



**HELLENIC REPUBLIC**  
**Ministry of Culture and Tourism**  
**Directorate General of Administrative Support**  
**Directorate of International Relations**

**GREECE**

**Quadrennial Periodic Report**  
**on policies & measures to protect and promote the diversity of**  
**cultural expressions**

**Athens, 3 May 2012**

**Redaction Group:**

**Hellenic Ministry of Culture & Tourism**  
**Directorate General of Administrative Support**  
**Directorate of International Relations**

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## Summary

Greece is committed to the implementation of the Convention on the protection and promotion of the diversity of cultural expressions. As a member of the European Union, Greece coordinates its actions with the other member states towards this goal.

Since the Convention's ratification in 2007 and until 2011, Greece has been a member of the Intergovernmental Committee to the General Assembly of the states parties to the Convention. It has also acted within the framework of the European Union and the International Organization of la Francophonie preparatory meetings, in formulating proposals to reach consensus at the IGC meetings on the operational guidelines and other issues. It has contributed to the Fund of the Convention with a total of 40.000 € during the period 2009-2010 (approximately 53.000 US dollars).

The main achievements of the public administration during the last five years in terms of activities falling under the policy on cultural diversity are: a new legislation on film production favoring funding proposals which include, to a significant extent, non-Greek language or shootings abroad; a special section on the International Thessaloniki Film Festival, called Balkan Survey, which promotes creators from the South-East of Europe; also worth noting are other initiatives of the Festival in the same field, such as the Balkan Fund, Crossroads and Agora, aiming at funding and networking opportunities to professionals.

To date there have been several tributes and retrospectives in the International Thessaloniki Festival to established artists from South Eastern Europe. Two thematic tributes have also taken place, the first on modern Turkish cinema (1999, 2008) and the second on the Zagreb School of Animation (2010).

Three radio stations of the public radio and television company (ERT SA), i.e. Kosmos FM, playing multicultural music from all over the world, Filia, with programs in 12 languages, and Voice of Greece, which is addressed to Greek immigrants in diaspora, contribute to multilingualism and intercultural exchanges within the Greek society.

Some considerable results in the book industry sector can be reflected in the fact that 35% of new titles every year are translations from other languages. Biblionet is an online database, which has significantly facilitated research on Greek titles.

In terms of integration policies we retain the contribution of the Intercultural Center, Ilion, Athens to the policy of social integration of Roma mainly with state structures in the local municipality and the central government.

The International Dance Festival of the city of Kalamata is a showcase of activities in education, research and creativity focusing on international cooperation. The same focus is applied by the public television company (ERT SA) in establishing collaborations with broadcasting networks of European countries and beyond, to exchange and co-produce audiovisual content.

The principal challenge identified by a civil society organization was the need to enrich exchange of information about cultural expressions among neighboring countries in the South East of Europe. Another significant issue was the 25% rise in book prices over the last decade. A particular trend is the predominance of English speaking authors typically chosen for translation by publishers.

Looking to the future, there are mainly two projects planned for implementation: first, the creation of an Immigration Museum, which will reflect on immigration of both Greeks who had left the country and immigrants coming to Greece from abroad; secondly, a concrete effort will be made to raise awareness

among the civil society about the purposes of the Convention and the significance of cultural diversity for the Greek society. International and regional cooperation, especially in the South East of Europe, will be amongst the main priorities for intercultural dialogue.

Greece has been working towards establishing closer relationships with China in the field of cultural diversity, through active participation in EU policies, such as the 2012 Year of Intercultural Dialogue between EU and China, in international major events, such as the Shanghai EXPO 2010, and national blockbuster events, such as the Cultural Year of Greece in China 2007-2008.

## **1. General Information**

- (a) Name of Party: Greece
- (b) Date of ratification: 03/01/2007
- (c) Ratification process: parliamentary
- (d) Total contribution to the IFCD: 40.000 €
- (e) Organization responsible for the preparation of the report: the Hellenic Ministry of Culture and Tourism, Department of International Relations, Section of International Organizations.
- (f) Officially designated points of contact: Ms Vassiliki Papakostopoulou, and Ms Olga Zafeiri
- (g) Date report was prepared: 3may 2012
- (h) Name of designated official signing the report: Ms Vassiliki PAPA KOSTOPOULOU, Director of International Relations, Ministry of Culture & Tourism, Hellenic Republic
- (i) Description of the consultation process established for the preparation of the report and name of representative(s) of civil society organization(s)

In view of the preparation of the periodic report on the implementation of the Convention, the competent services of the Ministry of Culture and Tourism addressed a questionnaire to various cultural civil society organizations, which are active in their field of interest. The questionnaire included questions on the level of awareness on the purposes of the Convention, their interest in these purposes, the relation of their activities to the objectives of the Convention and the results achieved through the performance of these activities.

