minority languages are in official use in the Republic of Serbia (Albanian, Bosnian, Bulgarian, Hungarian, Macedonian, Romanian, Ruthenian, Slovak, Croatian, Montenegrin and Czech), while the total number of national minority languages is 13, where the aforementioned languages are joined by Roma and Ukrainian, which are not in official use. Namely, under Article 11 of the Law on the Official use of Language and Script, local government units are obligated to introduce, in equal official use, the language and script of the national minority, if the percentage of that minority in the total population on its territory reaches 15%, according to the latest census. Hence, the Roma language, although standardized in 2013, is not in official use in any local government unit, since, according to data of the Statistics Institute, Roma have not reached the 15% threshold in any town or municipality, as prescribed by the Law on the Protection of Rights and Freedoms of National Minorities, as a threshold for the mandatory introduction of language in official use. The same applies to Ukrainian language, which is not in official use in any local government unit. Certain national minority languages have been introduced in official use in a very small number of local government units and hence the Czech language is officially used in the municipality of Bela Crkva, the Macedonian language on the territory of the town of Pancevo and the municipality of Plandiste and the Montenegrin language in the municipality of Mali Idjos.



A specific feature of the education system in the Republic of Serbia is education in the languages of national minorities. Namely, in addition to the Serbian language, one may attend the entire primary and secondary education in eight (Hungarian, Albanian, Slovak, Romanian, Bulgarian, Ruthenian, Croatian and Bosnian language) of the total thirteen national minority languages. Furthermore, Serbia also supports, with special affirmative action measures, the inclusion of marginalized groups, primarily Roma, in educational institutions.

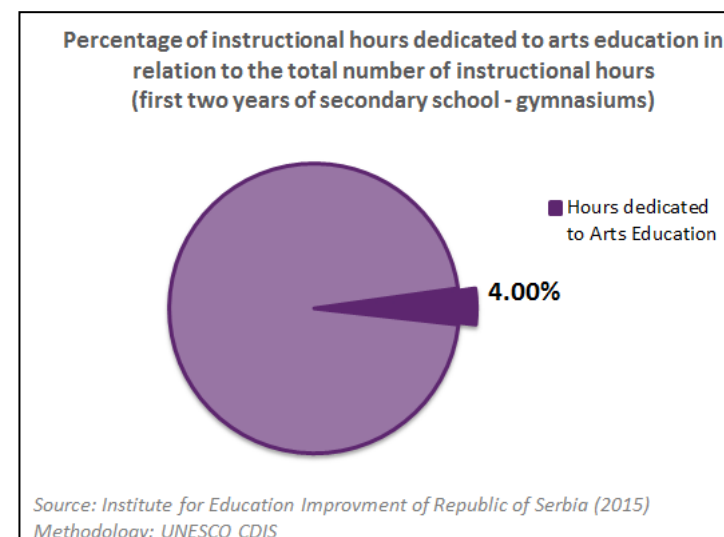
The course of Serbian language, as a non-mother tongue, is mandatory for all pupils undergoing education in their mother tongue (save for those who have Serbian as their mother tongue), since under the Law on Secondary Education, schools are required to organize classes of Serbian language, thereby integrating all citizens in society and in this case, Serbian language for national minorities is not considered a foreign language, but rather a non-mother tongue. The harmonization of the curriculum of national minority languages and the one for Serbian language as a non-mother tongue is carried out by the Ministry of Education, Science and Technological Development in cooperation with the National Council of National Minorities, which is regulated by Article 13 of the Law on the National Council of National Minorities.

Serbian language, as an official language, is taught in secondary schools in the Republic of Serbia and of the 11 minority languages in official use in the Republic of Serbia, 8 languages are taught in the first two years of school. By calculating the entire annual number of classes in the first two grades of grammar school in Serbia dedicated to languages, it may be inferred that 34.47% of language classes account for Serbian language classes, 19,94% account to minority language classes, while 45.59% of the total class load account for foreign languages, whereas the **index of promotion of multilingualism in grammar schools in the first two grades of secondary school is 66%.**

The aforementioned data indicate that the Ministry of Education, Science and Technological Development attends to the safeguarding of cultural and language identity of all peoples living on the territory of Serbia, but also to the importance of mastering foreign languages that may widen the horizons of younger generations in the social, cultural and economic sphere.

## 6 ARTS EDUCATION: 4.00% (2015)

In the Republic of Serbia, general artistic education is acquired in primary and secondary school by taking the general courses of Music and Fine Arts, respectively, and by taking general courses of Music and/or Fine Arts. In certain vocational profiles, specific artistic courses are taught (students of architecture schools, graphic design schools, hospitality schools, textile



schools...), but these courses are in the function of the respective vocation and taking an admission exam for checking one's talents is not required for enrolling in these profiles. In specialized artistic schools, talented students obtain professional artistic education.

In the Republic of Serbia, there are no general artistic courses entailing audiovisual arts and dance. Some elements are integrated in the curriculum of other courses: dance is taught in the scope of the courses Music and Physical Education, respectively; drama is taught in the scope of the course Serbian Language and Serbian Language and Literature, respectively; film is taught in the scope of the course Fine Arts and Serbian Language, respectively.

Considering all courses of study in grammar schools (general course, Philological Secondary School, Mathematical Grammar School) in the Republic of Serbia, in the first two grades 324 classes dedicated to art are held, relative to 8.084 classes of all courses and the **share of art education relative to the total number of classes in the first and second grade of secondary school is 4.00%**.

That percentage is slightly lower in secondary vocational schools and was 3.91% in classical profiles.

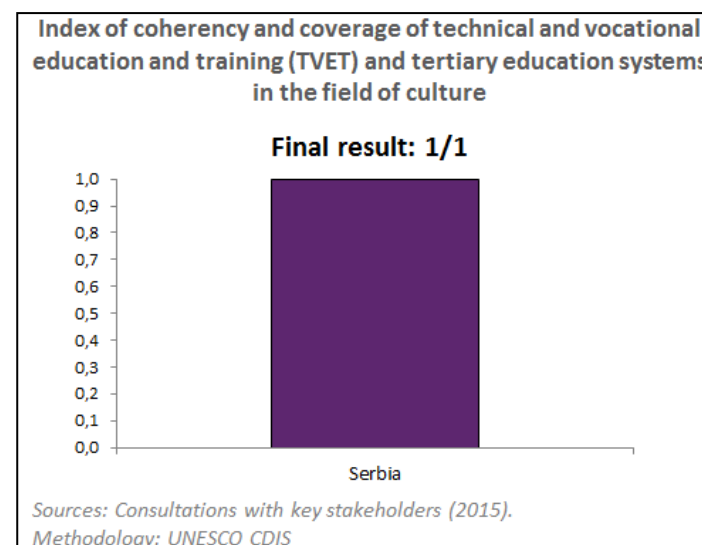
As for secondary artistic schools educating students in the area of music, ballet and visual arts, the share of courses taught in the area of art is 51.15%, namely in ballet schools 57,94% of the classes are dedicated to art, in music schools 50.09% is dedicated to music, while in visual arts schools, 50.00% of the classes are dedicated to fine arts and crafts.

A relatively low share of arts education courses in this particular life period may cause a low interest for seeking a job in this area or for cultural participation.

## 7 PROFESSIONAL TRAINING IN THE CULTURE SECTOR: 1/1 (2015)

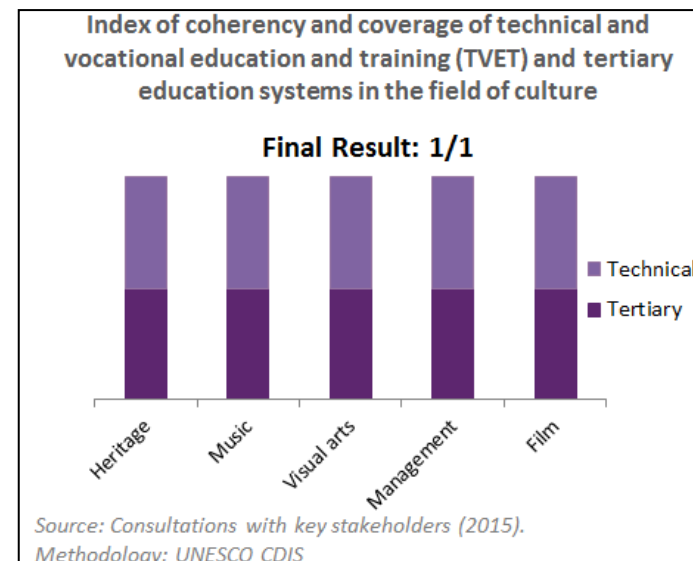
Result 1/1 shows that the Republic of Serbia invests in tertiary education in the area of culture, creating thereby a pool of young professionals for all areas of culture. **Organizing studies and courses in the area of culture contributes to the diversity of various forms of artistic expression.**

The first university in Serbia was established in 1905 in Belgrade. Since then, the Republic of Serbia established 9 universities in 6 cities (Belgrade, Novi Sad, Nis, Kragujevac, Novi Pazar and Pristina), which became university centers, and 27 colleges of vocational studies. Serbia has, in



the last few years, seen the establishment of 12 private universities and 7 private colleges of vocational studies.

Higher/tertiary education in the Republic of Serbia is regulated by the Law on Higher Education. Studies of heritage are the most prevalent, followed by visual arts, while music, film, photography and theatre studies are slightly less prevalent. Arts history may be taught only on state universities, while management in culture is more prevalent on private universities; the oldest management in culture department was established back in 1960, on the Faculty of Drama Arts (University of Arts in Belgrade) and is today also taught on three private universities and one state college of vocational studies. On the University of Arts in Belgrade, students attend, in the scope of their master studies, the course Cultural Policy and Management in Culture (Interculturalism and Mediation in the Balkans), which is a specific professional course of education in management in culture and arts, cultural policy, communication and media. Technical education (training and courses) in the field of culture is held the most in the area of management in culture, music, drama and visual arts and photography. Training and courses are conducted by various organizations in the public and civil sector, while the universities do the same through their summer schools and career development centers (the University of Belgrade, the University of Novi Sad) or professional education centers (University of Arts).



