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The Right to Cultural Heritage

Its Protection and Enforcement through Cooperation in the European Union

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## The Eastern Partnership of the European Union: Cultural Heritage Objectives and Their Implementation

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## 1. Introduction

Since its establishment in 1993,<sup>1</sup> the European Union (EU) has been committed to strengthen relations with its closest neighbourhood. In fact, since 1995 it has operated a programme of cooperation with the countries of the Mediterranean Basin under the so-called Barcelona Process or Euro-Mediterranean Partnership (Euromed).<sup>2</sup> Later on, a number of regional initiatives were developed that mainly resulted in cooperation in the areas of trade and economic development, and contributed to the EU Common Foreign and Security Policy (CFSP). In 1995-2002, a number of Association Agreements were signed: with Tunisia (1995),<sup>3</sup> Morocco (1995),<sup>4</sup> Jordan (1997),<sup>5</sup> the Palestinian Authority (1997),<sup>6</sup> Egypt (2000),<sup>7</sup> Lebanon (2002),<sup>8</sup> and Algeria (2002).<sup>9</sup>

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<sup>1</sup> Consolidated version of the Treaty on European Union, OJ C 326, 26.10.2012, p. 13.

<sup>2</sup> European Parliament Committee on Foreign Affairs, *Report on the Barcelona Process revisited (2005/2058(INI))*, 30 September 2005, A6-0280/2005, <http://www.europarl.europa.eu/sides/getDoc.do?type=REPORT&reference=A6-2005-0280&language=EN#title1> [accessed: 20.04.2018].

<sup>3</sup> Euro-Mediterranean Agreement establishing an association between the European Communities and their Member States, of the one part, and the Republic of Tunisia, of the other part, OJ L 97, 30.03.1998, p. 2.

<sup>4</sup> Euro-Mediterranean Agreement establishing an association between the European Communities and their Member States, of the one part, and the Kingdom of Morocco, of the other part, OJ L 70, 18.03.2000, p. 2.

<sup>5</sup> Euro-Mediterranean Agreement establishing an association between the European Communities and their Member States, of the one part, and the Hashemite Kingdom of Jordan, of the other part, OJ L 129, 15.05.2002, p. 3.

<sup>6</sup> Euro-Mediterranean Interim Association Agreement on trade and cooperation between the European Community, of the one part, and the Palestine Liberation Organization (PLO) for the benefit of the Palestinian Authority of the West Bank and the Gaza Strip, of the other part, OJ L 187, 16.07.1997, p. 3.

<sup>7</sup> Euro-Mediterranean Agreement establishing an Association between the European Communities and their Member States, of the one part, and the Arab Republic of Egypt, of the other part, OJ L 304, 30.09.2004, p. 38.

<sup>8</sup> Euro-Mediterranean Agreement establishing an Association between the European Community and its Member States, of the one part, and the Republic of Lebanon, of the other part, OJ L 143, 30.05.2006, p. 1.

<sup>9</sup> Euro-Mediterranean Agreement establishing an Association between the European Community and its Member States, of the one part, and the People's Democratic Republic of Algeria, of the other part, OJ L 265, 10.10.2005, p. 1.

In the following years, the EU foreign policy interests were reoriented towards Europe's East and South. The accession of eight new countries in Central and Eastern Europe as well as Cyprus and Malta created a need for the EU to develop a new, coherent policy towards its new extended neighbourhood. On 12 May 2004, the European Commission published the communication: European Neighbourhood Policy (ENP), adopted by the European Council on 17-18 June 2004.<sup>10</sup> This document covered three groups of countries:<sup>11</sup> 1) the Republic of Belarus<sup>12</sup>, Ukraine, and the Republic of Moldova<sup>13</sup>, that is countries of Eastern Europe; 2) Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestinian Autonomy, Syria, Tunisia, and the countries of the Mediterranean Basin, identified since 1995 with the so-

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<sup>10</sup> Communication from the Commission: European Neighbourhood Policy. Strategy Paper, COM (2004) 373 final, 12.05.2004. The ENP has affected 17 countries extending from Gibraltar to the Caucasus, inhabited by over 400 million people representing a wide range of civilizations, a different degree of socio-economic development, and other political systems. It should be emphasized that participation in the ENP is associated with inviting the addressees to join the EU. This view consistently is propagated by representatives of the doctrine, in particular: H. Maurer, L. Simão, *From Regional Power to Global Power? The European Neighbourhood Policy after the Lisbon Treaty*, in: A. Boening, J.F. Kremer, A. van Loon (eds.), *Global Power Europe*, Vol. I: *Theoretical and Institutional Approaches to the EU's External Relations*, Springer, Berlin–Heidelberg 2013; T. Kapuśniak, *Wymiar Wschodni Europejskiej Polityki Sąsiedztwa UE. Inkluzja bez członkostwa?* [Eastern Dimension of the European Neighbourhood Policy. Inclusion without membership?], Centrum Europejskie Natolin, Warszawa 2010; M. Pietraś, K. Stachurska-Szczesiak, J. Misiągiewicz (eds.), *Europejska Polityka Sąsiedztwa Unii Europejskiej* [European Neighbourhood Policy of the European Union], Wydawnictwo Uniwersytetu Marii Curie-Skłodowskiej, Lublin 2012; I. Lyubashenko, *Europejska Polityka Sąsiedztwa Unii Europejskiej wobec Europy Wschodniej* [European Neighbourhood Policy of the European Union towards Eastern Europe], Dom Wydawniczy Duet, Toruń 2012; P. Marcinkowska, *Europejska Polityka Sąsiedztwa. Unia Europejska i jej sąsiedzi – wzajemne relacje i wyzwania* [European Neighbourhood Policy. The European Union and its neighbours – mutual relations and challenges], Wydawnictwa Uniwersytetu Warszawskiego, Warszawa 2011; T. Casier, *European Neighbourhood Policy: Living up to Regional Ambitions?*, in: F. Bindi, I. Angelescu (eds.), *The Foreign Policy of the European Union. Assessing Europe's Role in the World*, Brookings Institution Press, Washington 2012.

<sup>11</sup> For more, see: E. Cziomer, *Geneza, struktura oraz przesłanki wdrażania Partnerstwa Wschodniego Unii Europejskiej w latach 2008–2010* [Genesis, structure, and premises for the implementation of the Eastern Partnership of the European Union between the years 2008 and 2010], in: J. Sawczuk (ed.), *Partnerstwo Wschodnie: wielka szansa Europy*, Wydawnictwo Wyższej Szkoły Bankowej, Poznań–Chorzów 2011, p. 40.

<sup>12</sup> Hereinafter referred to as Belarus.

<sup>13</sup> Hereinafter referred to as Moldova.

called Bologna Process of the EU; and 3) the Republic of Armenia<sup>14</sup>, the Republic of Azerbaijan<sup>15</sup>, Georgia, and the countries of the Southern Caucasus.

The main objectives of the ENP included: promotion of EU values, political dialogue, cooperation for socio-economic development, financial and technical assistance when established in order to bring these countries closer towards the European Single Market, cooperation in the field of justice and home affairs, energy, transport, environmental protection, research and development, and information technology. Based on this document it was possible to create a free trade zone with Ukraine and to construct an EU visa centre in Moldova.

The above has become the basis for deliberations regarding the cultural aspects of the implementation of the EU foreign policy within the Eastern Partnership. The aim of this study is to examine and define the role of the Eastern Partnership Culture Programme in the implementation of the ENP. To obtain the answer to the question of whether cultural programmes influence the development of the Eastern Partnership, first at all some specific research questions must be answered: 1) What are the assumptions of cultural integration in the EU external action?; 2) What are the objectives of the ENP and the Eastern Partnership?; and 3) What EU programmes related to cultural heritage have been implemented under the Eastern Partnership?

## **2. Methodology and Structure**

The research methodology adopted by the author focused on the methods of legal dogmatic and library query. In addition, the study is enriched by own observations.<sup>16</sup> The parallel application of several research methods made it

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<sup>14</sup> Hereinafter referred to as Armenia.

<sup>15</sup> Hereinafter referred to as Azerbaijan.

<sup>16</sup> Observation is one of the commonly used research methods in social sciences, i.e. in sociology, ethnology, anthropology, and psychology. One of the types of observations is the so-called "Participant observation", in which the researcher, in order to get to know the phenomena and processes taking place in a given community, becomes a member of the community, which allows him/her to look at the community through the eyes of participants.

possible to construct conclusions, which in turn make it possible to understand the essence and directions of evolution of the EU's Eastern Partnership Policy.