Twenty-six organizations have responded to the questionnaire:

1. The Greek section of the International Association of Art Critics (AICA Hellas), Mr Constantinos Stafilakis, member of the Board
2. ATOPOS contemporary visual culture, Mrs Dimitra Collerou
3. South East Europe Cinema Network, Mr John Iliopoulos
4. Studio - Parallel Circuit, Mrs Argyro Mesimeri
5. The Scriptwriters Guild of Greece, Mr Dinos Giotis and Mr John Maroudas
6. Association of Greek Film Directors - Producers, Mr Nikos Triantafyllidis, president of the Board
7. The Committee for Pontian studies, Mrs Lena Kalpidou
8. The Society of Cretan Historical Studies, Mrs Angeliki Baltatzi
9. Youth Plan, Mr Dimitris Spyrou
10. Theocharakis foundation for the fine arts and music, Mr Fotios Papathanasiou
11. Historical and Ethnological Society of Greece, Mr Philipos Mazarakis – Ainian
12. Science Center and Technology Museum "Noesis", Mr Constantinos Tanis
13. The Athens Film Society, Mrs Tatiana Papa and Mrs Niki Xenou

14. Kyklos (Athens international short film festival), Mrs Sultana Tatiana Koumoutsis and Mr Stavros Raptis
15. Cultural Association "Regional and Orestias Folk Museum", Mr Paschalis Mavridis (President) and Mr John Siopidis (Vice President)
16. Macedonian Museum of Contemporary Art, Mrs Ioanna Souroudi
17. Mediterranean Festival of New Filmmakers, Mrs Stella Belesi
18. The Greek Federation of Film Societies, Mr Dimitris Kalantidis
19. Piraeus Bank Group Cultural Foundation, Mrs Aspasia Louvi (Managing Director)
20. Association of Greek Independent Audiovisual Producers (SAPOE), Mrs Veronica Korakidou
21. Company "of the anonymous" (amateur audiovisual material archive), Mr Nikos Mitrogianopoulos
22. Association for the progress of Xanthi, Mr Paschalis Xanthopoulos
23. Photography Center of Thessaloniki, Thanassis Raptis
24. Vorres museum of contemporary Greek art, Mrs Elena Korakianiti
25. Natural history museum of the Lesvos island petrified forest, (Prof.) Nikos Zouros (Mr), Director
26. Greek Printmakers' Association, Mrs Vivi Papadimitriou

## 2. Measures

### 2.1 Cultural policies and measures

This document lists policies and activities implemented at the national level by the Greek civil service, and are complemented by the respective periodic report of the European Union, whose funds and policies operate in subsidiarity in supporting national measures in view of implementing the Convention.

As stated in the letter sent by the EU Delegate to UNESCO prior to the sending of the national periodic reports, the European Union and its Member States have been actively engaged in implementing and promoting the Convention since its entry into force as the diversity of cultural expressions lies at the heart of the European project. Now that the Convention is coming out of the first phase of consolidation of its structures and mechanisms, we remain fully committed to ensuring that the positive momentum will be sustained and be further translated into concrete results on the ground.

In light of our shared commitment to the principles of the Convention, the reports submitted by the European Union and by its Member States that are concerned by this reporting exercise encompass measures undertaken at EU and Member State level. They present a broad spectrum of European and national policies and may contain complementary information.

We hope that this first reporting exercise will not only be a positive learning experience for the Parties to the Convention, providing a useful framework for sharing experiences and best practices, but also make a decisive contribution towards further translating the provisions of the Convention into concrete results on the ground.

The main objectives of the Greek policy on **film production**, according to a new law as of 2010, are to promote new artists, to create new jobs, to increase investments in film production, to attract foreign producers and to enhance the outward looking of the Greek film industry.

Supporting film productions with smaller audiences lies to the concept of providing the market with a wider variety of choices and to increase the reach of the producers by promoting international exchanges. These objectives are mainly pursued through two measures: the provision of financial support and the facilitation of export and import strategies of both Greek and foreign film productions, mainly by means of the Thessaloniki International Film Festival.

The responsible public agencies are: the Department of Cinema and Audiovisual Media at the Hellenic Ministry of Culture and Tourism, the Greek Film Center, the Thessaloniki International Festival and the National Audiovisual Archives.

For the purposes of the first measure, financial support, the definition of what qualifies a film production as a Greek film product is very interesting in terms of cultural diversity<sup>1</sup>. It has to fulfill two out of the three following criteria: (a) at least up to 51% of dialogues should be in Greek in the original version of the film, (b) at least 51% of shootings should be done in Greece or (c) 51% of its budget should be spent in Greece. Furthermore, in exceptional cases a film production can be designated as Greek as long according to the Greek Film Center criteria, if the production is related to Greece because of its creator or its content<sup>2</sup>.