## GOVERNANCE

Cultural governance involves the standard-setting frameworks, public policies, infrastructures, institutional capacities and processes aimed at improving inclusive cultural development, structuring of dynamic cultural sectors, as well as promoting diversity. Cultural management creates the conditions for realizing cultural rights, which are key for the development of a peaceful society where individuals can lead fulfilled and creative lives, in keeping with their values. Hence, cultural management plays a key role in creating the conditions for culture to fully contribute to a legally legitimate human development.

The Governance Dimension reviews the framework of cultural action, by assessing the framework for the protection and promotion of culture, institutional frameworks for culture, cultural rights and cultural diversity, the distribution of the selected cultural infrastructures facilitating the participation in cultural life; it furthermore establishes the institutional mechanisms for the participation of the civil sector in decision-making.

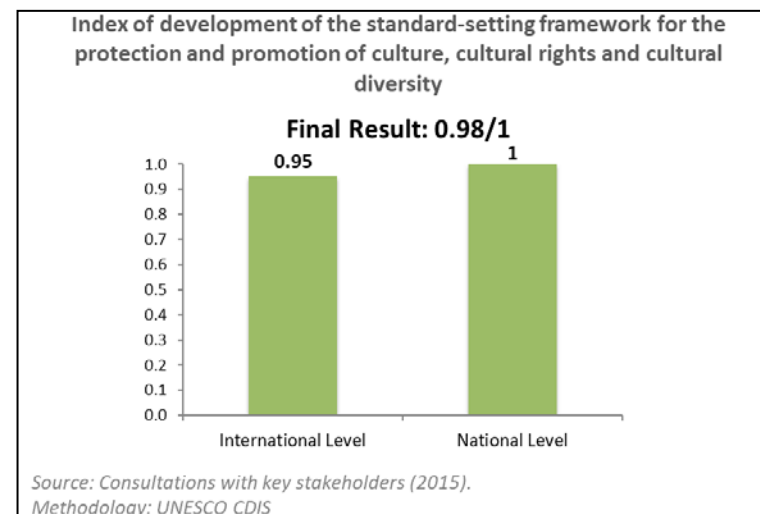
### 8 STANDARD-SETTING FRAMEWORK FOR CULTURE: 0.98/1 (2015)

The index of the development of the framework for setting the standards for the protection and promotion of culture, cultural rights and cultural diversity amounts to 0.98/1, while from the individual standpoint, at international level it is 0.95/1, and at a maximum 1/1 at the national level.

In 2009 the Republic of Serbia ratified the UNESCO Convention on the Protection and Promotion of Diversity of Cultural Expressions and adopted a Law ratifying the Convention. By ratifying that Convention, conditions were met for applying the first international instrument regulating the issues of safeguarding and developing cultural diversity, which has a significant impact on the realization of fundamental rights and freedoms of the citizens. The ratification of the Convention had a stimulating effect on the development of the cultural system in Serbia. The concept of cultural diversity is being included in the legislation, primarily through the systemic Law on Culture, where it is represented as one of the principles of cultural development, which the realization of the general interest in culture is based upon, as well as through other adopted laws (e.g. the Law on the Film Industry) and long-term planning documents, such as the Strategy of the Development of the Public Information System in

Core Indicators	Description
STANDARD-SETTING FRAMEWORK FOR CULTURE	▶▶ Index of development of the standard-setting framework for the protection and promotion of culture, cultural rights and cultural diversity
POLICY AND INSTITUTIONAL FRAMEWORK FOR CULTURE	▶▶ Index of development of the policy and institutional framework for the protection and promotion of culture, cultural rights and cultural diversity
DISTRIBUTION OF CULTURAL INFRASTRUCTURES	▶▶ Distribution of selected cultural infrastructures relative to the distribution of the country's population in administrative divisions immediately below State level
CIVIL SOCIETY PARTICIPATION IN CULTURAL GOVERNANCE	▶▶ Index of the promotion of the participation of cultural professionals and minorities in the formulation and implementation of cultural policies, measures and programmes that concern them

## FACTS AND NUMBERS





the Republic of Serbia until 2016 and the future Strategy of the Development of Culture of the Republic of Serbia.

Owing to the ratification of the Convention, as well as its application, the cultural system of Serbia has received a strong incentive for further development and reforms in the area of culture. For that reason, the adoption of new regulations concerning cultural diversity, financial support to cultural diversity and defining cooperation with the civil sector are considered the chief accomplishment in its implementation.

The Constitution of the Republic of Serbia regulates affairs in the area of culture and explicitly prohibits any form of discrimination and itemizes forms of discrimination (Article 21). Any form of direct or indirect discrimination is prohibited, on any grounds and especially on the grounds of culture. Furthermore, Article 48 of the Constitution concerning the affirmation of respect for diversity stipulates that, by implementing measures in education, culture and public information, the Republic of Serbia encourages the understanding, consideration and respect of the differences that exist due to the specificity of ethnic, cultural, linguistic or religious identity of its citizens. The Constitution guarantees the freedom of scientific and artistic creation: Article 73 says that scientific and artistic creation shall be free, that the moral and material rights of the authors of scientific and artistic works shall be guaranteed, in accordance with the Law, as well as that the Republic of Serbia encourages and helps the development of science, culture and art. According to Article 75, paragraph 2, national minorities participate, by the virtue of their collective rights, directly or through their representatives, in decision-making or decide by themselves about specific issues related to their affairs, including culture. The right to the expression of cultural specificity, namely to the safeguarding thereof, is laid down in Article 79, by stipulating that national minorities have the right, inter alia, to the expression, safeguarding, fostering, development and public expression of cultural specificity, among other things. National minorities may also establish cultural associations, which they will finance on a voluntary basis. The Republic of Serbia recognizes the special role of such associations in the realization of the right of members of national minorities, as stipulated in Article 80 of the Constitution of the Republic of Serbia.

The Constitution lays down the obligation of the Republic of Serbia to encourage the spirit of tolerance and intercultural dialogue and hence Article 81 stipulates that, in the area of education, culture and information, it will encourage the spirit of tolerance and intercultural dialogue and take effective measures for improving mutual respect, understanding and cooperation among all people living on its territory, regardless of their ethnic, cultural, linguistic or religious identity.

Cultural activity, which provides for the realization of the rights of citizens, namely the satisfaction of their needs and the realization of other legally enshrined interests in the area of culture, takes place in cultural institutions, which are established as legal entities for the purpose of the realization of this activity. Institutions are established for the realization of that activity in the areas of cultural creation and the fields related to the protection of cultural property. At national level, there are 26 cultural institutions, of which five are cultural institutions in the field of contemporary artistic creation.

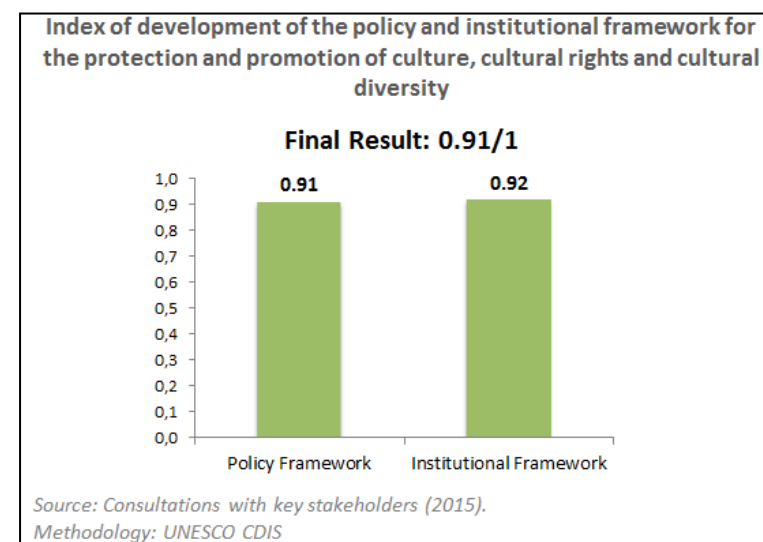
## 9 POLICY AND INSTITUTIONAL FRAMEWORK FOR CULTURE 0.91/1 (2015)

The index of the development of the political and institutional framework for the protection and improvement of culture, cultural rights and cultural diversity is 0.91/1, while the individual indexes for the legislative framework are 0.91/1 and institutional framework 0.92/1, respectively.

The key accomplishments in terms of the legislative framework are the existence of legally specified measures for encouraging cultural creation of minorities and groups with special needs, as well as the existence of specific laws for: safeguarding cultural heritage, the field of film industry, publishing, television, radio, etc.

The main shortcoming is the absence of a culture development strategy and of mechanisms for the implementation, evaluation and monitoring thereof. The Law on Culture provides for the adoption of the Strategy of the Development of Culture of the Republic of Serbia for a ten-year period. The Draft Strategy of the Development of Culture of the Republic of Serbia 2018-2028 has been produced, as well as the respective action plan. The Draft Strategy has been tabled to the Government of the Republic of Serbia for adoption. Upon adoption by the Government, the Draft Strategy will be reviewed by the National Assembly of the Republic of Serbia.

As for the institutional framework, there are mechanisms in the Republic of Serbia recognized by the CDIS methodology (the Ministry of Culture and Media, Culture and Media Committee in the National Assembly of the Republic of Serbia, the National Council for Culture. Certain powers from the area of culture have been transposed at the level of regional, provincial and local authorities, which have an allocated budget for these purposes, etc.).