First, this study offers a brief overview of cultural integration in the EU's external action. This section concentrates on the historical aspects of external action and its guiding principles.

Second, the objectives of the ENP and the Eastern Partnership and cultural integration in the EU's external action are discussed.

Next, the EU's programmes related to cultural heritage implementation under the Eastern Partnership are discussed, and finally the main project founded by Eastern Partnership Culture Programmes is presented and analysed.

### **3. Cultural Integration in the EU's External Action**

The actions of the EU in the area of culture are complementary to the cultural policy of the Member States in various fields, for example in the field of protection of the European cultural heritage, cooperation among cultural institutions of various countries, or supporting the mobility of cultural creators. The importance of culture in the international policy of the EU was specifically noted at the beginning of the second decade of the 2000s.<sup>17</sup> In 2016, the EU recognized the need to increase the importance of culture in the EU's foreign policy.<sup>18</sup> One of the reasons for this phenomenon could be the problems encountered in the EU policy regarding the admission of immigrants by Western European countries and their inability to find a cultural dialogue with

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For more, see: B. Szacka, *Wprowadzenie do socjologii* [Introduction to sociology], Oficyna Naukowa, Warszawa 2008, p. 51; J. Sztumski, *Wstęp do metod i technik badań społecznych* [Introduction to social research methods and techniques], Śląsk, Katowice 2010, p. 173.

<sup>17</sup> Own observations.

<sup>18</sup> Council of the European Union, *Draft Council conclusions on an EU strategic approach to international cultural relations – Adoption*, 5 April 2017, <http://data.consilium.europa.eu/doc/document/ST-7935-2017-INIT/en/pdf> [accessed: 2.04.2018].

them.<sup>19</sup> Thus intercultural dialogue was promoted in order to counteract stereotypes and prejudices, and at the same time to cultivate the development of a dialogue based on openness, dignity, and mutual respect.<sup>20</sup> In connection with both the Russian foreign policy and the intensity of terrorist attacks in Western Europe, the policy of intercultural dialogue began to be implemented and attention was drawn to its impact on conflict prevention and its usefulness as a response to global challenges such as the integration of refugees, combating violent radicalization, and protecting the European cultural heritage in general. In addition, culture can also be a tool which provides significant social and economic benefits, both inside and outside the EU.

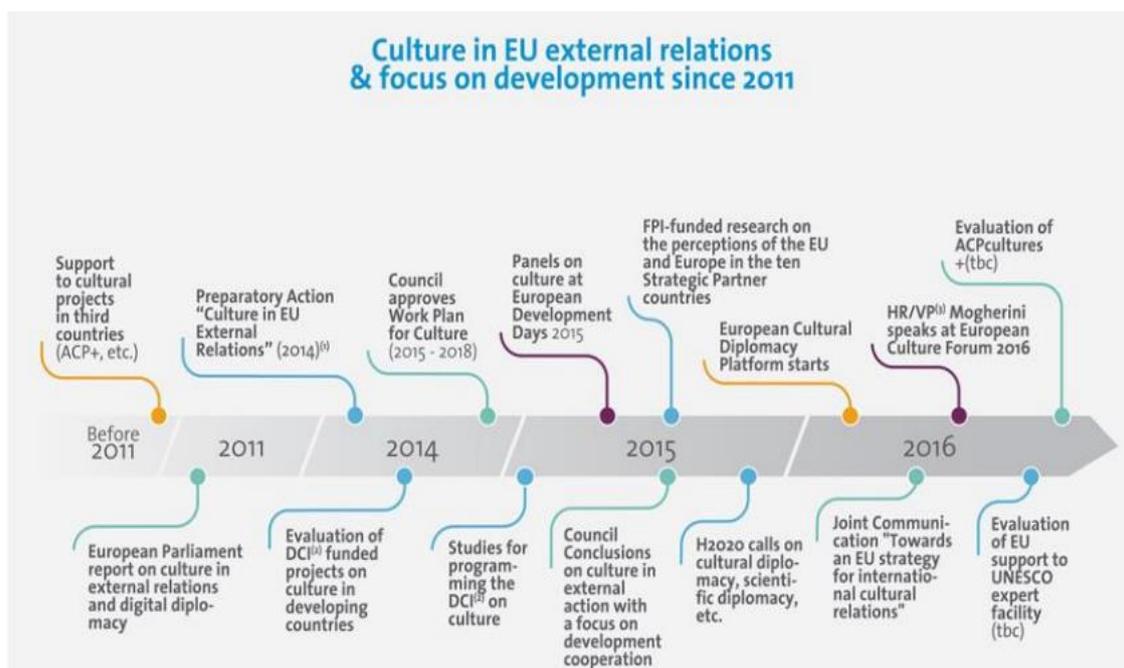
The figure below (Fig. 1) presents a timeline which illustrates the process of culture entering into external actions. The process began before 2011, but the main emphasis was on supporting cultural projects in third countries. After that, the Eastern Partnership started to consider culture in external relations and digital diplomacy. The process continued to develop. Culture started to be seen by the EU as a special part of its external policy. As a result, in 2016 the Commission formulated a special strategy for international culture relations. The international reality also influenced this cultural aspect. From a political point of view, the reference to culture is a neutral issue that serves to attain economic benefits. The links between countries will be strengthened by art and culture, which have skilfully been used by politicians for centuries.

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<sup>19</sup> For more see: K.M. Tabarintseva-Romanova, *Kul'turnaya diplomatiya kak vektor vzaimodeystviya YES i YEAS* [Cultural diplomacy as a vector of EU-EAC interaction], in: V.P. Babintsev et al. (eds.), *Obshchestvennaya diplomatiya kak instrument prigranichnogo vzaimodeystviya Yevraziyskogo Soyuzu* [Public diplomacy as an instrument of cross-border interactions of the Eurasian Union], Konstanta, Belgorod 2016, pp. 35-41.

<sup>20</sup> Compare: K.M. Tabarintseva-Romanova, T.V. Pospelova, *Konstruirovaniye obshcheyevropeyskogo kul'turnogo prostranstva: kontseptsiya mul'tikul'turalizma* [The construction of a common European cultural space: the concept of multiculturalism], "Izvestiya Ural'skogo federal'nogo universiteta. Seriya 3: Obshchestvennyye nauki" 2017, Vol. 170, pp. 92-99; K.M. Tabarintseva-Romanova, *Kul'turnaya politika YES: osnovnyye napravleniya i etapy*

**Figure 1:** The process of culture entering into external actions



**Source:** D. Helly, G. Galeazzi, *Culture in EU Development Policies and External Action. Reframing the Discussion*, July 2016, <http://ecdpm.org/wp-content/uploads/BN-92-Culture-EU-Development-Policies-External-Action-ECDPM-2016.pdf> [accessed: 1.01.2018].

Adopted in 2016, the EU strategy for international cultural relations<sup>21</sup> has drawn up five guiding principles for the EU's external action, among which are: promoting of cultural diversity and respect for human rights; fostering mutual respect and inter-cultural dialogue; ensuring respect for complementarity and subsidiarity; promoting culture through existing frameworks for cooperation; and encouraging a cross-cutting approach to culture. The following figure (Fig. 2) shows the interrelationship between these principles. It should be noted that these principles are interconnected and none of them are independent. Only the application of the above-mentioned principles as a whole can affect the implementation of the cultural policy developed in the last five years in the EU's external actions.

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*stanovleniya* [The EU's cultural policy: Main directions and stages], "Yevropeyskiy Soyuz: fakty i kommentarii" 2017, Vol. 88-89, pp. 54-61.

**Figure 2:** Guiding principles for EU external action



**Source:** Own elaboration.

The first of the principles concerns the promotion of cultural diversity and respect for human rights. These fundamental rights constitute essential foundations for democracy, the rule of law, peace, stability, sustainable inclusive development, and participation in public affairs. The second principle applies to mutual respect and inter-cultural dialogue. The Union recommends that international communication take place under conditions of respect and equality and in a spirit of partnership. The third principle ensures respect for the principles of complementarity and subsidiarity, because the EU can act as a safeguard for private and worldwide public enterprises. The fourth principle encourages a cross-cutting approach to culture. It spans a wide range of policies and activities, allowing cultural cooperation to be perceived mainly in its economic aspects. The last principle concerns culture promotion through

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<sup>21</sup> Joint Communication to the European Parliament and the Council: Towards an EU strategy for international cultural relations, JOIN (2016) 29 final, 8.06.2016.

existing frameworks for cooperation, including the framework of the Eastern Partnership.