The Greek Film Center's criteria for providing financial support to a production are not based on expected profits. Rather, the objective is to promote the creation and distribution of films that tend to address specific issues of the Greek contemporary society: i.e. integrate immigrants; highlight marginal social groups; bring forth issues related to internal family dynamics or gender mainstreaming;

address the challenges of cohabitation with neighboring peoples in the South East of Europe; facilitate the expression of specific social groups in the Greek society.

The Greek Film Center is responsible for deciding on the funding of productions<sup>3</sup>. It is a nonprofit legal entity<sup>4</sup>. Its main goal is to promote film productions in Greece. Its policy emphasizes the promotion of young creators. 80% of its budget comes mainly from taxation and the rest comes from European Union funding and other sources.

Its activities include financing foreign audiovisual productions, if part or all of the shootings take place in Greece, providing grants for young producers, directors, script writers and technicians to study in Greece or abroad, as well as organizing vocational training seminars<sup>5</sup>. It works closely with the European Commission (Media program), the Council of Europe (Eurimages) and the European Film Agencies Directors (EFADs), as well as with other agencies, such as European Film Promotion and the European Film Agency Researchers Network.

80% of its budget comes from the Ministry of Culture and Tourism. These funds are drawn from a special entertainment tax, which is imposed on the price of movie tickets. So in effect, commercial film productions fund the creation of non-commercial ones, thus contributing to the diversity of films. The remaining 20% of the revenues from this tax go to the Ministry of Culture and Tourism to pursue its policy on cinema. Eligible for funding by the Department from this tax are producers of Greek film productions as well as companies who feature Greek film productions.

Among the criteria used to implement the policy of subsidization is the reverse proportion to the number of movie tickets sold: the smaller number of tickets a movie makes, the larger the subsidization it receives<sup>6</sup>. This criterion contributes to cultural diversity by means of promoting the voices less likely to be heard.

Along the same lines, another source of funding derives from the obligation of the public Greek Radio Television Company (ERT SA) to allocate 1,5% of its annual turnover to the creation of Greek film productions. Private TV stations and ICT companies also have the obligation to allocate 1,5% of their annual income from advertisements for the same purpose. Alternatively, half of the revenues described above for ERT SA and the private networks can be transferred to the Greek Film Center to finance their productions<sup>7</sup>.

The main challenges facing the Greek Film Center have been identified as the low and not readily available funding and the lack of modern technological infrastructure, which would reduce its operating costs.

In terms of the second measure, import and export strategy, the Thessaloniki Film Festival<sup>8</sup> aims at promoting encounters of Greek film makers with their peers from the international community. It is also in charge of the Thessaloniki Museum of Cinema. Same as the Greek Film Center, it is mainly funded by the public sector and partly by the EU or other sources.

Its main objectives are to facilitate cultural interaction, foster creativity, stress the dual nature of cultural products and promote intercultural dialogue, especially in the sub-region of South East Europe. It is the oldest festival in the Balkans, being active for 52 years, 20 of which as an international event. It is also funded by the state budget and European Union sources.

Its main activities are the International Film Festival, the International Documentary Festival<sup>9</sup> (estimated impact of both: 200.000 people), educational programs, a cinema museum and the provision of scholarships to students and pupils of intercultural schools of the city of Thessaloniki, in collaboration with private schools.

A special approach to the South East of Europe has been introduced through the "Balkan Survey" section of the Festival, established in 1994<sup>10</sup>. It aims at

highlighting the most significant film productions of the region and promoting them mainly to the European market. Tributes to artists and retrospectives are followed up by round tables, catalogue editions, concerts, book presentations, workshops and photo exhibitions<sup>11</sup>. Other initiatives of the Festival addressing the needs of the SE Europe include facilitation of funding for creators of the region (Balkan Fund<sup>12</sup>, Crossroads<sup>13</sup>), networking (Agora<sup>14</sup>) and training (Salonica Studio<sup>15</sup>).

The Greek Film Archive Foundation<sup>16</sup> is responsible for the safeguarding of audiovisual heritage. Each producer has the obligation to submit to the Foundation a copy of his / her creations<sup>17</sup>. Its main activities are organizing festivals, forums and educational programs and providing access to researchers. It collaborates with embassies and cultural institutes to deliver festivals, which promote new or established artists from other countries, or the cinema production of a specific country or specific thematic categories, such as racism and violence against women.

**The public Greek Radio and Television Company (ERT SA<sup>18</sup>)** is mainly active in television and radio programs. It broadcasts documentaries on multiculturalism<sup>19</sup> and tolerance, and familiarizes the audience with poets and authors who came in Greece as immigrants or refugees. It also includes films from a variety of cultures. It airs a special show with music from all over the world, which focuses on the specific interaction of musical heritage with modern creativity ("Musicians of the world"). Its TV program includes satellite broadcasting for Greeks of diaspora.

