



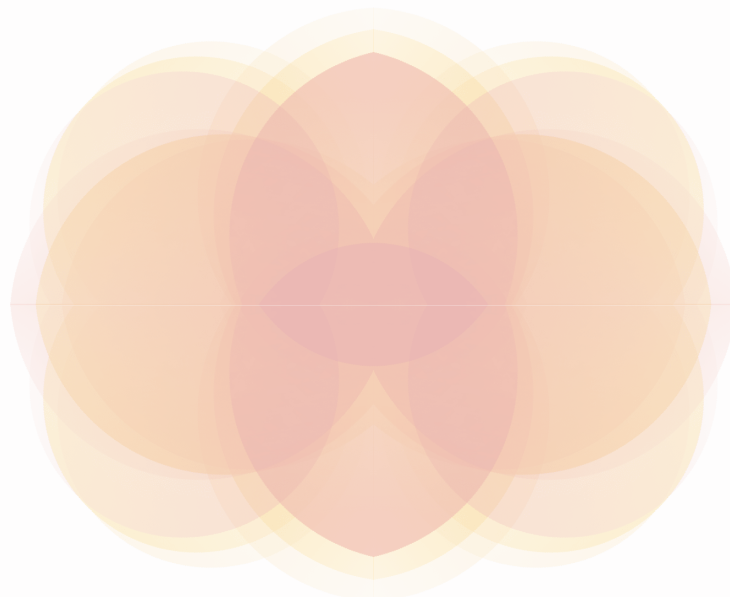
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Kutaisi Culture and Creative Industries Strategy and Action  
Plan Development Process Roadmap

# EU4Culture

Kutaisi Georgian Cradle of European Culture





This Roadmap defines the process of developing a strategy and action plan for the culture and creative industries of Kutaisi.

Kutaisi City Hall working together with all stakeholders (i.e. representatives of the cultural and creative industries, other cultural organisations and educational institutions, representative non-governmental and private sector players, the media and the Kutaisi public) is leading the process of developing a Strategy and Action Plan for the integrated development of Kutaisi's cultural sector and cultural and creative industries as part of the city's wider strategy. The preparation of the Culture and Creative Industries Strategy and Action Plan is being carried out within the framework of the EU programme EU-4Culture. A Strategy Working Group has been established to lead the document development process with the support of Creative Solution (Co-applicant of Kutaisi municipality).



# 1. Process and terms

This is a work in progress and some issues and other elements in this document may be updated or changed as necessary during the strategy development process.

Action	Date	Note
Official opening of the process of developing a strategy for the development of Kutaisi culture	December, 2021	A conference on the strategy development process will be held for project stakeholders (platform members), partners and the representatives of the community. During the event will be discussed Culture and Creative Industries Strategy and Action Plan Development Guide of Kutaisi. In addition the public will be introduced to the strategy development methodology to be adopted and be informed of the opportunities to participate in the development process.
Organisation of meetings with specialists from universities and specialist circles to conduct targeted research related to the development of the Strategy	December, 2021	Working meetings will be held with specialists from relevant universities, academic and other relevant circles where the goals, objectives and methodological approach of the required research will be discussed in detail. The scope and responsibilities related to the process will be defined.
Conducting sub-sectoral seminars with representatives of the cultural and creative industries	December, 2021	Working seminars will be held with representatives of the 13 sub-sectors of the cultural and creative industries resulting in production of documents reflecting the situation in the sectors. The 'problem tree' method will be used for this.

<p><b>Organize meetings with focus groups</b></p>	<p>December, 2021</p>	<p>In Kutaisi, 6 working meetings will be held to analyze issues related to access to culture of different groups in society. These meetings will be with:</p> <ul style="list-style-type: none"> <li>• non-governmental organizations working in the field of culture;</li> <li>• organizations focused on environmental issues ;</li> <li>• organizations working on issues related to people with disabilities;</li> <li>• organizations focused on issues related to ethnic minorities;</li> <li>• organizations working on gender issues;</li> <li>• representatives of various religious denominations.</li> </ul>
<p><b>Questionnaires on the website of City Hall to encourage the involvement of the Kutaisi public in the process of developing the Strategy</b></p>	<p>December, 2021</p>	<p>Special questionnaires will be prepared and published on the website of Kutaisi City Hall to engage the participation of the wider Kutaisi public in the development of the cultural and creative industries Strategy.</p>
<p><b>Based on the analysis of the materials obtained from the work done, prepare the first working version of the Strategy document</b></p>	<p>January, 2022</p>	<p>As a result of systematizing and analyzing the data collected on the activities carried out, the Strategy Working Group, with the help of experts, will prepare the first working version of the Strategy document.</p>
<p><b>Convening of a first working meeting with stakeholders and partners to discuss the working version of the Strategy and Action Plan documents</b></p>	<p>February, 2022</p>	<p>The first working version of the Strategy and Action Plan document will be submitted to stakeholders (platform members) and partners for discussion. The meeting will analyze the participation of stakeholders (platform members) and partners in the implementation of the strategy.</p>