Thus, one should consider whether, and to what extent, these principles have an impact on international relations within the Eastern Partnership. As a part of relations with Armenia, the EU attaches great importance to the cultural and educational sphere, as well as issues concerning Armenian labour.<sup>22</sup> Cultural cooperation with Georgia is regulated on the basis of the Partnership and Cooperation Agreement signed in Luxembourg on 22 April 1996, and the scale of cooperation includes the fields of politics, dialogue, trade, investment, and also legislative and cultural cooperation.<sup>23</sup> Taking into account the degree of development of the institutional infrastructure, Ukraine ranks, like Armenia, behind Moldova and Georgia. None of the Eastern Partnership countries have so far established a comprehensive institutional mechanism coordinating European policy, i.e. one similar to the Office of the Committee for European Integration in Poland. In the opinion of experts from the Open Society Foundations, Ukraine used to have much more effective institutional mechanisms than it has today.<sup>24</sup>

The introduction to the EU strategy for international cultural relations states that:

Cultural exchanges can also bring economic benefits. Global trade in creative products has more than doubled between 2004 and 2013, whilst culture is a central element in the new economy driven by creativity, innovation and access to knowledge. Cultural and creative industries represent around 3% of the global GDP and 30 million jobs.

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<sup>22</sup> T.S. Guzenkova et al., *Politika Yevrosoyuzha v otnoshenii stran postsovetskogo prostranstva v kontekste yevraziyskoy integratsii* [The EU's policy towards post-Soviet countries in the context of Eurasian integration], "Problemy Natsional'noy Strategii" 2015, Vol. 2(29), p. 38.

<sup>23</sup> Partnership and Cooperation Agreement between the European Communities and their Member States, of the one part, and Georgia, of the other part, OJ L 205, 4.08.1999, p. 3.

<sup>24</sup> D. Szeligowski, *Partnerstwo Wschodnie. Analiza efektywności na przykładzie Ukrainy* [Eastern Partnership. Analysis of effectiveness on the example of Ukraine], University of Information Technology and Management, Rzeszów 2013, [http://www.workingpapers.wsiz.pl/pliki/working-papers/Szeligowski\\_WPS%204\\_102013.pdf](http://www.workingpapers.wsiz.pl/pliki/working-papers/Szeligowski_WPS%204_102013.pdf) [accessed: 22.12.2017].

In the EU alone, these industries account for over 7 million jobs. Likewise, in developing countries, the cultural and creative sectors contribute to promoting sustainable development and inclusive growth. Culture can therefore help promote job creation and competitiveness both inside the EU and beyond its borders.<sup>25</sup>

Given the above observation, attention should be paid to the problems surrounding the definition of the creative sector. The lack of a uniform definition of this newly created and dynamically developing sector of the world economy constitutes a serious gap in the knowledge in this field. For the purposes of this study, creative industries will be understood in accordance with the United Nations Conference on Trade and Development (UNCTAD) definition, which defines them as:

cycles of creation, production and distribution of goods and services that use creativity and intellectual capital as the basic effort. They form a set of knowledge-based activities, concentrated, but not limited to art, potentially generating revenue from trade and intellectual property rights. They include tangible and intangible products, artistic services containing creative content, economic value and marketing objectives.<sup>26</sup>

Thus, including the creative sector of jewellery and handicraft opens a new chapter in the field of cultural projects implemented as part of the Eastern Partnership,<sup>27</sup> because only Belarus and Moldova do not have natural gold deposits.<sup>28</sup>

A new dimension of cultural cooperation is committed to the development of the creative sector in the post-Soviet countries, which care about economic development while at the same time pushing away the sphere

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<sup>25</sup> JOIN (2016) 29 final, p. 3.

<sup>26</sup> M. Mackiewicz, B. Michorowska, A. Śliwska, *Analiza potrzeb i rozwoju przemysłów kreatywnych. Raport końcowy* [Analysis of needs and development of creative industries. Final report], ECORYS Polska Sp. z o.o., Warszawa 2009, p. 4 ff.

<sup>27</sup> Own observations.

<sup>28</sup> Rare Gold Nuggets, *Clickable Map Resource for Gold Miners Worldwide*, 14 August 2015, <http://raregoldnuggets.com/?p=1625> [accessed: 2.04.2018].

of culture. The desire to strive for European standards, the development of the national economy and tourism make culture a separate area of interest. This is mainly due to historical aspects. The collapse of the Soviet Union caused a struggle within the socio-economic arena for the newly created States, which had been used to previously having problems solved by the central government in Moscow.

Summarizing the above considerations, it should be stated that history and the international situation have led to the creation of an EU policy, which affects the distribution of EU funds, including the implementation of programs under the Eastern Partnership.

#### **4. The Objectives of the ENP and the Eastern Partnership**

With the collapse of the USSR in the late 1980s and early 1990s, the question arose: In what form should the Western European countries engage in the post-Soviet area. In June 2008, the European Council asked the Commission to propose a partnership vision that would support regional cooperation and serve to strengthen EU relations with partners in the East.<sup>29</sup>

The legal basis for the creation of the ENP was Article 212(1) of the Treaty on the Functioning of the European Union,<sup>30</sup> which states that: "The Union shall conduct activities in the field of economic, financial and technical cooperation, including assistance in particular in the financial field, with third countries"; Article 8(1) of the Treaty on European Union, introduced by the Treaty of Lisbon and creating a framework for operation: "The Union develops a special relationship with neighbouring countries, seeking to create an area of prosperity and good neighbourliness based on Union values and characterized by close and peaceful relations based on cooperation"; and special agreements with interested States, creating the possibility of increasing the effectiveness

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<sup>29</sup> Source: European Council, *Eastern Partnership*, <http://www.consilium.europa.eu/en/policies/eastern-partnership> [accessed: 2.04.2018].

<sup>30</sup> Consolidated version of the Treaty on the Functioning of the European Union, OJ C 326, 26.10.2012, p. 47.

of their activities. The provisions of these latter agreements may include reciprocal rights and obligations and the joint performance of agreed-upon activities. However, this requires the adaptation of EU and Member States policies so that the message is common and consistent, which will increase the effectiveness of actions.

The Eastern Partnership was established in 2009.<sup>31</sup> It is a joint initiative of the EU and six Eastern European partner countries – Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine – which aims to bring Eastern European countries closer to the EU. It builds on existing bilateral relations between the EU and its partner countries and covers the eastern dimension of the ENP. It should be emphasized that the EU seeks to strengthen its relations with its neighbours on both its southern and eastern borders,<sup>32</sup> and it is aware of the benefits of cooperation, mainly economic, with the post-Soviet area. The eastern dimension of the ENP is a component of the EU's overall policy towards its eastern neighbourhood and is included in the Union's external policy. As a result, it should be treated as a component of the CFSP, but at the same time it is important that it maintains its individuality.

During the Polish Presidency<sup>33</sup> in 2011, there was a huge emphasis on the Eastern Partnership project, which also appeared in the Cultural Program of the Polish Presidency. The Adam Mickiewicz Institute in Warsaw<sup>34</sup> was

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<sup>31</sup> Source: European Council, *Eastern Partnership*.

<sup>32</sup> For more, see: J. Varwick, K.-O. Lang, *European Neighbourhood Policy. Challenges for the EU-Policy Towards the New Neighbours*, Budrich, Opladen–Farmington Hills 2007; L. Delcour, E. Tulmets (eds.), *Pioneer Europe? Testing EU Foreign Policy in the Neighbourhood*, Nomos, Baden-Baden 2008; Ch.J. Schneider, *Conflict, Negotiation and European Union Enlargement*, Cambridge University Press, Cambridge 2009; Attinà F., Rossi R. (eds.), *European Neighbourhood Policy: Political, Economic and Social Issues*, Faculty of Political Sciences, University of Catania, Catania 2004; Sjursen H. (ed.), *Civilian or Military Power? European Foreign Policy in Perspective*, Routledge, London–New York 2007.

<sup>33</sup> The Polish Presidency in the European Union lasted from 1 July to 31 December 2011. For more, see: J. Barcz, *Prezydencja w Radzie Unii Europejskiej. Podstawy prawne i ramy instytucjonalne wraz z podstawowymi dokumentami* [The Presidency in the Council of the European Union. Legal basis and institutional framework, together with basic documents], Instytut Wydawniczy Europrawo, Warszawa 2010; S. Kopacki, *Partnerstwo Wschodnie w okresie prezydencji Polski w Unii Europejskiej w 2011 r.* [The Eastern Partnership during the Polish Presidency in the European Union in 2011], "Eastern Review" 2012, Vol. 1, pp. 73-85.

