

Estonian Cultural Strategy 2008-2011

(Short summary in English)

Mission of the Ministry of Culture

The mission of the Ministry of Culture is to support the maintaining of the Estonian national identity by valuing, preserving, developing, acknowledging and spreading Estonian fine arts, cultural heritage and sport in Estonia and abroad supporting both the professional and amateur activities in creativity and sport.

The vision of 2030: viability of the Estonian cultural space¹

Sustainability of the Estonian nation and culture is the cornerstone of Estonia's sustainable development. The development goal postulating this has a fundamental meaning, the persistence of Estonianhood is the highest priority among the development goals of Estonia. The Estonian cultural space in the present (social scientific) meaning is a significantly broader concept than the spheres of direct creative activity or folk culture. It is the living space of Estonianhood with all of its components and attributes.

Preservation of a nation "through the ages" is conditioned first of all on the existence of cultural mechanisms that enable the Estonian national identity (cultural cohesion) to persist and ensure that the values, traditions, behavioural patterns and elements of way of life intrinsic to the Estonian national culture are passed from generation to generation and also accepted by new settlers. The core of such mechanisms is national-language education and cultural creation (incl. research) based on the national language, and the functionality of national-language communication and national cultural values behaviour patterns in everyday life and in all spheres of life.

Desired state by the year 2030 involves that the permanent population has stabilised at 1.0-1.5 million, integration mechanisms are in place. Estonianhood is valued; Estonia is the preferred living and working place for the younger generation. People in Estonia are identifying themselves widely as Europeans ("I am European") alongside their ethnic self-identification and valuation ("I am Estonian"). Estonians are accepted as Europeans both in their character and deeds. The Estonian culture has reached a dynamic balance and sustainability in its relations with world culture, existential fears have been overcome.

An essential part of the Estonian culture has "moved to the virtual environment". Located in electronic archives, museums and libraries, it is internationally accessible and translatable into other languages, thus being accessible and understandable to everyone locally and to all interested people worldwide. The Estonian experience in synthesising the national and global culture and in applying socio-technological know-how is spreading and is a part of Estonia's recognized contribution to the preservation of the diversity of the globalising world.

Key mechanisms for achieving the goal are an education in the Estonian language and related to the Estonian culture is provided in Estonia, while being internationally competitive, grounded on developments in modern sciences and technology and connecting the Estonian culture with world culture; raising of the renewal capacity and critical reflexivity of the Estonian culture; usability of the Estonian culture in international communication and its translatability into other languages; availability of archival and cultural texts important for the Estonian culture in a digital format; integration of the Estonian history and cultural memory with the European and global cultural memory and historical conscience; Estonia becoming an important place on the global cultural map and in the global cultural calendar. The inevitable closeness and danger of self-centredness typical of a small culture will be overcome by digitising the Estonian cultural treasury, but also through investment into culture and through increased openness of the modern Estonian culture. Innovativity of the Estonian culture, its capability of generating new ideas and meanings at an internationally renowned level, constitutes Estonia's contribution to the general culture and will become an important factor in increasing the specificity and attractiveness of Estonia and in stimulating cultural exchange.

¹ The vision is based on the "Estonian National Strategy on Sustainable Development – Sustainable Estonia 21" approved by Riigikogu (Parliament of Estonia) on 14.09.2005

The primary features of the Ministry of Culture for the nearest future

The task of the Ministry of Culture is to assure a balanced development in all spheres of governance. A selection of primary features for the nearest future are pointed out as follows in order to underline the important developments and needs in the area of governance and to help along some spheres that have been under-financed.

Investing in people

In addition to the investments that are made to develop different national and local objects and facilities of culture and sport there is a will to invest more in people in order to improve their possibilities to take part in cultural and sport activities all over Estonia. Valuing of people involved in implementing different financial mechanisms is the main priority in this area.

National heritage

The aim of the policy is to protect our rich cultural heritage by investing into manor schools, manor houses, religious buildings, strongholds etc. It is also important to protect the historical districts of urban areas and to give more support to different initiatives in the field of cultural heritage.

Film

Estonian film celebrates its 100th jubilee in 2012. That is one of the reasons why to focus more on developing the sphere by helping to increase the number of cinemas and giving more support to the producers. It is our aim to reach the point where Estonia is an attractive place for moviemakers due to the high level of qualification of the local staff and the rich scale of different possibilities. It is also important to restore our film archives and bring them to the audience in a digital mode.

Children and youth

Cultural environment and healthy lifestyle are very important since early childhood. Every child must have a possibility to join a hobby or sport class and the government should finance the costs yearly. We also intend to support different cultural and sport events and activities for children.