## 10 DISTRIBUTION OF CULTURAL INFRASTRUCTURES: 0.75/1 (2015)

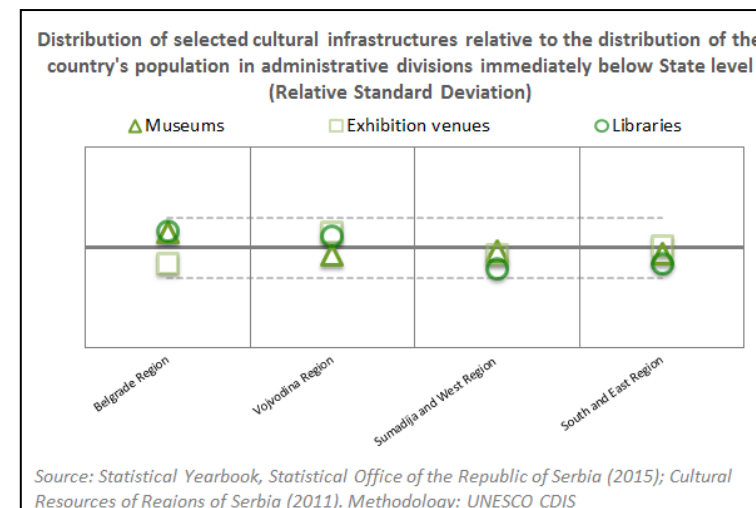
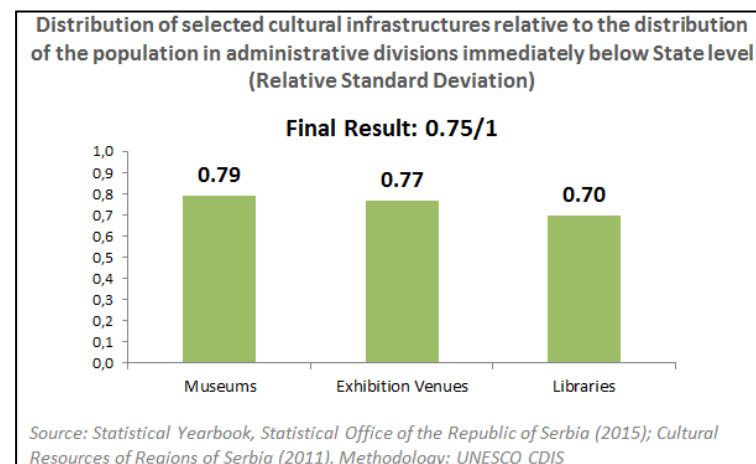
The indicator of the distribution of cultural infrastructure has the value of 0.75/1, which shows that the distribution of cultural infrastructure in the regions of Serbia is relatively even.

In the Republic of Serbia, there are no urban units (town or municipality) that doesn't have at least one cultural institution. The biggest number of municipalities/towns, about three quarters of them, have between one and three cultural institutions. The most numerous are libraries and so-called polyvalent centers, namely cultural centers, which are not aimed at only one activity and instead cover various areas of culture and cultural production (theatre, music, cinema, librarian activity, folkloric content, exhibitions...) giving thereby the opportunity to artists to create and to the citizens to participate in the most diverse content. Museums come third in terms of number.

Museums have the best spatial distribution, followed by performing arts spaces, while the libraries occupy the least space, although they are the most numerous. The reason for that is the fact that libraries are concentrated in the Belgrade region and the region of Vojvodina. The museums in the Belgrade region too have a high concentration, since Belgrade, as the administrative center of Serbia, hosts, in addition to municipal institutions, almost all national institutions.

One of the main characteristics of the cultural infrastructure in Serbia is its decentralization. According to Article 20 of the Law on Local Self-Government of the Republic of Serbia, local government units (towns and municipalities) are the founders of cultural institutions on their territory and provide to the institutions their working conditions, attend to the organization of tasks related to the protection of cultural property relevant for the town/municipality, encourage the development of cultural and artistic creation and provide for the funds for the financing and co-financing of programs and projects in the area of culture. Furthermore, according to Article 4 of the Law on Culture, a local government unit attends to satisfying the needs of the citizens in culture on its territory and regulates certain issues of interest for its citizens, as well as the manner of their realization, in the scope of the rights and obligations laid down by the Constitution and the Law.

In addition to independent local cultural institutions, which are 489, the public budget in Serbian also finances 18 provincial cultural institutions, established by the Province of Vojvodina, and 26 national cultural institutions, established by the Republic of Serbia. The



national budget also finances 14 cultural institutions from the territory of the Region of Kosovo and Metohija.

### 11 CIVIL SOCIETY PARTICIPATION IN CULTURAL GOVERNANCE: 0.90/1 (2015)

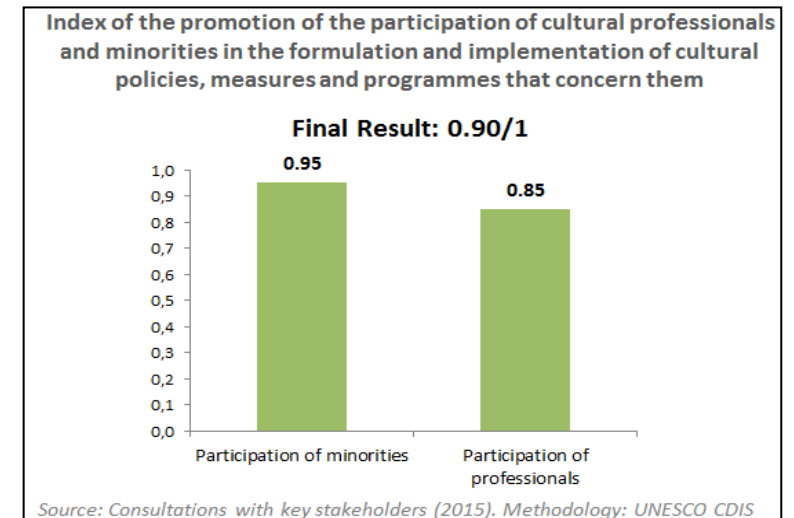
**The index of participation of experts from the area of culture in the making and realization of cultural policies, as well as measures and schemes pertaining to these policies, is 0.90/1, while in individual terms, the index of participation of minorities is 0.95/1 and that of experts from the area of culture is slightly lower and amounts to 0.85/1.**

In the processes of adoption of laws and strategic documents, official bodies are established, consisting of representatives of minorities, cultural and media professionals and other groups, depending on the respective field.

The Ministry of Culture and Media calls at least once a year an open competition for the financing and co-financing of projects in the area of culture and media. Special attention is dedicated to socially vulnerable groups and topical subjects. Entities in culture and media and production companies participate, as stipulated in the draft project, in the realization of priority goals of cultural and media policies, but also have the possibility to criticize, in a professional manner, the existing and propose new systemic concepts.

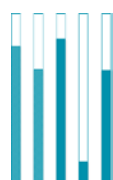
With a term of office of at least one year, expert commissions are established, which, in accordance with the Law, adopt the decision on the financing and co-financing of projects. The members of the competition commissions that adopt the said decision are the representatives of minorities, civil sector organizations and other stakeholders, depending on the field for which the open competition has been called. In the field of culture, the Law does not provide for an established procedure for selecting commission members, which are rather selected based on their professional and social reputation, while in the sector of media, the commissions admit their members based on the proposal of professional associations and institutions.

In accordance with the Law on National Councils of National Minorities, the national councils of national minorities are vested by Law with certain public powers in decision-making or with independent decision-making on specific questions from the area of culture, education, information and official use of language and script, for the purpose of realizing the collective rights of the respective national minority to self-management in these areas. (Article 1) Resources are provided for from public sources and there is also a budget fund for co-



financing. Furthermore, Article 5 of the Law on Culture emphasizes that the national councils of national minorities attend to the implementation of the cultural policy of the respective national minority and, in accordance with the Law, take part in the decision-making process or decide autonomously about specific matters related to their respective culture. Hence, the national minorities' right to self-management in the area of culture is enshrined in the Law and it is realized in such a manner.

On the other hand, there is an official cultural policy attended to, in accordance with the Law on Ministries and the Law on Culture, by the Ministry of Culture and Media. The Ministry attends to state administration related affairs, which serve the realization of the goals of cultural policy at the national level, including relative to national minorities as the integral part and important component of the cultural scene of Serbia. As part of its mandate, the Ministry of Culture consults the national councils, appoints national minority members in expert commissions, accepts their proposals for membership in the Culture Council and steering and oversight committees in cultural institutions, in accordance with the Law.



## SOCIAL PARTICIPATION

Culture has a central role to play in the safeguarding and improvement of the quality of life and prosperity of the individuals and the community. Cultural practices and property are the key mechanisms for the creation, transmission and the reinterpretation of values, attitudes and beliefs through which individuals and communities express the meaning they give to their life and their own development. These values, attitudes and beliefs shape the nature and quality of social relations, the influence of individuals and communities, the sense of integration, tolerance of diversity, trust and cooperation.

The Social participation Dimension examines the multidimensional manner in which culture affects the safeguarding and improvement of an incentive environment for social progress and development, through an analysis of the level of cultural participation, connectedness within a given society, the sense of solidarity and cooperation and freedom of self-determination.

### 12 PARTICIPATION IN “GOING-OUT” AND “HOME” CULTURAL ACTIVITIES: 80.08% (2015)

In 2015, 80.08% of respondents (54.0% women and 46.0% men) visited at least one cultural event in the last 12 months, of which 15.49% visited only one type of cultural event. The largest number of respondents visited music events (concerts of pop/rock, jazz, folk and/or classical music) – 74.55%, while all other events were attended by less than 60% respondents.

Most visited is film content (film screenings), visited by a quarter of the respondents at least once every three months. The least visited are ballet and opera programs, as well as jazz concerts, visited by less than 10% of the citizens. Poor attendance of ballet and opera plays is, among other things, also the consequence of the fact that this type of content is performed on regular basis in only two cities in Serbia, but also of the fact that one needs to be familiar with the symbolic forms of these arts to be able to enjoy them.

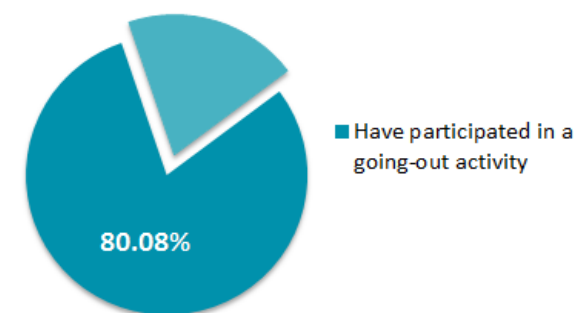
From a structural point of view, among musical events as the most visited cultural forms, the respondents most often visited pop/rock concerts, followed by folk music events, visited at the annual level by more than half of the respondents, while jazz and classical music concerts have much less visitors.