<sup>34</sup> The Adam Mickiewicz Institute is a national cultural institute whose mission is to build and communicate the cultural dimension of the Polish brand through active participation in

responsible at that time for the development and implementation of the Foreign Cultural Program of the Polish Presidency.<sup>35</sup> Even before the Polish presidency took over, the Institute created a special internet portal at [culture.pl](http://culture.pl), which referred to the slogan of the Polish Presidency. Its main task was to promote the creators of Polish culture and provide valuable and reliable information about cultural events in the country and abroad. The portal also included artists' biograms, essays, descriptions of history, etc.<sup>36</sup> The expression of solidarity with the Partnership countries was the arrangement of the *I, Culture Orchestra project*, i.e. initiatives of young musicians from Armenia, Azerbaijan, Georgia, Ukraine, Belarus, Moldova, and Poland, which was established by the Adam Mickiewicz Institute in 2011.<sup>37</sup>

The Adam Mickiewicz Institute wanted to promote agreements on cultural divisions through music. The main purpose of the exhibition was to show the art created by artists mainly from Azerbaijan, Armenia, Belarus, Ukraine, Georgia, and Moldova.<sup>38</sup>

According to the European Parliament, the Council, and the European Economic and Social Committee and the Committee of the Regions, the Eastern Partnership made progress in 2014.<sup>39</sup> The new Association

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international cultural exchanges. The Institute is organized by the Minister of Culture and National Heritage. The purpose of the Institute is to present the Polish culture abroad and initiate international cooperation and cultural exchanges in line with the statement of the foreign policy and foreign cultural policy of the Republic of Poland.

<sup>35</sup> The Foreign Cultural Program of the Polish Presidency 2011 was held under the slogan: "I, CULTURE" and was the largest programme for promoting Polish culture abroad. So far it has been implemented by the Adam Mickiewicz Institute.

<sup>36</sup> Ministry of Foreign Affairs of the Republic of Poland, *Polish Presidency of the Council of the European Union 1 July – 31 December 2011. Final Report: Preparations, Achievements, Conclusions*, April 2012, [http://www.mf.gov.pl/en/documents/764034/1137013/Report\\_Polish\\_presidency.pdf](http://www.mf.gov.pl/en/documents/764034/1137013/Report_Polish_presidency.pdf) [accessed: 1.04.2018].

<sup>37</sup> For more about the Project, see <http://auditions.orchestra.culture.pl/about/en> [accessed: 1.04.2018].

<sup>38</sup> This idea was part of one of the main priorities of the Polish Presidency, which included the idea of the Eastern Partnership. The message of this initiative was included in the words of the well-known Polish journalist Edwin Bendyk, who saw the feeling of love as one of the building blocks of interpersonal relations, and thus inter-neighbourly relations. In this vein Poland, as the creator of the idea of Partnership, during its presidency became the main patron and guardian of countries aspiring towards EU membership.

<sup>39</sup> Joint Staff Working Document Implementation of the European Neighbourhood Policy Eastern Partnership Implementation Report Accompanying the document Joint Communication

Agreements, signed with Georgia, Moldova, and Ukraine are already being provisionally applied. For Georgia and Moldova their provisional application already includes the Deep and Comprehensive Free Trade Area (DCFTA), while for Ukraine the provisional application of this part of the agreement has been postponed until the end of 2015.<sup>40</sup> The Agreements involve an ambitious political, economic, and social reform agenda and are drawing the Eastern Partner Countries concerned closer to the EU.<sup>41</sup>

Considerations regarding the Eastern Partnership should take into account the views of the Eastern Partners in the ENP and the Eastern Partnership, EU membership, and their expectations concerning the EU. The table below summarizes the expectations of the EU's Eastern Partners, which can be seen as convergent. The information contained in the table has been divided into three groups. The first group contains Eastern Partnership countries' opinions about EU membership; the second group shows the expectations of EU; and the third group contains the attitude of national authorities towards participation in the Eastern Partnership and ENP.

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to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Implementation of the European Neighbourhood Policy in 2014, SWD (2015) 76 final, 25.03.2015.

<sup>40</sup> Ibidem.

<sup>41</sup> Ibidem.

**Table 1:** The expectations of the South Caucasus countries and the Eastern European countries to the EU policy

South Caucasus Countries			Eastern European Countries		
Armenia	Azerbaijan	Georgia	Belarus	Moldova	Ukraine
<b>Attitude toward EU membership</b>					
Membership in the EU should be a "strategic Choice"	Does not encourage the example of a culturally and politically isolated Turkey, whose many years of efforts to become a member of the EU have not yet brought the expected result	The Eastern Partnership is viewed as a step towards integration with the EU	Uncertain perspective in the long run	For many years it has been constantly talking about integration with NATO structures and the EU	Authorities expect that the EU will provide wide support in the process of integration and will consider her "European Perspective"
<b>Expectations of the EU</b>					
Acquisition of development funds, more attention to the Caucasus region, visa liberalization, construction of a free trade area, regional cooperation, support in the political and historical disputes with Turkey and Azerbaijan	Resolution of the Karabakh conflict, general insurance, fight with terrorism and drugs trade, transit and energy independence, economic cooperation outside the fuel sector, visa system liberalization, students exchange, scientific and law	Visa liberalization, removal of trade barriers and establishment of a free trade area, engagement in conflict resolution in the Caucasus, security for priority areas, free flow of goods and services, improvement of business conditions, construction of the Nabucco pipeline	Legitimization of the regime, ending political isolation, technical assistance, relaxation of the visa system, allowing cooperation in the fields of trade, energy, and transport, cooperation in the field of customs, cross-border crime, and illegal migration, cooperation in the field of ecology and agriculture, funds from the European Bank for Reconstruction and Development and European	Reintegration with the area of Transnistria, construction of a deepened free trade zone, workforce mobilization, liberalization of the visa regime, acquisition of EU funds and assistance in the promotion of export and production on the wine markets	Increase in efficiency of administration activities, regional support, agricultural support, expanded cooperation in the sphere of security and energy – gas transportation to the EU, modernization of the gas pipeline network, investments for the development

	cooperation		Investment Bank		t of transport and agricultural infrastructure, strengthening of industrial cooperation
<b>Attitude of national authorities toward participation in the Eastern Partnership and ENP</b>					
Armenia participates in the implementation of the ENP and has a positive attitude towards the idea of the Eastern Partnership	Azerbaijan declares a favourable attitude towards the idea of the Eastern Partnership	Georgia welcomed the initiative, although they said very little about it	Authorities from the beginning were interested, although they did not show it	A small enthusiasm – they need a clear European perspective for their country	Ukraine was cautious and wary. The ENP undermines the European identity of Ukraine, and/or their ambitions of joining the Union

**Source:** Own elaboration based on: B. Wojna, M. Gniazdowski (eds.), *Partnerstwo Wschodnie – raport otwarcia* [Eastern Partnership – preliminary report], Polski Instytut Spraw Międzynarodowych, Warszawa 2009, pp. 57-68.

The analysis of the information presented in the table above allows for the conclusion that for both the Southern Caucasus countries<sup>42</sup> as well as the Eastern European countries<sup>43</sup> European integration is not a priority for foreign policy, especially in Ukraine and Moldova.<sup>44</sup> The post-Soviet countries are still heavily influenced by Russia, which stems not only from being in a cultural

<sup>42</sup> The South Caucasus countries, also called the Transcaucasia countries, include Armenia, Azerbaijan, and Georgia. Transcaucasia is a geographical region in the vicinity of the southern Caucasus Mountains on the border of Eastern Europe and Western Asia.

<sup>43</sup> There is no consensus on the precise area that the "eastern part" of the European continent covers, because the term has a wide range of geographical, geopolitical, cultural, and socioeconomic connotations. In this paper the author used the definition created by B. Wojna and M. Gniazdowski (*Partnerstwo Wschodnie – raport otwarcia* [Eastern Partnership – preliminary report], Polski Instytut Spraw Międzynarodowych, Warszawa 2009), who consider Belarus, Moldova, and Ukraine to be Eastern European countries.