Updating of the first version of the Strategy and Action Plan based on the meeting with stakeholders and partners	March, 2022	As a result of the meeting with stakeholders (members of the platform) and partners their views will be taken into account incorporated as appropriate into the Strategy document and Action Plan.
Publication of a working version of the Strategy document and Action Plan	March, 2022	To ensure open access to the document and wider participatory discussion, the working version of the Strategy document will be published on the official website of Kutaisi City Hall, where members of the public will be able to comment on it.
Consultation meetings with representatives of the cultural and creative industries sub-sectors on development of the Action Plan document	March, 2022	Representatives of the cultural and creative industries sub-sectors will be consulted on the updated version of the Strategy and Action Plan document agreed with stakeholders and partners. During the meetings the participation of the sub-sector representatives in the work provided for in the Action Plan will be defined.
Updating the Strategy document taking into account the remarks made on the Kutaisi website and the results of consultations with the sub-sectors	April, 2022	The Strategy Development Working Group will update the document based on views expressed by the Kutaisi public on the website and on the consultations carried out with the cultural sub-sector representatives.
Submission of the final version of the Strategy and Action Plan document for approval by Kutaisi City Council	May, 2022	Discussion of the Strategy and Action Plan for the development of the city's cultural and creative sectors before final approval by Kutaisi City Council.

## 2. Definition of the document

The Culture and Creative Industries Strategy and Action Plan document outlines a six-year long-term strategy (2023-2028) and a two-year, short-term action plan (2023-2024). The Culture and Creative Industries Strategy Paper should be updated every 2 years, taking into account the challenges or opportunities identified at the time and the need for a new action plan.

## 3. Functions and responsibilities

Kutaisi City Hall:

- ✓ Leads the process of developing a Strategy and Action Plan for the cultural and creative industries which is integrated within the city's wider strategy.
- ✓ Provides participation in the process of City Hall services. Provides information about the process to the City Council and other local, regional or central authorities.
- ✓ Provides information to city residents on the Strategy development process.
- ✓ Ensures the active participation of various institutions in the field of culture in the process.
- ✓ Monitors the transparency of the process and is responsible for the implementation of the approved document.

Kutaisi Strategy Working Group:

- ✓ Ensures the implementation of the measures provided in the Strategy Guide.
- ✓ Responsible for communication in advance with the public attending the events.
- ✓ Ensures the smooth operation of the stakeholder platform.
- ✓ Collects and processes data identified during the Strategy development process.
- ✓ Provides for the resolution of any relevant legal and financial issues.
- ✓ For organization of any physical events is responsible for logistical issues and provision of relevant materials.

Creative Solution (Co-applicant):

- ✓ Provides methodological and practical support for the development of a Strategy and Action Plan for the cultural and creative industries.
- ✓ Advises Kutaisi City Hall on planning related to the Strategy document and updating the working versions.
- ✓ Facilitates cooperation between Kutaisi City Hall and stakeholders, assists in discussions and workshops.

Stakeholder Platform Members:

- ✓ Actively participate in the activities described in the Strategy Development Guide.
- ✓ Facilitate the dissemination of information about the process in the city and beyond.
- ✓ Assist the Strategy Working Group in gathering the data needed to develop the strategy.

## 4. Aims and main directions of the document

### 4.1. Objectives of the document

- To demonstrate the potential of the cultural and creative industries to contribute to the socio-economic and wider societal development of the city.
- To define a long-term vision for urban cultural policy reform that will enable the city's population to fully realize their creative potential.
- To bring together the inhabitants of the city for the common purpose of working together for the future positive development of Kutaisi, in which all the desires and aspirations are united, and therefore all are ready to make the necessary efforts to revive it.

### 4.2. Main directions

#### **Governance**

- Transparency
- Regulation
- Funding
- Salaries and social guarantees

#### **Art and Creativity**

- Increase opportunities for participation
- Increase attractiveness
- Necessary infrastructure
- Education

#### **Cultural Heritage**

- Increase attractiveness
- Infrastructure upgrade
- Increased participation, including by groups who have not traditionally been seen as target audiences

#### **Creative Industries**

- Increased development of Creative Entrepreneurship
- Development of hubs, incubators and clusters
- Promotion of creative industries cross-sectoral working and cross-innovation with other sectors in Kutaisi