Theatre plays have a relatively low share of visitors (45,2%) and a similar situation exists as to attendance of exhibitions. As in the case of theatres, visits to museum and galleries did not

Core Indicators	Description
PARTICIPATION IN GOING-OUT CULTURAL ACTIVITIES	Percentage of the population who have participated at least once in a going-out cultural activity in the last 12 months
PARTICIPATION IN IDENTITY-BUILDING CULTURAL ACTIVITIES	Percentage of the population who have participated at least once in an identity-building cultural activity in the last 12 months
TOLERANCE OF OTHER CULTURES	Degree of tolerance within a society towards people from different cultural backgrounds
INTERPERSONAL TRUST	Degree of interpersonal trust
FREEDOM OF SELF-DETERMINATION	Median score of perceived freedom of self-determination

## FACTS AND NUMBERS

Percentage of the population who have participated at least once in a going-out cultural activity in the last 12 months



Source: Survey Cultural habits, needs, and views of citizens of Serbia, Center for Study of Cultural Development (2015).  
Methodology: UNESCO CDIS



include only institutions, but also exhibitions of old crafts and handicraft products, which are a common occurrence in various events, as well as in other cultural institutions (cultural centers, libraries, schools...). This is one of the significant factors that have caused a slightly higher percentage of citizens visiting these events (40,6%) relative to the said polls from 2005. (25,7% of visitors) and 2010 (36% if visitors).

The National Youth Strategy, as one of the nine strategic goals, also defines the participation of youth in the creation of cultural content, with the specific objective to provide for continuous support to the development of youth creativity and the participation of youth in the creation and consumption of cultural content. Furthermore, the Strategy recognizes the problem of information about cultural content, which is not adapted to young people, which, in turn reduces the possibility of their cultural participation and defines a specific goal aimed at increased consumption of cultural content among youth, especially through measures that would encompass the adaptability and availability of cultural content for young people and an increased share of culture and creative industries-related content for youth in the media.

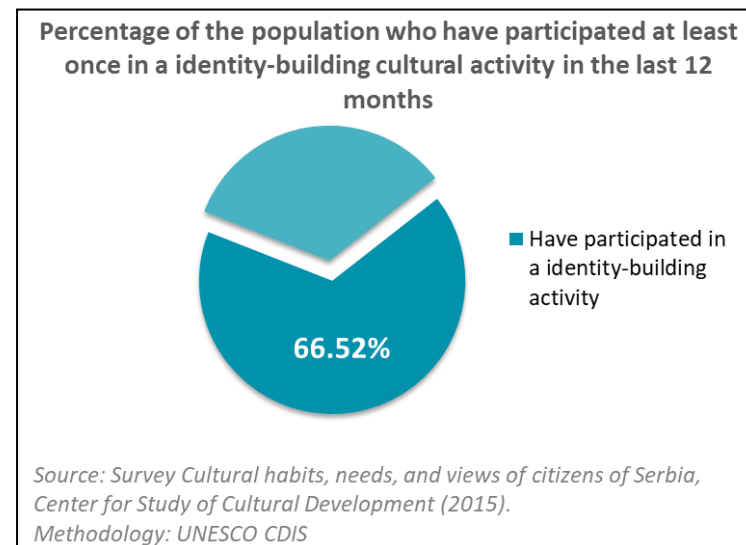
### 13 PARTICIPATION IN IDENTITY-BUILDING IDENTITY CULTURAL ACTIVITIES: 66.52% (2015)

**In 2015, 66,52% (53,7% women and 46,3% men) of the respondents visited and/or participated in at least one event in the last 12 months, which influences the creation of the national and cultural identity.** Of that number, 57,64% attended and/or participated in only one event, while 40,73% of the respondents attended both types of events.

People most often visit festivals, since in the last year, almost every other respondent visited at least once some national or local festival. In terms of frequency of visits and/or taking part in the aforementioned content, more than a third of the citizens have visited festivals and cultural and historical ceremonies between one and three times per year.

The structure per region has shown that the citizens of Vojvodina are the most active, since 73,42% of them visited and/or participated in, in the course of last year, at least once that type of event, while the least active are the citizens of the Belgrade region (48,26%). Moreover, the inhabitants of urban agglomerations have been slightly more frequent visitors and participants in content influencing the building of national and cultural identity (67,73%), relative to the population living in rural areas 64,32%. The inhabitants of rural areas make up almost two thirds of the audience of identity-building programs.

The Strategy of Sustainable Development of the Republic of Serbia recognizes the concept of cultural diversity, which, as opposed to an exclusivist understanding of its identity, puts

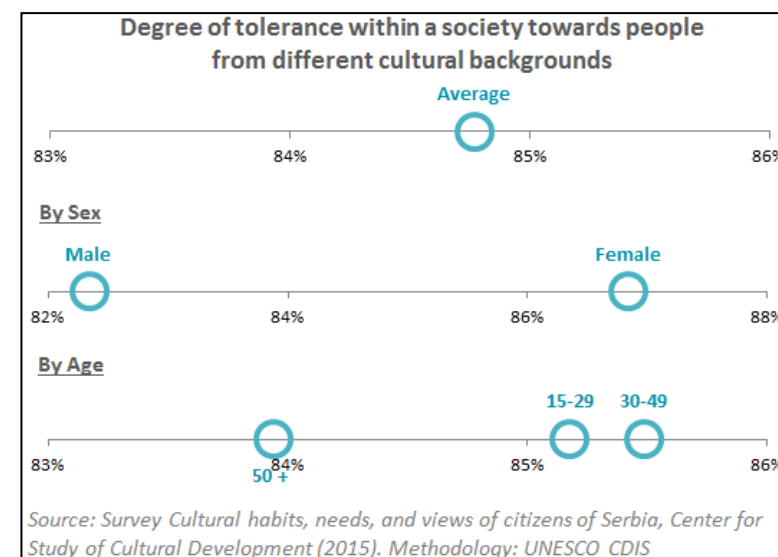


forward the dimension of its inclusiveness, i.e. its openness to the identity of others. The guidelines of the Strategy stipulate that such concept should be further fostering and integrated in specific programs, namely in culture development schemes in the Republic of Serbia and that cultural identity should be understood as a set of relatively durable identifiers and not as a coherent and stable unit. Furthermore, the strategic goals in the area of aiming towards social prosperity in the Republic of Serbia include the formulation of an identity policy, as part of the long-term cultural development strategy.

#### 14 TOLERANCE OF OTHER CULTURES: 84.77% (2015)

The degree of tolerance and trust of the respondents for people from other cultures in Serbia is relatively high, **since 84.77% of the respondents said to have nothing against the possibility of people from different cultures living in their immediate environment.** The highest tolerance rate is expressed for people of different faiths (91.37%), while the respondents were the least tolerant towards immigrants, although as many as 74.39% of the respondents said that they didn't mind having immigrants as their neighbors. Such level of tolerance of other cultures is most definitely shaped by the fact that the Republic of Serbia is a multiethnic state, home to more than 20 different nations. One should also bear in mind, in order to understand the attitude towards immigrants and foreign workers, the fact that the unemployment rate in Serbia is high and that in the course of 2015, more than 600.000 immigrants travelled through Serbia and that the field survey was conducted during the biggest migrant crisis in Europe.

As for structure per gender, it reveals that women are slightly more tolerant of other cultures and groups (86.84% of women said that they didn't mind having the aforementioned groups in their neighborhood), but the degree of tolerance among men is also high (82.34%). The highest tolerance level was demonstrated by the median generation, between 30 and 49 years of age (85.49%), followed by the youngest generation aged between 16 and 29 (85.18%), while the least tolerant were people of the oldest generation, 50 years and older (83.94%). When it comes to the place of residence of the respondents (urban/rural), while rural inhabitants were slightly less tolerant of the observed groups (people of different faith, race, immigrants), these differences are not statistically significant – 87.05% of urban respondents and 80,70% of rural respondents demonstrate tolerance of other culture. The least tolerant were the respondents with primary school qualifications or without it (78.25%), followed by respondents with secondary school qualifications (84.50%), while the most tolerant respondents are those that have graduated from a two-year or three-year college (87.90%).



## 15 INTERPERSONAL TRUST: 12.27% (2015)

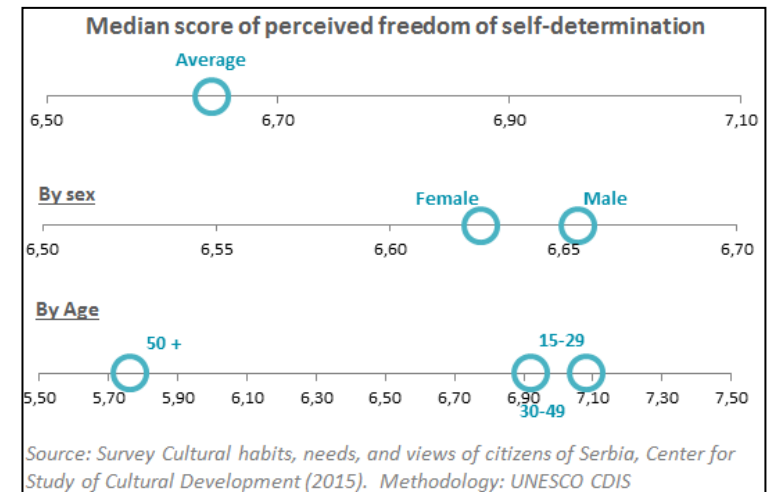
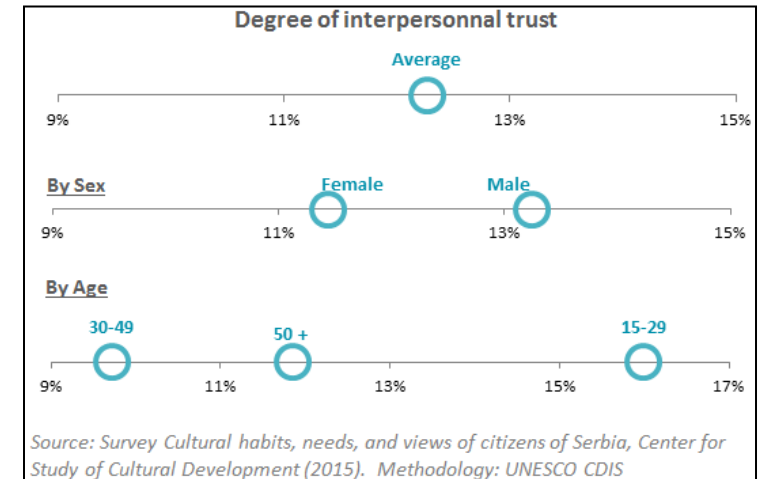
In 2015, 12.27% of Serbian citizens agreed that most people can be trusted. The structure relative to the socioeconomic dimensions of the respondents shows that the least trustful are middle aged women, from rural areas, with primary school qualifications, while the most trustful are younger men from urban areas, with university qualifications.