<sup>44</sup> For more, see: A. Zielińska, K. Longhurst, *Partnerstwo Wschodnie – kontekst i reakcje niespokojnego regionu* [Eastern Partnership – context and reactions from a troubled neighbourhood], in: K. Longhurst (ed.), *Kształtowanie się nowej europejskiej polityki wschodniej – ocena Partnerstwa Wschodniego* [The shaping of the new European Eastern policy – evaluation of the Eastern Partnership], Collegium Civitas Press, Warszawa 2009, pp. 43-46.

circle, but also in an economic one. These countries are still economically dependent on Russia, which is their main supplier of oil, gas, and energy.<sup>45</sup>

The Armenian authorities consider EU membership to be a "strategic choice", although they do not openly articulate this postulate. In practice, Armenia is considered the only pro-Russian country of the South Caucasus. It is associated with the Russian political alliance and military covenant, and its economy is controlled by Russian entities. Armenia participates in the implementation of the ENP and refers positively to the idea of the Eastern Partnership. However, it draws attention to the lack of a broader discussion about the EU initiative. Comparing the Eastern Partnership and the ENP, the authorities believe that the Eastern Partnership has a greater chance of deepening integration with the EU, is an opportunity to raise additional funds for modernization, and gives hope that the EU will pay more attention to the region of the Caucasus. They are interested in the liberalization of the visa system in relations with the EU and the construction of a free trade area. They also highlight that the Eastern Partnership can serve to develop regional cooperation. Armenia counts on EU support in political and historical matters with respect to its disputes with Turkey.

Azerbaijan declares a favourable attitude towards the idea of Eastern Partnership. Although the lack of Azerbaijan's membership in the WTO makes it impossible to start negotiations on creating a free trade zone with the EU, the authorities have declared their interest in an association agreement with the EU, cooperation in such areas as the tax and customs system, and creating favourable conditions for business development and for combating corruption.

Belarus supports the Eastern Partnership, hoping that it will receive tangible economic benefits and help in the modernization of infrastructure and technology. At the same time, Belarus demands equal treatment, which means

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<sup>45</sup> A.A. Strelkov, *Kiyev i Minsk mezhdru Moskvoy i Bryusselem: uravneniye s chetyr'mya neizvestnymi* [Kiev and Minsk between Moscow and Brussels: The equalization with the four unknowns], "Aktual'nyye problemy Yevropy" 2011, Vol. 2. For more, see: Ł. Rotarski, *Surowce energetyczne w polityce zagranicznej Federacji Rosyjskiej* [Energy resources in the foreign policy of the Russian Federation], "Kultura i Polityka. Zeszyty Naukowe Wyższej Szkoły Europejskiej im. ks. Józefa Tischnera w Krakowie" 2008, Vol. 2/3, pp. 267-298.

a postulate of acceptance of the prevailing system of government and the cessation of its diplomatic isolation.

Georgia sees the ENP as the right step towards integration with the EU. First and foremost, it expects the liberalization of the visa system, the removal of trade barriers, the creation of a free trade area, and increased EU involvement in solving conflicts in the Caucasus. These are also the basic expectations for the Eastern Partnership. Georgia welcomed this initiative, although it said very little about it. For the authorities, the priority areas of the Eastern Partnership are security issues, including energy, transit of raw materials (new transmission routes), and transport (new main lines).

Moldova shows little interest in the idea of the Eastern Partnership, even though it would be deprived of the chance to obtain EU funds and help in the promotion of exports and production on EU markets.

The Eastern Partnership has been positively received in Ukraine, largely because it distinguishes the European neighbours of the EU, i.e. six post-Soviet countries, some of whom openly express the will to join the EU. The programme also raises hopes for a significant acceleration of Ukraine's integration with the EU and the achievement of EU's standards.

Regardless of the pro-Russian policy pursued by these countries (with the exception of Ukraine), the aspect of economic benefits resulting from cooperation with the EU is an interesting direction for international cooperation for the post-Soviet countries. It should be emphasized that the most involved country in spreading the Eastern Partnership is Poland, with whom the countries of Eastern Europe have political and socio-economic ties, and they have occupied a special place in Poland's foreign policy.<sup>46</sup> Polish efforts

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<sup>46</sup> Starting from 1989, the Polish authorities have emphasized that there is a need to increase EU efforts to strengthen relations between the EU and the post-Soviet States covered by the ENP. Moreover, Poland for many years has promoted the EU's "open door" policy towards Eastern Europe (for more, see: A. Barabasz, M. Piechocki, *Partnerstwo Wschodnie jako instrument polityki wschodniej UE?* [Eastern Partnership as an instrument of the EU's eastern policy?], "Rocznik Integracji Europejskiej" 2012, Vol. 6, pp. 259-268). The Polish involvement in the creation of European eastern policy is not accidental. It is connected not only with historical aspects, but also with guaranteeing Polish national interests in the sphere of politics, the economy, or security as broadly understood. In order to guarantee them, it is crucial to

invested in promoting the EU's eastern policy can be observed in the current EU policy.<sup>47</sup> But has Poland really influenced the idea of the Eastern Partnership policy? The enlargement of the eastern borders of the EU brought the Union and Russia geographically closer. Thus, the Union's foreign policy had to evolve.<sup>48</sup> Owing to their geographical proximity, these two large organizations must build positive relations with neighbouring countries (Fig. 3).

**Figure 3:** States of the Eastern Partnership

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shape a group of pro-European countries beyond the Polish eastern border, which will provide a natural barrier of protection against the neo-imperialist policy of Russia. For more, see: O. Barburska, *Wpływ polskiej dyplomacji na kształtowanie i realizację polityki wschodniej UE* [The influence of Polish diplomacy on the shaping and implementation of the EU's eastern policy], "Studia Europejskie / Centrum Europejskie Uniwersytetu Warszawskiego" 2013, Vol. 4, pp. 64-65. For the perception of the ENP by Russian politicians and the expert circles, see: I. Gretskiy, E. Treschenkow, *Europejska Polityka Sąsiedztwa i Rosja* [European Neighbourhood Policy and Russia], "Stosunki Międzynarodowe" 2013, Vol. 47, pp. 33-146.

<sup>47</sup> For more, see: B. Wojna, M. Gniazdowski, op. cit., pp. 41-43.

<sup>48</sup> During the conference "Eastern Partnership: towards a European community of democracy, prosperity and a strong civil society", which accompanied the Eastern Partnership summit, Polish Minister of Foreign Affairs Radosław Sikorski, when opening the debate, stressed that although the Eastern Partnership is not a geostrategic project, its fulfilment will have geopolitical consequences (Vide: A. Barabasz, M. Piechocki, op. cit., p. 268). I do not agree with the assertion that the Eastern Partnership is not a geostrategic project – it is and has always been, although no one has admitted it publicly.



**Source:** Polish Aid, *Eastern Partnership*, <https://www.polskapomoc.gov.pl/Eastern,Partnership,1943.html> [accessed: 30.11.2017].

During the fifth Eastern Partnership Summit on 24 November 2017 Jean-Claude Juncker, President of the European Commission, said that:

The Eastern Partnership is first and foremost a partnership of people. It is about bringing our societies closer together. I was attending all the Eastern Partnership Summits so far, and this was the very first time that leaders, after having read their speeches, because they are in love with their papers, were discussing openly and frankly, not hiding away divergences and differences which may exist. This was the day where we

took stock of the progress achieved since we last met in Riga two years ago.<sup>49</sup>

The current international situation has increased the EU's vigilance towards the Russian international policy.<sup>50</sup> There is no doubt that the rise of the Eastern Partnership is related to the implementation of European Security Strategy, which was adopted in 2003.<sup>51</sup> However, the Eastern Partnership also has a cultural dimension. The promotion of art and culture is the basis for developing a common understanding and dialogue between countries.

## **5. EU Programmes Related to Cultural Heritage Implemented under the Eastern Partnership**

In first years of the Eastern Partnership initiative for co-operation with the six Partner Countries in the East, the Commission earmarked €600 million for the period 2010-2013, including €350 million of fresh funds which are added to the existing funds for countries within the framework of the European Neighbourhood and Partnership Instrument.<sup>52</sup>

Two cultural programmes have been implemented as part of the Eastern Partnership. The first cultural programme in the field of Eastern Partnership, with a €12 million budget,<sup>53</sup> was realized in 2011-2015, and the

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<sup>49</sup> European Commission, *Remarks by President Juncker at the Press Conference Following the 5th Eastern Partnership Summit*, 24 November 2017, [http://europa.eu/rapid/press-release\\_SPEECH-17-4950\\_en.htm](http://europa.eu/rapid/press-release_SPEECH-17-4950_en.htm) [accessed: 2.12.2017].

<sup>50</sup> T. Stępniewski, *Partnerstwo Wschodnie Unii Europejskiej: W poszukiwaniu nowego modelu integracji* [Eastern Partnership of the European Union: In search of a new model of integration], "Myśl Ekonomiczna i Polityczna" 2015, Vol. 4(51), p. 242.

<sup>51</sup> European Union, *A Secure Europe in a Better World. European Security Strategy*, 12 December 2003, <https://europa.eu/globalstrategy/en/european-security-strategy-secure-europe-better-world> [accessed: 2.12.2017].