Digitalization of cultural heritage

During the last period of strategy one of the priorities was the connecting all public libraries to the Internet. This project is now successfully finished. Our next aim is to digitalize cultural heritage. Digitalizing is a necessary precondition to assuring that cultural heritage is easily accessible and well protected.

Estonian language

Since the Estonian language plays a fundamental role in Estonian culture it is very important to support every action that is helping to protect and preserve it. This policy involves all spheres and actions including literature, theatre, film, traditional culture etc. It is also important to support libraries that are often centres of a local culture life. We promote the translation of Estonian works into foreign languages and the translation of world classics into Estonian.

Traditional culture

We support our unique tradition of song and dance celebrations, which are on the World Heritage list of UNESCO by implementing national support system for the choirs, dance groups and orchestras. We also contribute to the organization of National Song and Dance Festival in 2009.

Description of the baseline situation

Policy area: Culture

Cultural space, which is using the Estonian language, is consumed approximately by 80% of the population. In the year 2006 theatres, exhibitions, museums and libraries were visited approximately as often as in 2003; the visits of cinemas and concerts have slightly decreased. Buying art and books has stayed on the same level as three years before, however reading of books has decreased.

Fine arts

In 2006 there were 35 small galleries with regular activity that hosted 600 exhibitions per year. In May 2006 it was noted, during the period of 12 months, approximately 37% of the population had visited different

exhibitions and events associated with visual arts. At present date, in comparison to the year 2003, the number of visitors has increased due to the opening of the Art Museum of Estonia (AME), which hosted 187 000 visitors during the year 2006. There is still a large number of population (39%) in whose locality no cultural events are being organized.

In the year 2006 it was possible to show films in 67 places, of which 53 were cinemas. There were 1 580 000 cinema visits in 2006, which was 40,2% higher figure than the year before. There has been an increase in the number of audience of domestic movies (11 movies in 2006). The market share of domestic movies reached 9,17% in 2006. During the year 210 full-length movies were shown of which three-thirds were of American origin. The average ticket cost has stayed the same - approximately 4,3 EURO-s (67 EEK). During the year 141 full-length films were imported. Due to the accession to the European Union the import of European films increased 42% in the year 2006.

Concert as a genre remained as one of the most popular ways of culture consumption and spending of free time. The number of classical choir music concert visits is increasing. However still no concerts are being organized in the localities of a large number of population (26%). The expensive ticket price was pointed out to be the biggest obstacle (in 56% of the cases) for not visiting concerts. Currently there are 3 state concert organizations and the Estonian National Opera. In addition to the state concert organizations, a network of non-state concert organizing bodies has developed, which cover most parts of the country. The popularity of Estonian musical collectives is increasing abroad.

In 2006 24 governmentally subsidised theatres and dance agencies were operating in Estonia: Estonian National Opera, 5 national repertory theatres, 3 state established foundations, 2 municipal theatres, 10 private theatres and 3 dance agencies. Altogether there were 25-30 professional theatre collectives. In 2005 the number of visits decreased by 12%, at the same time the number of the performances increased by 8%. Plays meant for children and youth formed 32% of the overall number of the performances. State and municipal theatres hosted 78% of overall theatre visits. In 2005 the financial support of the state increased 12,2%. The average ticket price was 6,8 EURO-s (106 EEK).

In 2006 the number of people (aged 15-74) who had read at least one book per year was 81% of the population (in 2003 the figure was 86%). The main reasons pointed out for not reading were the lack of free time and the high price of the books. There were 60 active publishers that issued more than 10 books per year. During the year 2005 4060 books and brochures were published, which was 1,6% more than the year before. The print-run of the novels has increased to 1000-1500, for collection of poems to 300-1000 and of popular science books to 1500-2000. The number of publications per capita increased from 4,3 to 4,5. Since the beginning of 2004 the Authors Remuneration Fund has been issuing public lending right remuneration to the authors of books, audiovisual works and phonograms. 882 authors received remuneration in the year 2006. In the beginning of 2006 the Authors Remuneration Fund started to issue reprographic reproduction remuneration to authors and publishers. 290 authors and 23 publishers received reprographic reproduction remunerations in 2006.

Cultural Heritage

The main bearers of folk culture are the choir (770), orchestra and folk music collectives' conductors (220) and traditional dance and folklore group leaders (600) with approximately 36800 singers/instrument players and 14700 folk dancers and folk musicians. People's interest in cultural activities is expressed through the activities of 2755 different cultural unions, associations and. Choirs, orchestras and folk dance groups work regularly under the guidance of qualified specialists in schools and community centres. The following support programs have been started: support program for the years 2006-2013 for choirs, orchestras, folk dance and music groups associated with the Song and Dance Celebration process; State programme "Setumaa Cultural Programme" 2006-2009; State programme "Language and Culture of South Estonia 2005-2009" and county choir and dance group mentors pilot program.