On a more general note, the results show that the population of Serbia has a relatively low level of trust in others and believe that “one should be very cautious in relations with other people”. This may ultimately affect the degree of social openness and both social and economic development. Compared to the results from the World Value Survey, the level of mutual trust has slightly declined relative to 2005, when 15.29% of the respondents said that “most people could be trusted.”

## 16 FREEDOM OF SELF-DETERMINATION: 6.64/10 (2015)

The median value of the responses on the self-determination scale in the Republic of Serbia is 6.64/10, where 10 is the level of the “greatest control over one’s own life”, while 1 is the level where “there is no control whatsoever”.

The results have shown that the social structure of Serbia has managed to a significant extent to provide an environment where the individual senses the freedom of choice and the control over their decisions. The citizens’ sense of control is on the rise compared to 2005, when its median value was 6.15, according to the results of the World Value Survey.



The degree of control over one's own choices in life is equally felt by both men and women, while as per the age of the respondents, the sense of freedom of choice is felt the most by the youngest respondents, whereas a trend of reduced control is visible the older the respondents are. Moreover, with increased educational qualifications also comes a stronger sense of control over one's life. Urban respondents have also been observed to feel slightly more in control of their life choices than the respondents from rural areas.

### **RECOMMENDATIONS FOR IMPROVING CULTURE STATISTICS**

#### **PARTICIPATION IN "GOING-OUT" CULTURAL ACTIVITIES**

Cultural participation significantly contributes to shaping the image of the cultural profile not only of individuals, but of society as a whole. It depends both from the individual and his desire to take part in culture and the general values and norms of society, the degree of development of the cultural infrastructure and its willingness to offer cultural programs and receive the audience. The most important prerequisites for cultural participation are: motivation (foundation: early socialization, value system), capability (foundation: education) and opportunity (foundation: offer of content from the area of culture). Accordingly, increasing the level of cultural participation is possible with a combination of measures related to plans connecting education and culture, on one hand, and adapting the cultural content offer to the needs of the citizens, on the other hand, along with an even development of the cultural infrastructure across the entire territory of Serbia.

#### **PARTICIPATION IN IDENTITY BUILDING IN CULTURE**

From a methodological point of view, future research about this field should clearly classify the types of national and local festivals, where festivals and events of artistic nature would be differentiated from festivals and events of commercial or predominantly touristic character.

#### **TOLERANCE OF OTHER CULTURES**

#### **INTERPERSONAL TRUST**

#### **FREEDOM OF SELF-DETERMINATION**

For a better assessment of the relation between cultural diversity, tolerance, trust, self-determination, social progress and development, empirical research should be conducted in equal time intervals, in order to enable the continuous tracking of these evolving relations and better understanding of the relations between culture and social development.

## GENDER

Gender equality is not recognized as a critical integral part of sustainable development at the international level only; gender equality may also accompany the respect for cultural diversity and cultural rights, when set within a human rights framework. Targeted policies and interventions in favor of gender equality have a strong effect on the attitudes and perception of gender roles and on ameliorating the level of equality in practice. Moreover, the attitudes and perceptions of culture play a key role in setting the course of such policies and measures. Nonetheless, policies require people: they must be supported by members of society in order to be successful and sustainable.

The Gender Equality Dimension analyses the connection or the gap that exists between the promotion and valorization of gender equality through targeted policies and activities, as well as the perception of equality based on culture.

### 17 GENDER EQUALITY OBJECTIVE OUTPUTS: 0.93/1

The Republic of Serbia has a high score according to the index of actual indicators of gender quality of 0.93/1.

The participation of women in the political life of Serbia is at a relatively significant level when it comes to numerical indicators. After the parliamentary elections in 2014, the number of women MPs was 84, or 34%. Serbia is at the very top internationally as to the number of women in Parliament. Regardless of the different opinions on the system of quotas, which prescribe, in our system, a share of at least 30% of the less represented sex in the Parliament, that system enabled a better gender balance.

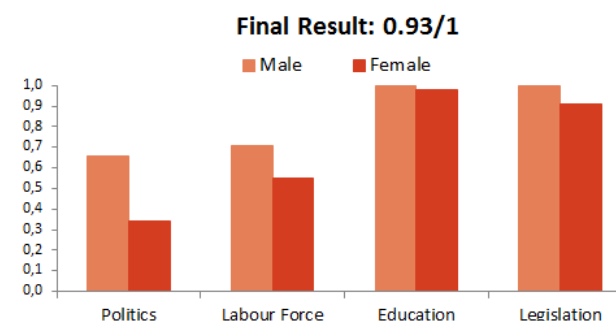
Equal access and the right to education has been, from the start of the struggle for women's rights, one of the most important goals of women movements. In the Republic of Serbia, men and women spend an almost equal number of years educating themselves - women 9,8 and men 10,85 years. The higher the qualifications, the greater is the level of equal access of both genders to it.

The share of women in the workforce is lower than that of men, the activity rate for women being 52.8%, vs. 59.7% for men. Low activity rates of the female population are the consequence of negative trends on the labor market, as well as of the influence of other factors: the sustained traditional division into "male" and "female" jobs and accordingly, the

Core Indicators	Description
GENDER EQUALITY OBJECTIVE OUTPUTS	▶▶▶ Index of the gaps between women and men in political, education and labour domains and in gender-equity legislative frameworks (objective outputs)
PERCEPTION OF GENDER EQUALITY	▶▶▶ Degree of positive assessment of gender equality (subjective output)

## FACTS AND NUMBERS

Index of the gaps between women and men in political, education and labour domains and in gender-equity legislation



Source: Women in Parliament (2015); Barro and Lee (2010); Statistical Yearbook, Statistical Office of the Republic of Serbia (2015); Census of Population, Statistical Office of the Republic of Serbia (2011); GID-DB, OECD (2014). Methodology: UNESCO CDIS

burden of house chores for women and the fact that in Serbia, almost half of the population lives in rural areas. The biggest inequalities reside in the economic field, where there is a gap in wages and in material ownership (houses, land and cars). Women have a lower employment rate than men and more rarely start their own business.

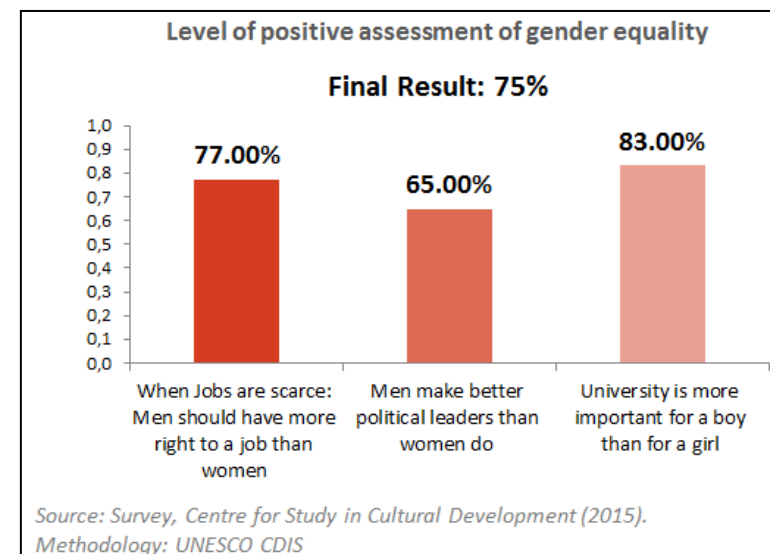
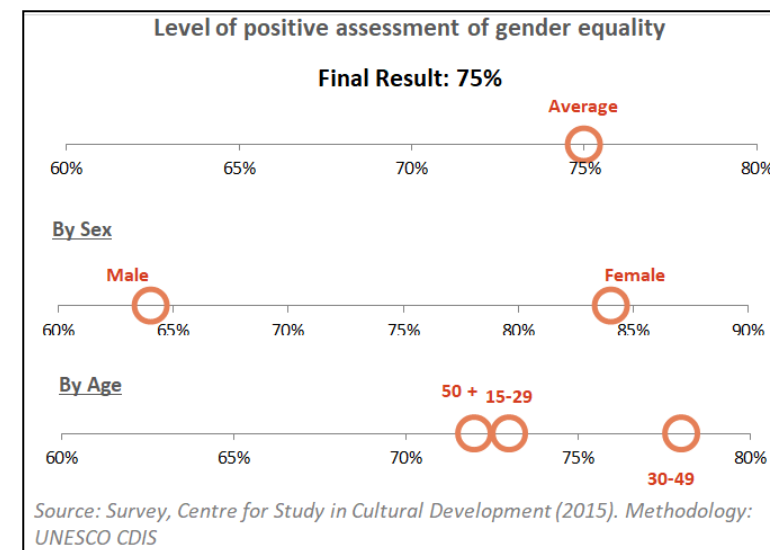
The Law on Gender Equality and the laws on the election of members of parliament and councilors have allowed a leap forward towards a more even participation of both sexes in political processes. However, that Law and other laws have not dramatically changed the positions of power and the participation of women in making the most important decisions in Serbia. Women are still a very notable minority in political and public life, regardless of the existing formal legal equality and the accepted (in principle) need to increase their share in decision-making positions.