Part of ERT SA's radio program is a special radio station, Filia<sup>20</sup>, which is addressed to foreigners living in the Greek society, broadcasting programs and providing online news content in 12 languages apart from Greek: English, French, German, Spanish, Bulgarian, Serbian, Polish, Arabic, Russian, Albanian, Romanian and Turkish. It collaborates with the official communities of foreign residents in Greece and supports their cultural activities. There are also programs in the above languages related to Greek history and culture. Some radio time has occasionally been provided for live broadcasting cultural events of immigrant groups.

A special radio station of ERT SA, KOSMOS FM, is dedicated to multicultural music from all over the world. It has eventually become the most popular radio program of the company<sup>21</sup>. The radio station Voice of Greece addresses the needs of Greeks of diaspora and second and third generation Greeks in their host countries. It focuses on cultural events held in the countries of diaspora as well as in Greece itself.

Similarly with the activities undertaken by the public radio television company to **promote intercultural dialogue in the Greek society, some activities of the Department of Social Integration at the Greek Ministry of Interior** may profit from the resources from the European Union Fund to integrate third country nationals through projects aiming at intercultural exchanges and the familiarization of citizens with the multicultural aspects of their society.

During the period 2009 – 2010, on the designated "Day for Immigrants", celebrated on 18 December 2009, three festivals were held in Athens, featuring music, cuisine and works of art. The festivals, which cost 62.374 €, were attended by 500 people. Sports events, such as an 8 km race, a cricket match and a football game, where both local people and immigrants participated, were included in a second project at the town of Volos. The cost was 90.000 € with participation varying from 120 to 500 participants.

During the period 2010 – 2011, a workshop for immigrants on painting, photography and theatre was funded with 129.590 € to run for a duration of three months, followed by an exhibition of works produced by the participants. 60 people attended the workshops and 800 people attended the exhibition and a theatrical

performance. The project "Day for Immigrants" was repeated in two other cities (Thessaloniki and Xanthi).

Looking to the future, the European Commission has already approved the continuation of the above project, a day for immigrants, a museum educational project for immigrant children, the joint creation of works of art by Greeks and immigrants and sports events for the same purpose of social integration and intercultural exchange.

**Regarding the book market**, according to a regular survey<sup>22</sup> by the National Book Center (NBC<sup>23</sup>), new publications had reached 10.000 new titles per year from 2005 to 2008 and declined to around 9.000 in 2010.

However, the average retail price of books has risen since 2001 from 13,7 to 17 €. The right of the publishers to determine book prices is regulated by law. It allows publishers to determine the retail price of a book for two years from the date of publication. Retail sellers then are allowed to offer a limited discount (10%) on this price<sup>24</sup>. The purpose of the law is to offer small publishing houses the ability to compete with big retail companies.

A special provision concerning access to books for the visually impaired provides that, upon request, publishers allow the conversion of their publications into Braille or other formats in order to facilitate access to them<sup>25</sup>.

The market for books in translation currently represents around 35% of the total market of books published annually. Around 4.000 were translated each year until 2008 in a total of 10.000 (40%). This number has dropped to slightly above 3.000 in 2010 (35% of total new publications, which in 2010 reached 8.900 titles). 56% of translated books are from the English language, 12% from French, 4,2% equally from Spanish and German and 3% from Italian. Books by Greek authors translated to other languages account for 7% of Greek publications.

The National Book Center has launched some activities to support authors, translators and publishers. Concerning authors, it supports events whereby authors visit bookshops in Greece and abroad, covering their travel and accommodation expenses. The Department of Letters of the Ministry of Culture and Tourism organizes an annual contest for authors, which serves as a venue for all authors of the Greek society.

Concerning translators, in the past the National Book Center provided financial assistance to the European Centre for the Translation of Literature and the Human Sciences (EKEMEL<sup>26</sup>) to support its training activities to young translators and to organize meetings to promote dialogue on national literatures in Europe. Moreover, it has launched a new program called "Frasis<sup>27</sup>", sponsoring the translation of Greek books in foreign languages.

The main challenge for cooperation in the South East of Europe as identified by NBC was the lack of financial resources and information regarding literatures and authors of neighboring countries.

With regard to publishers, NBC runs a book observatory, which collects and disseminates data relating to economic and sociological analyses of the book market (such as the public's reading habits), as well as bulletins on foreign book markets. It also maintains a bibliographical database, "Biblionet<sup>28</sup>", where one can search books published in the Greek market. Furthermore, it organizes seminars for professionals of the book market to help them familiarize themselves with the database.