In Estonia there are altogether 186 (with branches 234) museums. Approximately 20% of them belong to the state, 50% to the local authorities, 25% to private owners and 5% are the structural units of the legal person in public law. There are 11 museums under the administration of the Ministry of Culture. Additional funding is provided for 15 museums in the administration of local authorities. During the last year approximately 43% of the Estonian population visited museums. Visiting of the museums has been increasing during the last 10 years (in 2004. 1,726 million, in 2005 1,761 million). The main reason for the increase is the growing number of tourists in Estonia. The operational atmosphere has gotten better and one of the most important cultural

buildings in Estonia – KUMU Art Museum– was completed. The planning of the new building of Estonian National Museum has started.

In 2006 there were 1104 libraries in Estonia, of which there were 554 public libraries, 474 school libraries, 6 research libraries, 70 speciality libraries and a National Library, which is a public body. The number of items stored in libraries has grown from year to year. During the period 2000-2005 150 libraries were built or renovated. 20-30 libraries are still in need for renovation. Besides its main purpose the libraries have begun to develop into the centres of the local communities, offering different additional services and possibilities to spend free time.

In 2006 there were 24876 cultural monuments under the protection, which were listed in the national register of national heritage. Marking architectural monuments was started. Approximately 300 buildings have been marked with new signs. 25% of the architectural heritage is in poor or in an emergency condition. 113 million EEK has been planned to be invested into architectural heritage from the EEA and Norwegian financial mechanisms, which makes up 24% of the mechanisms.

The Ministry of Culture has developed and implemented the following strategies and program documents: Estonian Museums of the 21 century. Main development directions in 2006-2016; Strategy for digital cultural heritage 2007-2010; "Schools in Old Manors: preservation of the historic manor ensembles and renovation of the manors according to modern educational requirements; Preserving and development of Estonian religious buildings 2003-2013; Rural architecture and terrain; Study and preservation 2007-2010.

International relations and creative industries

For introducing Estonian culture abroad there are five cultural attachés – Paris (UNESCO), Moscow, Berlin, Brussels (EU) and London. The Ministry of Culture supports the Estonian Institute, which has branch offices in Helsinki, Stockholm, Budapest and Paris. Estonia has made many bilateral cooperation agreements with many different countries over the world. Estonian interests are represented actively in the European Union, European Council, UNESCO and other international organisations.

Creative industry has been started to acknowledge as an important part of culture and economy, which has a significant role in raising the sustainability of culture, widening the possibilities of creative individuals and adding extra value to the economy as well as to tourism development. In 2005 the proportion of the creative economy was 3% of the Estonian economy, 3% of the labour force was involved in the sector and 6% of all the operating companies. Necessary financial means are planned into the European Union Structural Fund scheme 2007-2013.

Policy Area: Sport

For promoting non-professional sport the Ministry is implementing the *Sport for All* Programme 2006-2010. In 2006 nearly 17% of the population was actively involved in non-professional sport. Activities were carried out on nearly 3200 facilities.

There is a national supporting scheme for young professional athletes, through which 25 young athletes received support. There are 55 sport schools and 2500 sport clubs are actively functioning. The overall number of people involved in sport clubs is 152 242, in sport schools 15 844. That makes up approximately 10-12% of the overall population. Through the trainer development program 600 trainers were qualified and by the end of the year out of overall 3100 trainers 2100 had obtained the trainer qualification. The fighting against doping is coherent with all the international legal instruments and conventions. In 2007 the financial support system for the trainers with III-V level ranking was implemented. Estonian athletes won the biggest number of medals in international competitions in 2006 – 115 medals. Based on the Sports Act a social benefit system for the Olympic winners has been created.

The local authorities have increased the financial means allocated to sport investments and supports. In addition to that the cooperation between sport federations and companies has increased in financing, developing and organising international sport events.

Policy Area: Media

Pursuant to the Estonian National Broadcasting Act, passed by the Estonian Parliament on 18 January 2007, the two public service broadcasting organizations – Eesti Raadio and Eesti Televisioon – were merged as of 01 June 2007, whereby a new legal person in the public law - Eesti Rahvusringhääling (*Estonian Broadcasting Company*), the legal successor of ER and ETV, was founded. Currently *Estonian Broadcasting Company* is including one television program, a news portal as well as some other media services and four nationwide radio programs with incidental services.