### 18 PERCEPTION OF GENDER EQUALITY: 75% (2015)

In 2015, 75% of the citizens of the Republic of Serbia had a positive attitude to gender equality. The structure of the responses as per different categories shows that a greater share of women display a positive attitude to gender equality relative to men. Furthermore, people from median generations (30-49 years of age) have a somewhat more positive attitude to issues of gender equality relative to younger (15-29) and older (50 and over) generations.

Gender equality in education is widely accepted, since the majority of citizens do not agree that university education is more important for a man than for a woman (83%). Furthermore, most believe that educational success is an important value in the upbringing of both sexes. In terms of norms and beliefs, the citizens have a mainly positive attitude to gender equality. The citizens have the most positive attitude to gender equality in the area of education, followed by the economy, equality and their trust in equality is the lowest when it concerns political participation and decision-making.

The National Strategy of Gender Equality for the Period 2016-2020, with the Action Plan for 2016-2018 in the area of gender equality in the system of formal education, may be observed from multiple aspects: gender equality in terms of access to education; education for gender equality, human rights and respect and consideration of diversity, with the aim of improving communication between sexes, the prevention of discrimination and changing the gender stereotypes and patriarchal cultural patterns; gender sensitivity in all segments of the education process and the equal position of women and men at work and participation in decision-making and management. Furthermore, the Strategy stipulates that in the period





2016-2020, the focus of public policies will be aimed at realizing the following strategic goals: changed gender patterns and improved cultural gender equality; increased equality of women and men by applying equal opportunity measures and systemic introduction of the gender perspective in the adoption, implementation and monitoring of public policies.

### **RECOMMENDATIONS FOR IMPROVING CULTURE STATISTICS**

#### **GENDER EQUALITY OBJECTIVE OUTPUTS**

Although the legislation concerning the protection of women and the improvement of their position is at a satisfactory level and strategic documents provide for their further development, the percentage of victims of domestic violence and other forms of violence against women is not declining. Through coordinated efforts of institutions, organizations and bodies involved in this field, legislative concepts are being enhanced, while at the same time the awareness of the public is being raised, as is the response of the community to violence, which is viewed as unacceptable.

#### **PERCEPTION OF GENDER EQUALITY**

In spite of positive perceptions of gender equality, the results of the survey show that the public opinion in Serbia is still not sensibilized enough for the issues of gender equality. Traditional patterns persevere in the sphere of private relations, in the family, socializing among youth, in the social dynamics that takes place outside of institutions and hence in these areas increased activity of all stakeholders is required.



## COMMUNICATION

Communication is the exchange of thoughts, knowledge, messages or information. Culture and communication are strongly connected. Culture requires different forms of communication in order to thrive, create, be recreated and shared. At the same time, culture shapes a great deal of content and forms of communication. Culture and communication together have the potential for the production and dissemination of the wealth of information, knowledge, ideas and content, which contributes to expanding the opportunities of individuals, creating a favorable environment for inclusive development.

The Communication Dimension examines the extent to which positive interaction between communication and culture promotes the assessment of the right to freedom of expression, the existing opportunities for access to and use of the Internet and of the content of domestic production companies in the scope of public broadcasting.

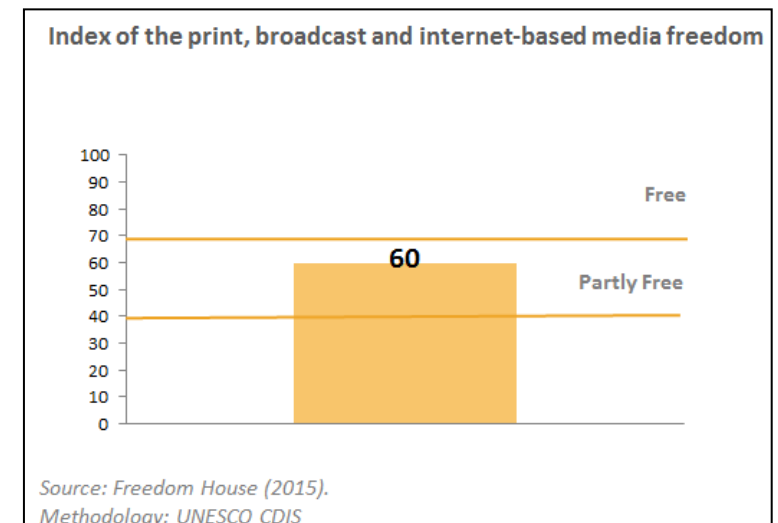
Core Indicators	Description
FREEDOM OF EXPRESSION	▶▶ Index of print, broadcast, and internet-based media freedom
ACCESS AND INTERNET USE	▶▶ Percentage of individuals using the Internet
DIVERSITY OF FICTIONAL CONTENT ON PUBLIC TELEVISION	▶▶ Ratio of annual broadcasting time of domestic television fiction programmes out of total annual broadcasting time of television fiction programmes on public free-to-air national TV channels

### 19 FREEDOM OF EXPRESSION: 60/100 (2015)

With a media freedom index of 60 points, Serbia is ranked among the partially free countries in 2015.

In Serbia, the freedom of expression and of the media is enshrined in the Constitution and specific legislation. In 2015, the National Assembly of the Republic of Serbia adopted a set of media laws that was harmonized with the EU Acquis (the Law on Public Information and Media, the Law on Electronic Media and the Law on Public Service Broadcasters), which came into effect on August 13th, 2014. In order to implement the new media laws, the Ministry of Culture and Media has timely adopted the required bylaws. All legal acts are defined through a process of comprehensive and inclusive consultations with the competent ministries, the Provincial Secretariat for Culture and Public Information, the representatives of non-governmental organizations, media and journalist associations, OSCE representatives and with the assistance of European Commission experts that were engaged in the IPA project of the Ministry of Culture and Media entitled Strengthening Media Freedom (2013-2016), which was financed by the Delegation of the European Union to Serbia. The Law on Electronic Media regulates the activities and the establishment of the independent Regulatory Body for Electronic Media, which has, as the second beneficiary of the said project in the project period, obtained all the required capacity strengthening measures.

## FACTS AND NUMBERS



The Republic of Serbia is aware of the importance of co-regulation and self-regulation, as additional legislative, legal and administrative mechanisms. The area of self-regulation includes the adoption of a journalist code of conduct, which is highly significant for the field of electronic and print media. In the Serbian Chamber of Commerce there is an Association for Creative Industries, regrouping, among others, the press, publishing, broadcasters and advertisers. The Serbian Advertisers Group (as a branch of the Association) is member of the World Federation of Advertisers. Another successful example of co-regulation mechanisms is inviting journalists and media associations to delegate the members of the commissions that are established for each public call for proposals for the co-financing of media content in the area of public information at the national level.

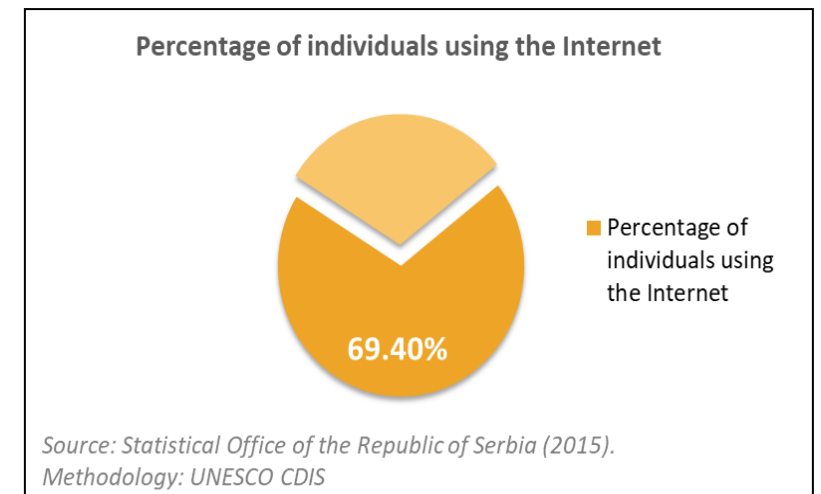
## 20 ACCESS AND INTERNET USE: 69.4% (2015)

According to data for 2015, **Serbia has 69.4% of Internet users between the age of 16 and 74.** Of these 69.4% of total Internet users, 65.3% used the Internet in the last three months. Asked how often, in average, they have used the Internet in the last three months, 83.6% of the respondents said: every day or almost every day. Those who have never used the Internet account for 30.6%.

The percentage of Internet users in Serbia is growing by the year. In 2015, compared to 2014, this share increased by 2.5%, relative to 2013 the growth was 10.9%, by 17.8% relative to 2012, namely by 22.4%.

The majority of Internet users are highly educated people and that number has the tendency to decrease with lower qualifications. In the last three months, citizens with a university degree have used the Internet 4.5 times more than those with primary school qualifications or lower. In addition to searching information about goods and services (67.7%), the users also used the Internet, in the last three months, for reading online newspapers and magazines (62.3%) as well as for browsing social networks such as Facebook and Twitter (75.6%).

The Strategy of Development of Information Society in the Republic of Serbia by 2020 and the Action Plan for the Implementation of the Strategy of Development of Information Society in the Republic of Serbia by 2020, recognize as one of the priority areas the use of ICTs in education, science and culture. Under the said Strategy, all institutions in the field of education, science and culture should have, by 2020, broadband access of the latest generation, through optical fibers and the appropriate in-house equipment, which will allow quality Internet access



for all employees and users of these institutions - pupils, students, teachers, researchers, library members, museum visitors and others.

