



Business 2 Culture Rijeka

One part of the educations held within the Forget Heritage project was carried out through the pre-conference program Business 2 Culture, which took place on the 30th of May and 6th - 7th June. A pre-conference program was organized, as an overture for the conference, aiming to strengthen the professional and resource capacities of the cultural sector in the field of financing cultural programs from private and corporate sources.

After the introductory, plenary part, there were a total of three panel discussions.

The Business 2 Culture Conference was held at the Museum of Modern and Contemporary Art in Rijeka.

The conference has caused great interest, especially within the CCI representatives, which was underlined by the information presented at the opening of the conference by the Minister of Culture of Croatia Nina Obuljen Koržinek: the European trend is to reduce the public funds for culture and there is an ever-increasing "quest for" cultural resources for the private sector.

The Mayor of Rijeka, Vojko Obersnel, highlighted this moment by saying that the culture plays an important role as a starter and initiator of the termination of Rijeka's post-industrial transformation and expects this process to be intertwined with economic activity.

This is the reason he is pleased to find that Rijeka's entrepreneurs have set up the PartneRI Business Club, which aims at more active participation of businessmen in the programs prepared for 2020.

Also, the Minister of culture said that the Ministry has increased the percentage of the state budget destined to culture from 0.56 to 0.91 percent in the last two years, largely thanks to a better withdrawal of EU funds.

A brief lecture of the Minister of Culture - Nina Obuljen Koržinek, "Public and Private Investment in Culture and Local Community Development"- was followed by the panel discussion "Why Invest in Culture?", which was attended by the director of the Art-Cinema Slobodanka Mišković, the organizer of the festival, Mate Škugor, the entrepreneur Damir Čargonja and the entrepreneur and owner of Lauba Tomislav Kličko, with the moderation by Igor Bajoka from the SMART association.

In the remaining two panels were discussed the following topics: the panel "Investing in culture together" brought together representatives of the economic and business sector (Oil Refinery Rijeka, Croatian Telecom, Erste Bank) and CCI representatives, while the last panel conference,



"European Capital of Culture as a development project" brought together Caroline Kadziol, Director of the International Relations Department of the Mons 2015 Foundation and Secretary General of the Mons 2025 Foundation, John Bonnem, Financial Director of Leeuwarden Foundation 2018, Dawid Krysiński, Associate Professor at the Institute of Sociology at the University of Wroclaw, Member of the European Capital of Culture - Wroclaw 2016 and Vladimir Mozetić, vice president of the PartneRI Business Club from Rijeka.

The conference was attended by representatives of cultural institutions, civil society organizations, city representatives, city administration, as well as cultural and creative workers and major business sector representatives, such as INA, HT, JGL.

Some of the participants were: *Europski dom Dubrovnik, Interdisciplinarni kolektiv Manufaktura, Art Teatar BOUM!, Organizacija LORI, grad Rijeka, HGK, Istra Film, Hrvatski restauratorski zavod, Društvo bez granica, MMSU, Plesni studio Flash Dance Unit, Udruga Akumulator, društvo arhitekata Rijeka, 3.zmaj, gradska knjižica I čitaonica Viktor Car Emin, Udruženje za razvoj kulture URK, Praputnjak-kulturni krajolik, Cotrugli Business Museum, gradsko kazalište lutaka Rijeka, udruga Ri Rock, udruga za multimedijalno stvaralaštvo, Muzej grada Rijeke, gradska knjižica Rijeka, Luda Kuća, sveučilišna knjižnica Rijeka, hrvatsko društvo skladatelja, Jazz Promotions, Udruga proizvođača igara PGŽ, Distune promotion, PRO Torpedo, Udruga 3.zmaj, Demetrin zeleni Kutak...*

Translated: *European House Dubrovnik, Interdisciplinary Collective Manufactory, Art Theater BOUM!, Organization LORI, City of Rijeka, Croatian Chamber of Economy, Istria Film, Croatian Restoration Institute, Society without Borders, MMSU, Dance Studio Flash Dance Unit, Association Akumulator, Society of Architects Rijeka, 3. dragonfly, the city booklet and reading room Viktor Car Emin, the Cultural Development Association of the URK, the Praputnjak Cultural Landscape, the Cotrugli Business Museum, the Rijeka Puppet Theater, the Ri Rock Association, the Multimedia Production Association, the Rijeka City Museum, Rijeka University Library, Croatian Composers' Society, Jazz Promotions, PGŽ Producer Association, Distune promotion, PRO Torpedo, Association 3.zmaj, Demetrin Green Corner...*

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