Two nationwide and one local commercial television channels, about 30 radio stations and over 10 cable channels are operating on the basis of broadcasting licenses nowadays.

Estonia has successfully transposed and implemented the legal acts of the European Union and of the Council of Europe regulating the audiovisual sector.

Strategic objectives, means and main activities

- 1. The sustainable functioning of the cultural field is guaranteed through supporting various cultural institutions according to the objective asset up in their development plans, which assure the population the possibilities to take part in cultural life.**

Indicators:

- Cultural institutions are capable of implementing the objectives described in their statutes and development plans;
- The wages of the cultural workers rise according to the wages of the teachers;
- Achieve 4,4 million visits of culture events per year by the year 2011. (In 2006 approximately 4 million visits)
- Functioning of digital lending system of public libraries: by 2006 in all central- and in 75% public libraries, by 2006 in all central- and in 95% of public libraries.

1 Continuation of the functioning of cultural institutions

- 2. Creative persons and organisations have all the possibilities for creative activities, youth and children have an opportunity to develop creativity and Estonian culture and cultural heritage is mediated and introduced in Estonia and abroad.**

Indicators:

- Continuing stable support systems for creative persons (scholarships and project grants) and for introducing fine arts in different regions of Estonia (Theatre for all, Writers to rural libraries, Let's make the art spread etc.);
- The number of cultural heritage program's beneficiaries increases (in 2006 1052 collectives received support from the Song and Dance Celebration support fund, in 2007 1213 collectives, in 2011 1800 collectives. Support from the Setumaa Cultural programme remains stable (120) for the period 2006-2009);
- The institutional network for introducing Estonian culture abroad has been developed and is functioning (in 2007 five culture advisers and in 2011 at least seven culture advisers);
- The proportion of population in working-age involved in creative industries and the industry's share in the GDP has risen from 3% (2005) to 4% (2013).

2 Support to the creation and introduction of Estonian culture

3 Continuing support of the Estonian Cultural Endowment

4 Continuing support for completing the collection of items found in libraries

- 3. Assuring the preservation of cultural heritage including environments with cultural heritage value to the next generations.**

Indicators:

- The number of architectural heritage objects in poor or emergency conditions has decreased from 25% to 20% by the year 2011.

5 Continuing the programs of heritage conservation area by developing cultural infrastructure a modern, inspiring and technologically well-equipped environment has been created.

Indicators:

- Renovation and the building new cultural facilities according to the investment plan of the ministry 2008-2011;
- Improving the preservation conditions for museum items: in 2006 50% of the overall museum items were stored in satisfactory conditions, by 2011 the amount should be 75%;
- The IT of the public libraries enables to use different international and national databases. By 2011 90% of all the funds of public libraries have been inlaid to electronic catalogues.

6 Preservation and development of cultural infrastructure

4. Through the sport federations, sport clubs and sport schools there is a functioning sporting system, which assures possibilities for non-professional, professional and youth sport development. The number of people involved in sport is increasing.

Indicators:

- Youth sport support systems enable take up sport for 100 000 individuals instead of the current 75 000;
- 45% of the overall population is involved in non-professional *Sport for all* sports instead of current 17%;
- Program of professional sport is implemented (instead of 25 young sportsmen supported in 2006 the number should be 150 by the year 2011);
- Qualifying system for trainers is implemented (instead of 2100 qualified trainers in 2006 there will be 3100 by 2011).

7 Assuring the support to sport organizations and institutions and creating possibilities for self-realization in most popular sports

5. Through a modernized sport infrastructure conditions for the development of professional and non-professional sport have been provided.

Indicators:

- Regional sport centres have been built where the inhabitants of the county can be active in different sports activities (instead of 15 regional sport centres in 2006 the number has increased to 30 by 2011);
- Modern sporting facilities have been built at least to every county (gym, pool and stadium).

8 Preservation and development of sport infrastructure

6. Favourable conditions for the functioning of the national and private broadcasting have been assured, which supports the development the national culture and enables by 2012 the transfer to digital broadcasting.

Indicators:

- In cooperation with the Ministry of Economic Affairs and Communications the regulation of broadcasting has been reorganized, the preconditions have been created for switching public and commercial broadcasting to digital broadcast by the year 2012;
- New EU and EC documents regulating audiovisual sector have been transposed and implemented in Estonian legislation by 2010;
- Eesti Rahvusringhääling *Estonian Broadcasting Company* can achieve its objectives and act as an important developer of the Estonian information sphere;
- A new and modern building has been built for the Eesti Rahvusringhääling *Estonian Broadcasting*.

9 Creating and delivering diverse and balanced television and radio programmes and new media services

10 Preservation and development of media infrastructure