<sup>52</sup> European External Action Service, *Vademecum on Financing in the Frame of the Eastern Partnership*, 24 September 2010, [http://eeas.europa.eu/archives/docs/eastern/docs/eap\\_vademecum\\_en.pdf](http://eeas.europa.eu/archives/docs/eastern/docs/eap_vademecum_en.pdf) [accessed: 15.01.2018].

<sup>53</sup> G. Lisack, *European External Cultural Relations: Paving New Ways?*, 1 December 2014, [http://moreeurope.org/sites/default/files/european\\_external\\_cultural\\_relations\\_paving\\_new\\_ways\\_10.12.2014.pdf](http://moreeurope.org/sites/default/files/european_external_cultural_relations_paving_new_ways_10.12.2014.pdf) [accessed: 6.02.2018].

second programme, with €5 million,<sup>54</sup> was realized in 2015-2018. The table below (Table 2) contains basic information about these programmes.

**Table 2:** Programmes related to cultural heritage implemented under the Eastern Partnership

<b>Name</b>	<b>Timeframe</b>	<b>Budget</b>	<b>Eligible countries</b>
Eastern Partnership Culture Programme Part I	<b>2011-2015</b>	€12 million	Armenia, Azerbaijan, Georgia, Moldova, Ukraine, Belarus, Russia
Eastern Partnership Culture Programme Part II: EU-Eastern Partnership Culture and Creativity Programme	<b>2015-2018</b>	€5.17 million	Armenia, Azerbaijan, Georgia, Moldova, Ukraine, Belarus, Russia

**Source:** Own elaboration.

The Eastern Partnership Culture Programme Part I concerned support for the role of culture in the region's sustainable development and promoting regional cooperation among public institutions, civil society, and cultural and academic organizations in the Eastern Partnership region and with the EU. Its aim was to assist the Partner Countries in their cultural policy reform at the governmental level, as well as capacity-building and improving the professionalism of cultural operators in Armenia, Azerbaijan, Georgia, Moldova, Ukraine, Belarus, and Russia. It contributed to the exchange of information and experiences among cultural operators at the regional level and within the EU. The programme sought to support regional initiatives which demonstrate positive cultural contributions to economic development, social inclusion,

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<sup>54</sup> The amount of the EU budget contribution was €5 million, but this action was co-financed in joint co-financing by the Council of Europe for an amount of €170,000 (European Commission, *Annex 11 of the Commission Implementing Decision on ENPI East Regional Action Programme 2013 Part II. Action Fiche for the Eastern Partnership Culture Programme II*, <https://ec.europa.eu/neighbourhood->

conflict resolution, and also intercultural dialogue. The main goals this project dealt with were:

- providing technical assistance to the Ministries of the region in their policy reforms in the cultural sector and helping overhaul the legal and regulatory framework to foster modernization of the cultural sector;
- organizing trainings to address the identified skills and shortages in the cultural sector;
- facilitating the increase of public access to cultural resources;
- supporting conservation and the valorization of regional cultural resources and heritage;
- encouraging multi-disciplinary and cross-sectoral exchanges between government, civil society, and the private sector;
- helping to cultivate a regional culture through support in developing strategic management, business planning, communications, advocacy, fundraising, and other relevant capacities.

The adopted objectives were achieved through concrete actions. The table below (Table 3) summarizes the programme's goals and actions.

**Table 3:** The objectives and actions of the Eastern Partnership Culture Programme Part I

Objective	Action
Supporting and promoting cultural policy reforms at the governmental level, building capacities of cultural organizations and improving "professionalization" of the culture sector in the region	Reforming the cultural sector and helping overhaul the legal framework to foster cultural sector modernization
	Encouraging of multi-disciplinary and cross-sectoral exchanges between government, civil society, and the private sector
	Support to the conservation and valorization of regional cultural resources and heritage
Contributing to the exchange of information, experience, and best practices among cultural operators at the regional level and with the EU	Offering training to address the identified skills shortages in the cultural sector
Supporting regional initiatives/partnerships, which demonstrate positive cultural contributions to economic development, social inclusion, conflict resolution, and intercultural dialogue	Establishment of a Regional Monitoring and Capacity Building Unit (RMCBU) to address some issues to the governments, to increase communication among countries and among the beneficiaries of the small grants, and to increase the visibility of the programme. The RMCBU also monitors the implementation of the grants
	Facilitating the increase of public access to cultural resources and
	help to cultivate cultural operators in the region through support in developing strategic management and business planning, communications, advocacy, fundraising and other relevant capacities

**Source:** Own elaboration based on G. Lisack, *European External Cultural Relations: Paving New Ways?*, 1 December 2014, [http://moreeurope.org/sites/default/files/european\\_external\\_cultural\\_relations\\_paving\\_new\\_ways\\_10.12.2014.pdf](http://moreeurope.org/sites/default/files/european_external_cultural_relations_paving_new_ways_10.12.2014.pdf) [accessed: 6.02.2018], pp. 95-96.

The main objectives were promoting cultural policy as well as demonstrating the positive cultural contributions to economic development. These goals were implemented through many actions, which should be considered as the basis of modern economic society. Nowadays business is influenced by culture and culture is connecting with business. Currently we can observe dynamic development of the creative sector, which is related to culture.

Fifteen regional projects were realized through this programme, and all the eligible countries were involved in at least one project. Seven of them cooperated with partners of an EU Member State, and six of these were led by an EU-partner (e.g. Austria, Bulgaria, Croatia, the Czech Republic, Lithuania, Luxemburg, the Netherlands, Poland, and Romania).<sup>55</sup>

The second cultural programme supported the role of culture in the sustainable development of the region and the promotion of regional cooperation between state institutions, civil society, cultural and academic organizations of the region of the Eastern Partnership and the European Union.<sup>56</sup> Its purposes were:

- supporting and facilitating cultural policy reform at the governmental level, the capacity-building of cultural organizations, and improving the “professionalism” of the cultural sector region;
- facilitating the exchange of information and good practices between cultural actors at the regional level and in the EU;
- support for regional initiatives or partnerships that make a positive contribution to economic development, social integration, conflict resolution, and cultural dialogue.

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<sup>55</sup> G. Lisack, op. cit., p. 96.

<sup>56</sup> The Eastern Partnership Culture Programme Part II (EU-Eastern Partnership Culture and Creativity Programme) is currently implemented by a consortium led by the British Council in partnership with the Soros Foundation Moldova, the National Centre for Culture of Poland, and the Goethe-Institut, who are following a competitive EU tendering process for the Programme.

The implementation of these objectives were achieved through concrete actions. The table below (Table 4) summarizes the programme’s goals and actions.

**Table 4:** Objectives and actions of the Eastern Partnership Culture Programme Part II

Objective	Action <sup>57</sup>
Developing and further strengthening cultural and creative industries as vectors of cultural, social, and economic development	<ul style="list-style-type: none"> <li>• The structure of the Programme’s Functional Review of the Ministry of Culture was used by Ukraine’s Cabinet of Ministers as a template for evaluations of the other ministries;</li> </ul>
Creating synergies between public and private actors for a more efficient cultural sector	<ul style="list-style-type: none"> <li>• Georgia’s Culture 2025 Strategy and Georgia’s Roadmap for Culture were developed jointly with the support of the Programme;</li> </ul>
Enhancing the contribution of civil society to cultural policy development and reform in the region by bridging the gap between state institutions and independent sectors	<ul style="list-style-type: none"> <li>• A policy brief by Associates in Ukraine influenced the Ministry of Foreign Affairs’ decision making in the development of the new Ukrainian Institute;</li> </ul>
Strengthening the capabilities of the Eastern Partnership countries to facilitate their participation in international culture cooperation initiatives, including the MEDIA and the Culture strand of the EU Creative Europe programme and UNESCO activities	<ul style="list-style-type: none"> <li>• Three trainees were founders of the Creative Industries Association in Moldova, which will be responsible for running Moldova’s first Creative Hub.</li> </ul>

**Source:** Own elaboration.

The scope of activities covered by the Eastern Partnership Culture Programme Part II was much smaller than in the last programme. This was due to the smaller amount of funds allocated for its implementation.