NBC publishes an English electronic magazine, "Ithaca Online<sup>29</sup>", which promotes 7 Greek books each month, so that foreign publishers can get a snapshot of trends in the modern Greek book market. Ithaca Online is forwarded each month to more than 1.000 recipients worldwide.

NBC also organizes the promotion of the Greek book industry in international fairs; the children's book fair in Athens and the international fair of Thessaloniki,



which brings together 100 Greek and 50 foreign publishers each year. There are specific tributes to authors and countries or regions, mainly from Europe and the Middle East. More than 150 foreign authors have been presented to the public by means of this venue.

In 2011, with a view to promoting reading and the modernization of libraries, NBC launched a project at the region of Xanthi, addressed to pupils, teachers, parents, librarians, and booksellers. Special interest was attributed to intercultural approaches and combating stereotypes.

**The Hellenic Copyright Organization**<sup>30</sup> is a private body supervised by the Ministry of Culture and Tourism, established in 1993<sup>31</sup>. Its main purpose is to protect the rights of creators and neighboring rights. Its main activities are to protect the authors and right holders of related rights, to prepare relevant legal instruments, to represent the state in international organizations and fora, to provide training to judges, lawyers, administrators and right holders and to supervise the Collecting Societies. An Observatory on Piracy features at the Organization's website.

According to the presidential decree no 191/2003 of the Hellenic Republic regulating the function of the Hellenic Ministry of Culture provides with a Section on Intercultural Matters, Directorate of Modern Cultural Heritage<sup>32</sup>. It is responsible for implementing national policies on the **integration of Greek Roma people by means of cultural activities**<sup>33</sup>; the policy on immigration, which establishes the equal participation of third-country nationals in the Greek society<sup>34</sup>; the prohibition of discrimination, and the raising of awareness within the Greek society;

Its objectives are the implementation of social integration projects for individuals from various cultural backgrounds (Roma, immigrants, refugees, persons with disabilities, ex-prisoners or former drug addicts). Its activities focus mainly on conducting research and cataloguing the cultural characteristics of these individuals, as well as promoting their cultural expressions and bringing them closer to cultural institutions of the Greek society. In more detail, its activities include:

The creation in 1999 of an Intercultural Center, located at the district of Ilion, Athens, which operated until 2008. The Center's objective was to promote social integration of the district's Roma children, by bringing them closer to Greek cultural heritage and supporting them in developing their individual cultural expressions. The Center's financial resources from the state budget totaled 200.000 € (2007 - 2008). The main result achieved was the familiarization of target group members with government structures.

The organization of seven concerts and two seminars and the production of two educational dossiers for intercultural dialogue in music have also been launched in the framework of the European Year of Intercultural Dialogue 2008<sup>35</sup>. The objective was to raise awareness among the public, contribute to the social integration of musical groups and associations of immigrants, and highlight their individual cultural expressions. To achieve this purpose, the Section on Intercultural Issues worked together with various civil society organizations<sup>36</sup>. The project was targeted at both Greek citizens and immigrants. It benefited 5.000 persons who attended the concerts as well as musicians and students who will benefit from the educational dossiers. The budget was 136.000 € and it came from national resources and European Union funds.

The Section on Intercultural Matters has implemented since 2003 a policy on museum funding and awareness raising for museum professionals to provide educational programs for Roma and immigrant children. 400 individuals have benefited from these programs. In this framework, a series of events, exhibitions and speeches in 58 museums and archeological departments across the country took place to raise awareness on cultural diversity, understanding of "the other" and multiculturalism. The project took place in May 2011, in the framework of the

International Day of Museums, with the collaboration of the Greek branch of the International Council of Museums.

The Section on Intercultural Matters is also putting together a dossier with educational material on Roma culture. Its target group will be the upper classes of the elementary school, and it will serve to raise awareness on the diversity of Roma culture and people, as well as to dissipate stereotypes by means of educational activities, which will establish a creative collaboration between Roma and other children in schools.

Furthermore, there is a project under way to create an Immigration Museum. The Ministry Departments taking part in this project are at the stage of research and gathering material to be exhibited. Greece has a Diaspora population of approximately the number of inhabitants in the country. It has been a source of immigrants for many generations. At the same time, in recent years, it has been experiencing a vast wave of immigration from other countries. Therefore, the objective of this project is to show the mutual characteristics of the needs of immigrant people who leave the country and of those who enter it. The method to achieve this is to exhibit how the struggles and aspirations of immigrants, both Greeks and foreigners, have been represented in the arts, particularly music, cinema and theatre. The main challenge the project is facing is the scarcity of human resources.

The Department of the Ministry of Culture and Tourism responsible for **Theatre and Dance** is engaged in two main activities, which contribute to the promotion of cultural diversity.