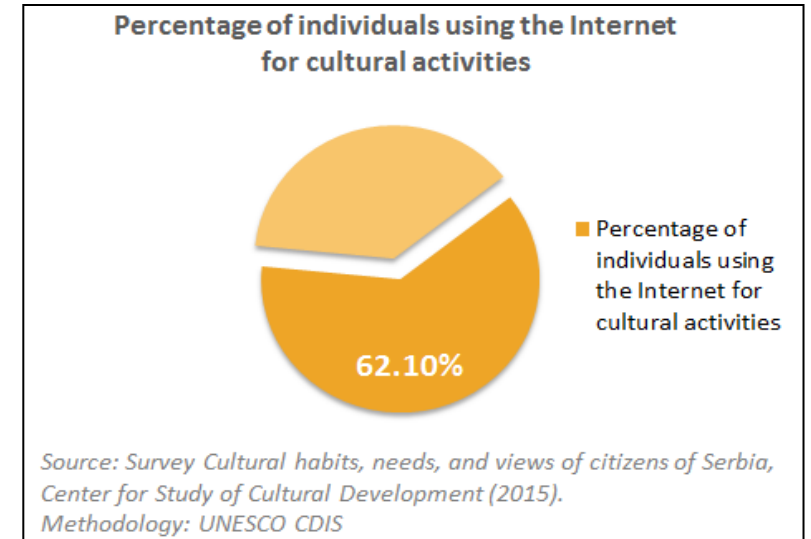
### **CULTURE-RELATED INTERNET USE (ADDITIONAL INDICATOR): 62.10% (2015)**

The survey has shown that 62.10% of the respondents use the Internet for culture-related purposes. A more detailed overview of usage frequency shows that culture-related content online is followed on daily basis by 11.88% of the respondents, several times a week by 14.57% and once a week by 10.73%. These 37.18% of respondents may be considered regular Internet users for cultural purposes, going online at least once a week to enjoy cultural content and services.

Women use the Internet more frequently than men for cultural purposes (13.22% of women do that on daily basis, namely 43.09% at least once a week, relative to 30.22% of men going online in search of culture at least once a week and 10.31% every day). Youth use the Internet the most (15-29 years of age) – 98.50% use the Internet more generally and 91.75% use it every day or almost every day. As per the degree of urban development of the respective agglomeration, 81.79% of the urban population and 69.46% of rural population use the Internet on regular basis, i.e. at least once a week.

As to cultural activities online, the respondents most often read newspapers/magazines and listen to music (which is a frequent activity for more than a third of the respondents), while they fairly rarely post content online (30% post content online), namely participate in online cultural production (8.76% of the respondents run their own blog/website with culture-related content). Although reading news about culture online comes third on the list, this is done by the majority of respondents occasionally (28.43%), while 12.59% said they do it often.

The highest percentage of online cultural content is consumed/participated in by highly educated people. However, the difference is most visible in the area of information, i.e. reading newspapers and magazines online and searching for news about culture, as well as visiting educational websites and those of cultural institutions. Respondents with university degrees also make up the biggest shares of users purchasing cultural products online. On the other hand, people with the lowest qualifications predominantly download music content and play games online.



## 21 DIVERSITY OF FICTIONAL CONTENT ON PUBLIC TELEVISION: 55% (2016)

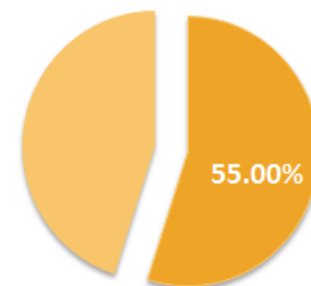
The result for the Republic of Serbia is 55% and constitutes the share of air time of domestic feature television content on public television (domestic productions and co-productions) relative to the total air time allocated to feature content on public television.

This data concerns content aired on RTS 1, RTS 2, RTS 3 and RTS Satellite and according to the classification of the Radio Television of Serbia, they are in the group “Feature and Animated Content Programs”, which includes: feature series on serious topics, full feature films, films for specific group of viewers, entertainment feature series, feature and animated humoristic series, comedies, sitcoms, TV films, short feature forms, live or deferred transmissions of theatre plays and other feature content programs.

The television network of Serbia consists of two public service providers - Radio Television of Serbia and Radio Television of Vojvodina, as well as 243 commercial stations. Public service broadcasters (PSBs) enjoy a special status; they are organized under the Law and have the obligation to enable the realization of public interest in the field of public information, as well as to provide general and comprehensive media services. involving news, educational, cultural and entertainment content intended for all segments of society. Public services broadcasters have their national frequencies. Apart from PSBs, five commercial television stations have national frequencies.

The result demonstrates that the PSB fulfills its statutory obligation prescribed in Article 73 of the Law on Broadcasting, as well as in EU guidelines stipulating that public televisions must air at least 55% of domestic content.

Ratio of annual broadcasting time of domestic movies, series and animation TV programmes out of total annual broadcasting time of TV movies, series and animation programmes on public national channels



Source: Radio Television of Republic of Serbia (2016)  
Methodology: UNESCO CDIS

## HERITAGE

*Heritage contributes to the permanent revalorization of culture and identity, which is important tool for conveying know-how, skills and knowledge between generations.*

*Heritage also provides inspiration for contemporary artistic creation and promotes access to cultural diversity and enjoying the same. Furthermore, cultural heritage has a major economic potential, for example, in relation to tourism. However, heritage is a fragile resource, which requires policies and various models helping safeguard and promote its diversity and uniqueness, for the purpose of sustainable development.*

*The Heritage Dimension examines the establishment and implementation of the multidimensional framework for the protection, safeguarding and development of the sustainability of heritage.*

### 22 HERITAGE SUSTAINABILITY: 0.89/1 (2015)

**The Republic of Serbia's result in relation to establishing a multidimensional framework for the protection, safeguarding and improved sustainability of heritage is 0.89/1.**

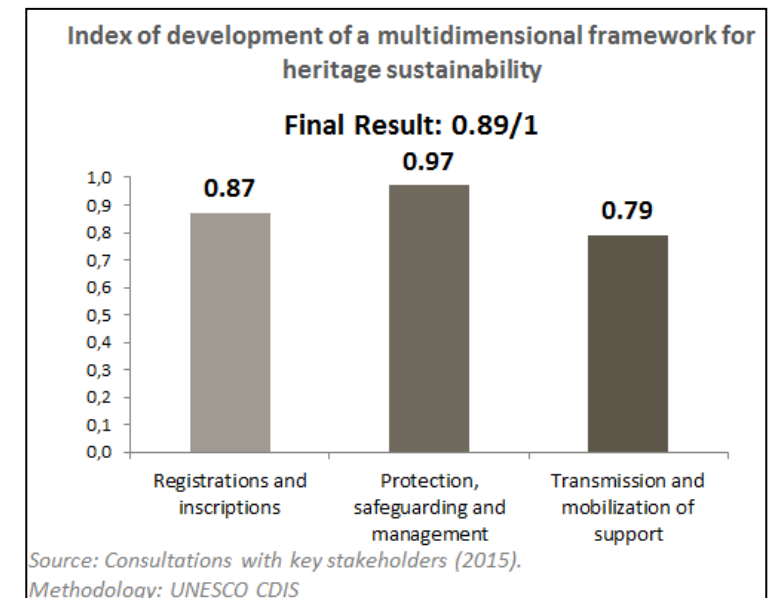
The results show that Serbia has a high degree of compliance with standards related to inventories and censuses. The Republic of Serbia has five entries on UNESCO's World Heritage List. Stari Ras and Sopocani, the Studenica Monastery (1986), Gamzigrad – Felix Romuliana (2007), the medieval monuments in Kosovo that are entered on the list of endangered sites (2006), and last entered is Stecci - medieval tombstones graveyards (2016) that are a transnational entry of Serbia, Bosnia-Herzegovina, Croatia and Montenegro. The tentative list includes 11 sites, of which 5 natural and 6 cultural sites, including the borders of the Roman Empire, which are an extension of the already existing entry.

The Serbian "slava" - family patron saint day celebration - was included in UNESCO's Representative List of Intangible Cultural Heritage in 2014. The list also includes, since 2017, the Serbian traditional folk dance Kolo,

In its system of protection of cultural and natural goods, Serbia keeps separate registries of cultural and natural goods. Regarding cultural property, separate registers are kept in: The National Institute for the Protection of Cultural Monuments in Belgrade, Central Register of Immoveable Cultural Property, the Archive of Serbia - for archival material, the National

Core Indicators	Description
HERITAGE SUSTAINABILITY	▶▶ Index of development of a multidimensional framework for heritage sustainability

## FACTS AND NUMBERS



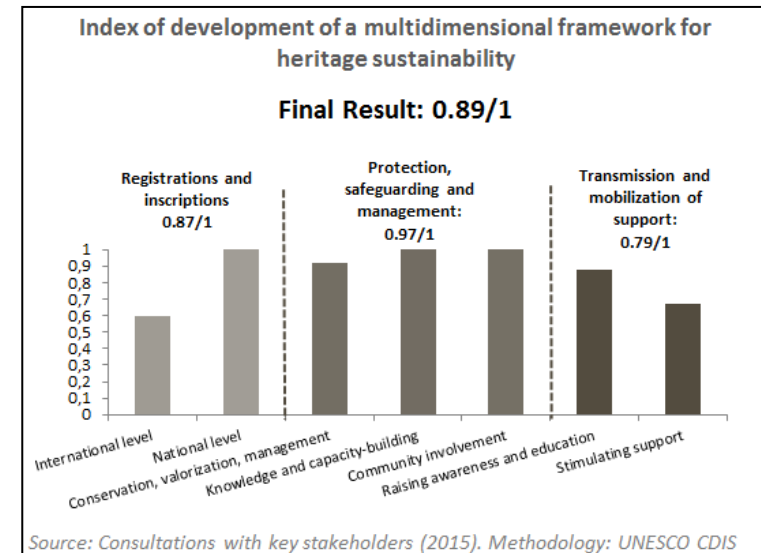


Museum of Serbia for movable cultural properties, the National Library of Serbia for library material and in the Yugoslav Film Archive for film material. The Center for Immovable Cultural Heritage of Serbia, which was opened in the Ethnographic Museum in Belgrade in 2012, after the ratification of UNESCO's Convention on Safeguarding Intangible Cultural Heritage, keeps a register of intangible cultural heritage of the Republic of Serbia, which currently contains 31 inscribed elements.