Throughout the duration of the Programme (36 months), it has run 252 events attended by 33,977 people. The Programme produced 870 website

articles, 171 case studies, and also 14 online courses. More than 4 million people read about this Programme in the local media, 570,000 visited the website, 436,692 read the case studies, 27,267 joined the Facebook page, and 5,300 received certificates for online courses.<sup>58</sup>

Despite the reduction of funds for culture in the European Partnership cultural programmes, they are becoming increasingly social. This is due to the speed of information flow on the internet. In Jana Kobzova's opinion "for much of the past six years, Europe's resources and political attention have shifted and zigzagged in the region, depending on which country was at the time seen as being the most pro-reform or pro-European".<sup>59</sup> It should be noted that culture will never be the first priority in EU policy, as we can see in the allocation of EU funds for cultural programmes.

## 6. Main Projects Funded

In October 2010, the EU launched a call for proposals dedicated to the culture sector, especially for the Eastern Partnership countries. As a result, a number of regional projects are being contracted for financing through the Eastern Partnership Culture Programme.

The Eastern Partnership Culture Programme Part I implemented 15 projects, but the most important of them was the Regional Co-operation for Cultural Heritage Development. The table below contains information about all the projects implemented under the Eastern Partnership Culture Programme Part I (Table 5). For the purposes of this study a detailed analysis will be limited to the mentioned Regional Co-operation for the Cultural Heritage Development Project.

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<sup>57</sup> Source: <https://www.culturepartnership.eu/en/article/key-numbers-impact> [accessed: 15.01.2018].

<sup>58</sup> Source: *ibidem*.

<sup>59</sup> J. Kobzova, *Eastern Partnership after Riga: Rethink, Reforms, Resilience*, "ECFR Riga Series", 19 May 2015, p. 1.

**Table 5:** Eastern Partnership Culture Programme Part I projects

Name	Description
Caucasus Cultural Initiatives Network	This project promotes local initiatives that support ethnic, religious, and cultural diversity across the South Caucasus.
Cultural Development is the Source for Prosperity of Community	The aims of this project concentrated on the role of culture as a fundamental factor influencing social, economic, and human development of the Ukrainian and Georgian societies.
Directors across Borders	The aims of this project concentrated on fostering the development of conditions and structures through which cinema can be a vector for sustainable economic, social, and human development within and between the Eastern Partnership countries.
Equal Opportunities for National Minorities and Disadvantaged Groups in Realising Cultural Rights Richness Through Diversity	The aims of this project focused on preserving cultural diversity and supporting the cultures of minorities by strengthening the capacities of local authorities, managers of culture institutions, and local communities in Ukraine and Armenia.
Let's Talk About Films in South Caucasus	This project supports documentary filmmakers from the Southern Caucasus.
New Breath of Culture: Fill Heritage with Life of Arts	This project is designed to collect, develop, and share models of partnership and interaction between museums and public organizations.
<b>Regional Co-operation for Cultural Heritage Development</b>	This project is intended to improve the management of Cultural Heritage and to ensure its integration into economic development of the Eastern Partnership region.
SAY CHEESE: Eastern Family Album. Capacity Building, Networking and Promotion of Thematic Eastern Partnership Photography	This project is designed to enhance the development of thematic Eastern Partnership photography in the region and to contribute to the creation of a positive image of the Partnership.
Sharing History, Cultural Dialogue	The aims of the project are concentrated on strengthening the capacities of civil society actors in the field of cultural education in Armenia, Azerbaijan, Georgia, Moldova, and Ukraine towards the implementation of an education that contributes to mutual understanding.
SOS Culture Saving Endangered Cultural Assets in Remote Regions of Armenia and Georgia by Involving Local Youth in Their Preservation	This project is designed to improve the conservation of and raise awareness for the endangered culture assets in the border areas of Georgia and Armenia.
Strengthening Creative Industries in Armenia, Azerbaijan, Georgia Heritage Crafts – Common Platform for Development	The aims of the project are focused on fostering the sustainable development of the creative industries field of heritage crafts (traditional handicrafts, museum sources, and applied art) in Armenia, Azerbaijan, and Georgia.

Sustainable Development of Local Communities Through the Actualisation of the Cultural Heritage	The aims of the project are to enhance the cultural sector of Ukraine and Belarus through the rehabilitation and preservation of the ethno-cultural heritage of Polissya region.
Sustainable Public Areas for Culture in Eastern Countries (SPACES)	This project promotes the recuperation of public spaces for art, culture, and urban residents.
The Book Platform	This project is designed to answer the needs of different groups in the book sector – publishers, professional associations, and reading promoters.
Valorisation and Improving of Management of Small Historic Centres in the Eastern Partnership Region (VIVA EAST)	This project is intended to bring territorial added value through an integrated approach for the smart reinforcement of small historic Centres and Landscape Systems.

**Source:** Own elaboration based on *Press Packs: Support for Culture in the Eastern Neighbourhood*, 27 June 2013, [http://www.europarl.europa.eu/meetdocs/2009\\_2014/documents/nest/dv/nest\\_2014\\_0213\\_14/nest\\_20140213\\_14en.pdf](http://www.europarl.europa.eu/meetdocs/2009_2014/documents/nest/dv/nest_2014_0213_14/nest_20140213_14en.pdf) [accessed 25.04.2018].

Regional Co-operation for the Cultural Heritage Development is intended to improve the management of Cultural Heritage and to ensure its integration into the economic development of the Eastern Partnership region. This project is concentrated strictly on Georgia and Armenia. Its main purpose is to improve the management of Cultural Heritage and ensure its integration into the economic development of the Eastern Partnership region.<sup>60</sup> This project also supports the development of a national policy for heritage and the capacity-building of heritage sector stakeholders, with the aim of enhancing the role of heritage in sustainable economic development, and the promotion of the regional co-operation and exchange of experiences within the Eastern Partnership region and between the region and EU countries, as well as fostering the support of civil society's involvement in the planning and decision making processes.<sup>61</sup> This project carries out four major activities: 1) development of National Policies for cultural heritage to support the reform and strengthening of the heritage preservation institutions; 2) capacity building for heritage sector stakeholders of the Eastern Partnership region to strengthen the capacity of public, semi-public, and private actors and to

<sup>60</sup> For more, see: <http://rcchd.icomos.org.ge/?l=E&m=1> [accessed: 25.04.2018].

address the objectives of creating conditions for regional co-operation and strengthen dialogue within the Eastern Partnership region; 3) regional professional networking to support co-operation in the context of regional integration and international networking to strengthen the Eastern Partnership regional links and cultural dialogue within the region; 4) public awareness activities aimed at contributing to the democratization of the decision-making and planning processes and activating the involvement of civil society in the elaboration and implementation of cultural heritage policies in the Eastern Partnership region.

It should be noted that the project partners are ICOMOS Georgia, ICOMOS Armenia, The Directorate for Cultural Heritage (Riksantikvaren),<sup>62</sup> and Architectura I Prestizh.<sup>63</sup> The partners expect that the project will bring results in the form of draft National Policies for Cultural Heritage in Georgia and Ukraine; carry out targeted workshops for stakeholder groups from Azerbaijan, Armenia, Georgia, and Ukraine; establish a qualified regional centre for cultural heritage development; create a strong Eastern Partnership regional network of heritage professionals through e-magazines and forums; carry out public awareness campaigns in Georgia and Armenia and elaborate awareness raising guidelines, and publish and disseminate a teacher's manual.

Within the project a National Policy of Cultural Heritage Sector of Georgia<sup>64</sup> was created, as well as the project of National Policy of Cultural Heritage Development in Ukraine,<sup>65</sup> which are acts with internal force (soft law) in the concerned countries.

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<sup>61</sup> Ibidem.

<sup>62</sup> The Directorate for Cultural Heritage (Riksantikvaren) is a Norwegian government agency responsible for the management of cultural heritage in Norway. For more, see the official website of The Riksantikvaren <https://www.riksantikvaren.no> [accessed: 25.04.2018].

<sup>63</sup> Architectura I Prestizh is a private agency which has gained considerable experience in the post-Soviet reality in terms of practical urban planning and architectural and interior design, with a special focus on historic and environmental heritage.

<sup>64</sup> M. Bochoidze (ed.), *sak'art'velos kulturuli memkvidreobis erovnuli politika* [Georgian Cultural National Policy of Heritage], ICOMOS, t'bilisi 2014, [http://rcchd.icomos.org.ge/img/multimedia/pub\\_1417006213125685.pdf](http://rcchd.icomos.org.ge/img/multimedia/pub_1417006213125685.pdf) [accessed: 25.04.2018].

<sup>65</sup> O.P. Oliynyk (ed.), *Kontsepsiya natsional'noyi politykyshchodo kul'turnoyi spadshchyny v Ukrayini (Proekt)*, Architectura I Prestizh, Kyiv 2014,

The Eastern Partnership Culture Programme Part II has implemented three projects (see Table 6), but the most important of them is the EU-Eastern Partnership Culture and Creativity Programme, which will be discussed in more detail below. Owing to space limitations, the discussion of the other projects will be omitted.