It supports financially 8 theatrical groups, whose activities include theatrical festivals, which aim at promoting young artists and groups lacking space to conduct their performances; theatrical plays with artists from various cultural backgrounds, or plays presenting the problematic of social integration of immigrants in the Greek society<sup>37</sup>.

A second activity is a pilot project under the heading "Space for Art", in progress since June 2010, which aims at providing space to conduct rehearsals in public facilities free of charge to theatrical groups as well as groups of classic and modern dance.

The National Theatre of Greece<sup>38</sup> establishes collaborations with foreign artists both in plays and workshops and has repeatedly produced plays about the social problem of immigration and "the other". Its collaborations are mainly oriented towards Europe and the Middle East but there are also projects with USA and Japan. As its main challenge it identified the need to establish a permanent network of cooperation with artists and structures. The impact of its plays varies from 1.000 to 8.000 people. Its workshops reach 100 to 150 people. Its main results are awareness raising on social issues, promotion of international collaborations and exchanges, promotion of young artists and dialogue with other institutions.

The Athens Concert Hall is funded and supervised by the Ministry of Culture and Tourism<sup>39</sup>. Its program includes a huge variety of concerts and international collaborations promoting various aspects of various eras of the Greek society and foreign cultures, particularly by means of its project "Bridges".

The National Opera of Greece apart from its regular repertoire revives not so very well known plays by Greek creators. The research on forgotten plays brings about the opportunity for the public to familiarize with them. Furthermore, researchers may access material that was inaccessible to them before. The National Opera also promotes cultural expressions by commissioning artists to produce modern opera plays.

A significant structure, funded and sponsored by the Department of Theatre and Dance, is the International Dance Festival of the city of Kalamata<sup>40</sup>. It is

supervised by the Department and subsidized by the Department and the municipality of Kalamata. As far as the Greek society is concerned, it is a showcase of a successful initiative of decentralized government in the field of contemporary art. The objectives of the International Dance Center of Kalamata are to promote the art of dance through education, research and artistic production in a framework of international cooperation. The Festival includes dance performances from both well-established and promising young artists, Greeks and foreigners. It participates in co-productions of performances and organizes seminars and workshops. Its audience reaches 10.000 viewers. The Festival also runs a municipal school of dance. It offers lessons in a variety of artistic styles (modern jazz, improvisation) as well as preparatory classes for professionals and applicants at the British Royal Academy of Dance.

The main challenges identified by the Center are the difficulty in bringing the audience closer to dance, the bureaucratic procedures for funding, and staff shortage. Two persons are employed in the International Dance Center, 50 in the Festival and 12 in the municipal school of dance.

The Department of Theatre and Dance also provides financial support to the "Athens System", a website developed by the Hellenic Centre of the International Theatre Institute of UNESCO, aiming to promote Greek theatrical plays and dance performances abroad<sup>41</sup>. This is an initial initiative towards utilizing ICTs to facilitate the availability of communication tools to promote creativity on cultural diversity.

**The Department of Visual Arts** of the Ministry of Culture and Tourism is responsible for implementing the policy on the study, support and promotion of visual arts. Its activities include financial support from the state budget to organizations supervised by the Ministry as well as private bodies and individual artists, and the organization of official participations in international fora.

The organizations funded by the Department are the National Gallery, the Greek Chamber of Fine Arts, the National and the State museums of contemporary art, and the Thessaloniki Museum of Photography.

The State Museum of Contemporary Art<sup>42</sup>, founded in 1997, organizes the Thessaloniki Biennial<sup>43</sup>. This international venue focuses on researching and promoting contemporary creators from areas where their artistic production is not widely known. The activities take place in the whole city, highlighting the links of the various layers of the cultural heritage of Thessaloniki with current creative movements. Its international character in research and promotion covers all forms of contemporary art. Its orientation is mainly the South East of Europe and the Mediterranean, as well as Caucasus, Black Sea, Middle East, North Africa and the Arab world.

The National Museum of Contemporary Art (NMCT)<sup>44</sup>, established in Athens in 2000, focuses its activities on the promotion of contemporary Greek creators abroad, education, research and publications, in view of contributing to the gradual development of an audience through the discovery, familiarity and critical reception of contemporary art<sup>45</sup>. In this framework, NMCT organizes workshops for young children and their families, social groups with specific needs, immigrants and rehabilitation centers. The resources of the Museum are mainly state but also private funding, sponsorships and co-productions. The Museum considers as main challenge the scarcity of resources.

The Thessaloniki Museum of Photography organizes exhibitions, photographic missions in various countries, speeches, master classes, seminars, workshops, portfolio reviews and awards. It also produces short audiovisual material<sup>46</sup>. Photographic missions are orientated within Greece but towards the Middle East as well. The fifteen lectures organized so far function as venues of creators, collectors, journalists, critics (Greek and foreigners), with the public.