As for the number of registered cultural and natural properties, Serbia has 2978 entries in the national registers kept in the National Institute for the Protection of Cultural Elements and the Institute for the Protection of Nature of Serbia. There are 2536 immovable cultural properties, which are registered in four groups, as per heritage type: cultural monuments (2192), national landmarks (76), spatial cultural-historical entities (77) and archeological sites (191). Immovable cultural properties are categorized as per their importance into immovable cultural properties of exceptional importance (201) and immovable cultural properties of major importance (582). A total of 465 monuments of nature are protected in Serbia. The Central Register of Protected Natural Properties is kept by the Institute for Nature Conservation of Serbia. The register is a single database on protected sites, pre-protected sites, protected species and movable protected natural documents.

The legal framework for safeguarding the cultural heritage in Serbia consists of the Law on Culture, the Law on Cultural Property, as well as the laws in other areas, such as, for example, the Law on Planning and Construction. On the territory of Serbia, there are 14 institutes for the protection of cultural monuments: one at the national level, two at the provincial level, two at the city level and nine at the regional level. Apart from the Institute for the Protection of Cultural Monuments, the Central Conservation Institute was established, which represents a specialized institution for the protection of cultural heritage, with classrooms, laboratories and workshops for the conservation and restoration of all types of cultural property.

The Republic of Serbia is striving, by the means of specific legal acts and activities, to enhance the protection of cultural heritage that is significant for national minorities. One of the measures of cultural policy are the special open competitions of the Ministry of Culture and Media for cultural activities of national minorities. In the last few years, the Republic of Serbia intensified activities on the promotion of the importance of cultural heritage for society, through the formal education system. Namely, Article 8 of the Law on the Foundations of Education System and Article 21 of the Law on Primary Education stipulate that the purpose of education is to shape attitudes, beliefs and value systems, the development of personal and national identity, developing the conscience and sense of belonging to the state of Serbia, respecting and cherishing the Serbian language and one's own mother tongue, tradition and



culture of the Serbian people, national minorities and ethnic communities, other peoples, developing multiculturalism, respecting and safeguarding the national and international cultural heritage, which may greatly improve respect for tradition, as well as for all other cultural, ethnic and religious communities.

The data collected points to the fact that efforts are being made in order to create a multidimensional framework for the protection, safeguarding, as well as well as managing cultural heritage. Furthermore, there is a perspective for the sustainable development of heritage through tourism, as well as through other cultural industries; heritage is slowly but steadily being recognized as a resource for the development of the country.

Bearing in mind the end result, major progress has been achieved in this area, mainly in the registration, inventory, the institutional framework and informal and formal education. The importance of preventing illegal trade in cultural and natural property has been recognized, as well as that of the protection of cultural property in the case of armed conflict. Nonetheless, there is a need for improving the legislation, namely for adopting a whole set of laws that would regulate the area of protecting cultural heritage and bring new supporting measures of cultural policy. Furthermore, there is a need for designated studies that would define the management of heritage, but also the degree of endangerment thereof.

In the Strategy of Sustainable Development, the strategic goals pertaining to social prosperity in the Republic of Serbia also include increasing the cultural capital by the safeguarding, affirmation and presentation of the cultural heritage of the Republic of Serbia. Furthermore, the Strategy of Development of Information Society in the Republic of Serbia by 2020 and the Action Plan for the Implementation of the Strategy of Development of Information Society in the Republic of Serbia by 2020 have recognized the importance of the digitization of cultural property and the need to enable free and user friendly access to as much content as possible. For languages and cultures with a small population, it is extremely important to have the biggest part of cultural wealth possible freely available, which particularly concerns cultural, artistic and other works that are not subject to copyright anymore. This will help increase visibility and the interest of the wider public for cultural and scientific works, which will, in turn, raise the general level of culture and the visibility thereof at the global level. By creating the prerequisites for the development of the program for the digitization of cultural heritage, conditions will have been created for the development of digital libraries, the electronic achieve and the portal on cultural heritage of the Republic of Serbia. The main priority is to digitize information on buildings of historical, scientific, artistic, technological and social importance and other content and make them accessible to the public online.

## IMPLEMENTATION PROCESS OF THE CDIS IN SERBIA

---

The implementation of the CDIS project in Serbia started in July 2015 and ended in May 2018.

The Project Coordinator was the Ministry of Culture and Media, while the technical realization was carried out by the Culture Development Institute, which attended to the collection, processing and analysis of data, in several dimensions independently and in a number of them in cooperation with the Ministry's expert services. The partners on the project included the Statistical Office of Serbia, the Chamber of Commerce of Serbia, the Institute for the Improvement of Education, the Coordination Body for Gender Equality and the Institute of Social Sciences.

The working group consisted of: Hristina Mikic, the Creative Economy Group; Mirko Prlja, Chamber of Commerce of Serbia; Suncica Stefanovic Sestic and Vesna Jasovic Surlan, the Statistical Office of Serbia; Zoran Avramovic and Jelena Vicovac, the Institute for the Improvement of Education; Slobodan Mrdja, Bogdana Opacic, Tamara Petrovic and Bojana Subasic, the Culture Development Institute; Ivana Zecevic, Asja Draca Mutean and Gabrijela Maslesa, the Ministry of Culture and Media of the Republic of Serbia; and Estela Radonjic Zivkov, the National Institute for the Protection of Cultural Monuments.

The support of UNESCO's office was extremely important in the course of the realization of the project, namely that of Sinisa Sesum, Head of the UNESCO office in Sarajevo, as the supervisor of the implementation process, as well as of Alma Mrgan-Slipicevic, CDIS Consultant in relation to advisory assistance in formulating and verifying the indicators.

On the occasion of the launch of the project on July 2, 2015, the First National Workshop was organized, where the CDIS methodology was presented in detail, which methodology was intended for the representatives of institutions and organizations, which, in turn, will, in cooperation with the Serbian team for the implementation of the CDIS project, be the sources of information and statistics for the analysis of indicators.

The regional meeting "Implementation of Indicators of the Influence of Culture on Development in Southeast Europe: Results, Lessons Learned, Recommendations" was held on the 20th April, 2016 in Belgrade. The purpose of the meeting was to highlight and share the partial results and experiences acquired through the implementation of CDIS indicators in Southeast European countries, with the aim of extending the activities to other countries of the region. In addition to presenting an outline of the progress in the implementation process, the meeting also presented and assessed the challenges that emerged in that process, as well as the threats and opportunities for progress, and the monitoring of the framework based on the implementation instruments provided for by UNESCO. For that purpose, under the coordination of UNESCO's Regional Office for Science and Culture in Europe, the participants exchanged experiences and practices of the results obtained in different CDIS fields. The meeting was attended by experts who represented the ministries of culture and/or the relevant competent authorities of countries members of the Council of Ministers of Culture of Southeast Europe - Strengthening Culture for Sustainable Development.

Furthermore, on March 8th, 2016, the Second National Workshop was held as the working meeting of the representatives of the Working Group and UNESCO's Lead Expert for CDIS Methodology, as well as of the consultants that contributed to the production of the technical report of individual dimensions.

In order to implement the indicators, a field survey was conducted for the purposes of the research by the Culture Development Institute, in the period between the 29/11/2015 and 24/12/2015, on a national representative sample of 1567 respondents.

All the 22 indicators were constructed in all 7 dimensions (100% implementation rate), along with several additional indicators for the dimensions of economy, education, gender equality and communication.

## ADDED VALUE OF CDIS THE IN THE REPUBLIC OF SERBIA

---

The implementation of CDIS indicators in Serbia had a significant impact on raising the awareness on the importance of culture and art as a development resource, as well as on the strengthening of the system of collecting, processing and using data and the system of monitoring and implementation of interinstitutional and intersectoral cooperation.

While the sector of culture has already previously been recognized as significant in the sustainable development process, it was difficult to obtain precise data and indicators showing a specific level of such influence or contribution to overall development. On the other hand, while a big part of data on the culture sector had previously already been available, working on the implementation on CDIS indicators allowed a better overview of the possibilities of their utilization, as well as of the improvement of methodological approaches to the collection thereof in the framework of the culture statistics system. Data available to date and **data collected through the implementation of CDIS indicators enable a better understanding of the role of culture in sustainable development, awareness raising about the potential of culture between stakeholders inside and outside the sector of culture and the contribution in the production of strategic documents, as well as of a more accurate analysis.**

The process of data collection also pointed to the **need to establish a single research and information system in contemporary cultural policy**, because today's oversight of cultural development is incomplete and takes place without coordination at several levels. The consequence of such a situation is the lack of methodological harmony between data and information and the needs of culture creators and cultural policy makers. It is only with this concept of research and information support to culture that it will be possible to formulate quality and quantity indicators on the participation of culture in overall social development.

CDIS implementation has shown a connection to the guidelines in strategic documents and plans at the national level, in the area of education, youth, information technologies, which unquestionably **confirms the multidimensional function of culture and its contribution to the overall development of society.**

In the scope of the negotiations of the Republic of Serbia on joining the European Union and in relation to Chapter 26 - Education and Culture - that has been opened and temporarily closed, the 2005 Convention was the only *acquis communautaire*. **The implementation of CDIS as a tool of the 2005 Convention has contributed to the process of reforming the cultural system and is an incentive for the process of reforming and developing democratic governance.** Cultural development in Serbia plays an important role in the system of national cultural institutions, but also in the civil society organizations. The Republic of Serbia will continue to actively promote opportunities for cultural and creative sectors in the scope of EU programs and initiatives, since the creative sector has been recognized as an important segment of sustainable development.

In addition to the impact that the implementation had in Serbia at the national level, **implementation also contributes to results at the international level.** The data produced by the CDIS Team Serbia are in line with the indicators created in other countries, constituting the first international database on culture for development. This data and the analysis thereof strengthen the promotion of the culture for development agenda by using facts and numbers, while also helping promote the inclusion of cultural indicators in widely used developmental instruments and measures.