**Table 6:** Eastern Partnership Culture Programme Part II projects

Name	Description	Budget
Creative Europe	This project supports projects with the potential to travel, reach new audiences, and encourage skills-sharing and development	€1.46 billion
<b>EU-Eastern Partnership Culture and Creativity Programme</b>	The aim of this project is to support the cultural and creative sectors' contribution to sustainable humanitarian, social, and economic development in Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine	€4.3 million
Cross-Border Cooperation (CBC)	This project seeks to reinforce cooperation between EU Member States and Partner Countries along the external EU borders	€1.05 billion

**Source:** Own elaboration based on <https://www.euneighbours.eu/en/east/eu-in-action/projects> [accessed: 25.04.2018].

The EU-Eastern Partnership Culture and Creativity Programme<sup>66</sup> was created in 2015 within the framework of an EU Programme and also funded under the European Neighbourhood Instrument. The aims of this Programme are: 1) to strengthen national cultural policies, as well as the capacities of the culture and creative sectors and of culture operators in partner countries; 2) to increase the links between public institutions and private actors in the field of

[http://rcchd.icomos.org.ge/img/multimedia/pub\\_1420656106628705.pdf](http://rcchd.icomos.org.ge/img/multimedia/pub_1420656106628705.pdf)

[accessed: 25.04.2018].

<sup>66</sup> Hereinafter referred to as Culture & Creativity Programme.

culture and creativity; 3) to foster the inclusion of civil society in the decision-making process, thus enhancing the role of culture as a driving-force for reform; and 4) to support the participation of partner countries in international cultural initiatives.<sup>67</sup>

Bearing in mind the above, it should be stated that the objectives of the programme are associated with supporting the contribution of the cultural and creative sectors to sustainable humanitarian, social, and economic development in Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine.

It should be noted that the Culture & Creativity Programme is associated with: 1) development of UN national statistics on culture in Georgia, Ukraine, Armenia, and Azerbaijan; 2) research papers on developing creative industries, on cultural heritage, on performing arts models, and on film industry development; 3) development of a cultural mapping model for small towns and six pilot reports; 4) support for policy development initiatives; 5) developing partnerships between EU and Eastern Partnership cultural organizations; 6) creation of a network of 260 mid-career cultural managers; 7) capacity-building of journalists in cultural journalism; 8) development of on-line courses for cultural managers; 9) workshops on the Creative Europe programme and consultations with organizations applying for funding; 10) development of website and social media platforms, highlighting trends in the culture and creative industries sector; and 11) the translation of key manuals and reference documents on modern practice in the cultural sector in Europe into regional languages.<sup>68</sup>

After the end of Culture & Creativity Programme the website created by this programme will continue to operate with funding from the British Council. This is important to continue developing the potential of the cultural and creative industries of the Eastern Partnership countries and to post and update best practices, tools, and opportunities on a daily basis.

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<sup>67</sup> Source: <https://www.euneighbours.eu/en/east/eu-in-action/projects/eu-eastern-partnership-culture-and-creativity-programme> [accessed: 25.04.2018].

## 7. Conclusions

In summary, it should be noted that the EU's foreign policy focuses on five guiding principles for the EU's external action, among which are included: the promotion of cultural diversity and respect for human rights; fostering mutual respect and inter-cultural dialogue; ensuring respect for complementarity and subsidiarity; promoting culture through existing frameworks for cooperation; and encouraging a cross-cutting approach to culture. It should be noted that these principles affect the development of EU relations with the Eastern Partnership countries.

The objective of the Eastern Partnership is to bring partner countries closer to the EU through deeper cooperation and integration activities based on EU values, norms, and standards. The Eastern Partnership aims to support reforms focusing on institutional strengthening and modernization of partner countries for the benefit of their citizens. In order to achieve these goals, the Eastern Partnership develops in two ways: bilaterally, focused on strengthening relations of individual countries with the EU; and multilaterally, which refers to actions and initiatives common to all partners.

Moreover, two cultural projects under the Eastern Partnership Cultural Programme I and the Eastern Partnership Cultural Programme II have been implemented under the Eastern Partnership. The Eastern Partnership's partners are confronted with numerous challenges to ensuring the sustainable management of cultural heritage, including the need to ensure adequate funding for the conservation and protection of these assets. The Regional Co-operation for Cultural Heritage Development realized under the Eastern Partnership Cultural Programme I focused on the cultural and economic development of the beneficiary countries of the programme. It created the basis for the protection of heritage in the post-Soviet States through the development of technical and organizational measures to protect heritage,

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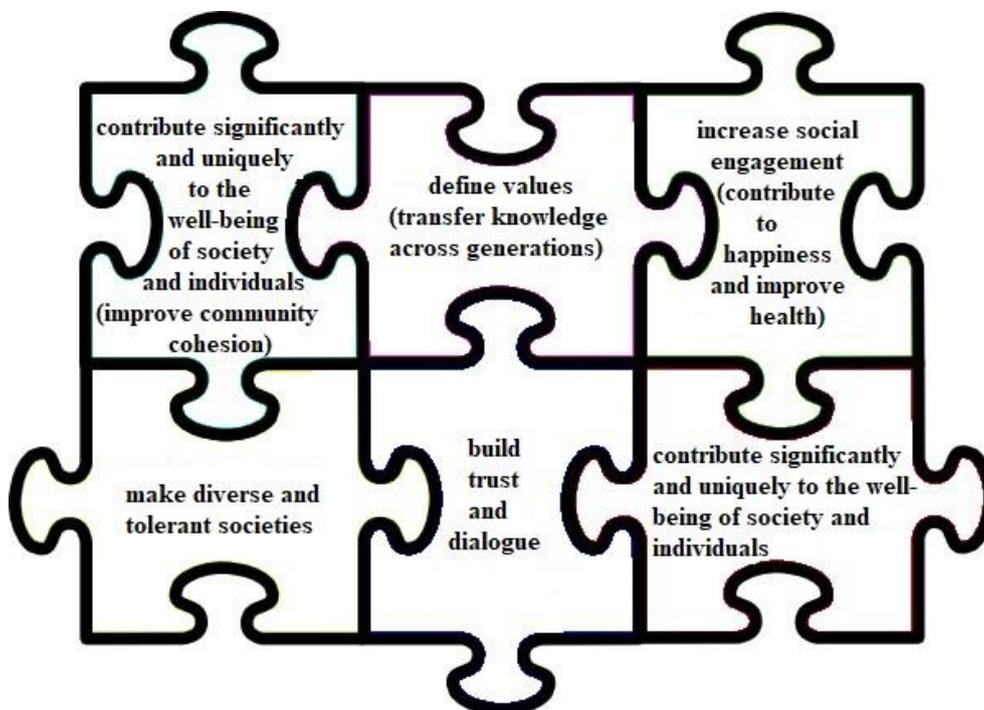
<sup>68</sup> Source: *ibidem*.

including legal provisions and policies of the State. Therefore it focused on cultural exchanges, cooperation, and knowledge transfer.

The material protection of cultural heritage was not the main goal of the first cultural programme. This changed starting in 2015 during the implementation of the second cultural programme. At that time, the EU began to have a social impact on the cultural development of the eastern part of the region by creating a qualified team of cultural managers. Spreading the awareness of national heritage and showing the ways of its promotion started to turn around the economic situation of the regions, and in the end contributed to their economic development.

Attention should also be paid to the importance of culture and heritage protection in cooperation projects under the Eastern Partnership of the EU. The figure below (Fig. 4) shows the influence of culture on the implementation of the Eastern Partnership, which can be presented in the form of a puzzle.

**Figure 4:** Influence of culture to the Eastern Partnership



**Source:** Own elaboration based on <https://www.euneighbours.eu/en/east/eu-in-action/projects/eu-eastern-partnership-culture-and-creativity-programme> [accessed: 25.04.2018].

Expanding the knowledge and awareness of cultural heritage increases social engagement, which contributes to happiness and also improves health. Culture contributes significantly and uniquely to the well-being of society and individuals; in effect it builds trust and dialogue. This in turn translates into making diverse and tolerant societies. Cultural actions contribute significantly and uniquely to the well-being of society and individuals and allows for the transfer of knowledge across generations.

International cooperation has contributed to the creation of ties between countries and the dissemination of knowledge about heritage. It is currently difficult to assess the impact of programmes on cultural cooperation within the Eastern Partnership, but it is known that it influenced the furtherance of partners spreading the knowledge of their national heritage.

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