The resources of the Museum mainly come from the state budget, but it also relies on European Union resources, private funding, sponsorships and co-productions. Four people are occupied with its projects. The main challenge the Museum is facing is difficulties in regular funding. Its work reaches more than 100.000 persons. Its results are mainly promotion of young creators and their work, as well as promotion of foreign creators in the Greek society and education and training. In the future the Museum plans to expand its activities in new areas, such as workshops for social groups with specific needs, including immigrants and prisoners, and to reinforce its action in research and education.

The Department of Visual Arts provides financial support on a non-regular basis to private bodies such as the Hellenic Centre for Photography (HCP<sup>47</sup>), which organizes the Athens Photo Festival, and REMAP KM<sup>48</sup>, an art platform, which organizes exhibitions in urban spaces and promotes interaction of the public with the art.

Another activity of the Department is the funding of artists to present their work in significant international fora, such as the Venice Biennial. A particular activity is the promotion of the exhibition "New Roma Photographers" which has been presented in many international exhibitions. The material comes from a special project of the Department, which took place between 1999 and 2004, in vocational training workshops held with Roma children in Athens.

With regard to persons belonging to minorities, Greece fully respects their cultural heritage and ensures the creation, production and dissemination of the cultural expressions of all the three components (Greek citizens of Turkish, Pomak and Roma origin) of the Muslim minority in Thrace, in accordance with the 1923 Treaty of Lausanne and modern human rights norms and standards. In this context, Greece is committed to undertaking and sponsoring initiatives that highlight intercultural dialogue, integration and social coherence, including through projects in the context of the European Union. An example of such a project is the activities of Youth Councils with the joint participation and involvement of the local youth from within and out of the minority, regardless of religion.

Moreover, an open and pluralistic media environment with seven (7) minority radio stations, nine (9) minority newspapers and nine (9) minority magazines, as well as a thriving civil society comprising a host of Muslim minority associations and NGOs, contribute to the preservation and promotion of all aspects of the cultural, educational and economic life of the minority in Thrace. Cooperation on matters of cultural life and heritage between local authorities and associations, interacting with partners from neighboring countries, is being constantly strengthened.

The Department of Cultural Activities of the Ministry of Culture and Tourism financially supports on a non-regular basis various **festivals and events of intercultural character**<sup>49</sup>. In the future it plans to create a platform for cultural institutions and structures to interact and coordinate their actions. Furthermore, it plans to create a database of cultural activities in Greece.

The Hellenic Festival SA is an arms length company, which organizes a major cultural event every summer, the renown Athens and Epidaurus Festival. Its shareholders are the Ministry of Culture and Tourism and the Ministry of Economy and Finance. It is one of the main bridges of contemporary cultural expressions of Greeks with their peers from abroad<sup>50</sup>.

**The Special Service of Culture and Tourism** of the Ministry, responsible for the management of EU funding, is active in three particular domains: support of culture services, safeguarding of cultural heritage and development of infrastructure. All projects are required to include provisions for access for persons with disabilities. The first domain, funding cultural services, is mainly targeted at cultural events and festivals of modern culture across the country.

Safeguarding cultural heritage, spanning through the ancient, Byzantine and modern monuments; restoration of ottoman structures such as the Mousa Baba Tomb in Thessaloniki, the Bayezid mosque in Evros, the Gazi Evrenos Tomb in the city of Yannitsa, the Souleimanye Mosque in Rhodes, the Mezidhiye Mosque in the island of Chios and the two Imaret buildings in the cities of Kavala and Rhodes.

Some important industrial sites or architectural complexes have been rehabilitated in order to attribute new uses at them. Examples include the Museum of Contemporary Art in Athens (an old brewery), the New Archaeological Museum of Sparta (an old can factory), the Museum of Modern Art in Thessaloniki (an old weaving mill), the Open Air Water Power Museum of Dimitsana (an old watermill with a tannery and a powder mill) of the Piraeus Bank Group Cultural Foundation, and the Industrial Museum of Ermoupolis Syros (a former industrial building), the Greek Film Archive Museum and the "Asteria" municipal cinema at the city of Serres, which also hosts an international documentary festival.

Funding of infrastructure is mainly targeted towards museums as well concert halls such as the International Dance Festival of Kalamata, the Athens Concert Hall<sup>51</sup>, and the Thessaloniki Concert Hall<sup>52</sup>, the Cultural Forefront in the city of Larissa, the facilities of the Piraeus Bank Group Cultural Foundation and the Michael Kakoyannis Foundation.

In the island of Lesvos the Special Service funds a thematic museum, which focuses on the identification, construction and use of Ottoman baths. Another project is the expansion and refurbishment of the Museum of Asian Art in the island of Corfu and the creation of a specific museum on Islamic art in the multicultural neighborhood of Kerameikos in Athens. These structures also function as international research centers.

Along the same lines, the Department of Byzantine and post-Byzantine monuments of the Ministry of Culture co-funded the edition of a volume on the "Ottoman architecture in Greece" in Greek and English presenting 191 monuments of that era and the extensive work undertaken by the Ministry to document, protect, conserve and restore them. Ottoman monuments are included in the official catalogue of listed monuments at the Greek ministry of culture<sup>53</sup>.

Concerning the Greeks of diaspora, the General Secretariat of Greeks Abroad of the Ministry of Foreign Affairs aims at supporting cultural events organized by Greeks living in other countries. The Directorate of International Relations at the Greek Ministry of Culture & Tourism holds a specialized Department for Greeks Abroad; within the framework of its responsibilities is safeguarding of the cultural identity of Greeks abroad, and the promotion of activities of contemporary Greek cultural production to Greeks abroad.

The Greek Ministry of Education, Lifelong Learning and Religious Affairs has long been implementing educational interventions and programs promoting cultural diversity and multiculturalism aiming at inclusive and quality education.

The Department of Career Counseling and Educational Activities implements **cultural projects in schools of primary and secondary education** which are part of the annual planning of school activities. They aim to creatively cultivate aesthetics in students through research and study, as well as to highlight and promote cultural elements.

The themes of these projects cover a wide range of cultural and artistic fields (dance, theatre, music, visual arts, etc.), a significant number of which contribute to the awareness of students on the diversity of cultural expressions, human rights and interculturalism: "Culture as a source of knowledge and people's unity", "Culture and the right to diversity", "Islamic Art and the Orthodox spirit", "You are like Me: exploring diversity through theatre and the arts", "The cultural diversity of the European Union", "The music of the margin: rembetiko - flamenco - tango fado",

"Human rights - racism - minorities: how the contemporary local community deals with them", "The seventh art: from the power of the image to the respect for human rights", Theatrical performance: "Shakespeare and human rights", "Smells, tastes and sounds of the world - the Mediterranean diet", "Painting in French - introduction to painting through teaching French", "From the Gaza Strip to me: Interactive Monologues", "Unaccompanied children, refugee children, children's rights, UN High Commissioner for Refugees", "Religions and denominations in our country", "Dance has no homeland", "Human rights and photography"<sup>54</sup>.

Within the same Department, the Pan-Hellenic School Cultural Games were an annual event that began in 1994 and lasted until 2009. Participation was open to secondary education students from Greek schools, both inside the country and abroad, as well as from schools in Cyprus. The event included Theatre, Music, Dance and Painting competitions, conducted in two phases. First, students competed in the selected games at a regional level. Then, the winners participated in the School Week of Artistic Expression held every spring in Athens (Thessaloniki in 2008).

Music Schools operating in Secondary Education (Junior and Senior High Schools) aim to prepare and train young people who wish to follow a career in music, while at the same time also providing general education, in case students finally choose to follow another scientific or vocational field. The first Music School was founded in 1988-1989 in Pallini, near Athens. Currently a total of 42 music schools are in operation across the country. The diversity of cultural expressions in music schools is promoted through the curriculum, in which besides music, other subjects such as theatre, dance and visual arts are taught as well.

Arts Schools were founded in 2003 with the aim to prepare and train young people who wish to follow a career in theatre, cinema, dance (classical and contemporary) or the fine arts. At the same time, general education is also provided, in case students finally choose to follow another scientific or vocational field. Today three Arts Schools are in operation in Greece: in Gerakas near Athens (junior and senior high school), in Heraklion, in the island of Crete (junior and senior high school), and Arts Junior High School in Ampelokipi, Thessaloniki, the second largest city of Greece. One of the main objectives of the curriculum in arts schools is to foster awareness on cultural diversity as expressed through the arts.

Intercultural schools have been in operation in Greece since 1996. Their aim is to offer equal educational opportunities to students coming from diverse backgrounds. Although they use the same curricula as in mainstream public schools, they are tailored to cater to the unique educational, social or cultural needs of the students. Thus, special curricula with additional or alternative courses may be applied. Several public awareness raising activities and events to promote the diversity of cultural expressions are organized in these schools, such as musical and theatrical plays, exhibitions and folk dances. The responsible agency is the Special Secretariat for issues of Educational Planning, education of Greek students abroad, intercultural education and decentralization.

Other related activities of the Ministry of Education, Lifelong Learning and Religious Affairs can be found in the Annex concerning the aforementioned Special Secretariat<sup>55</sup>, the Departments of Primary Education<sup>56</sup>, Secondary Education<sup>57</sup> and International Relations<sup>58</sup>, and the General Secretariat for Youth<sup>59</sup>.

## **2.2 International cooperation and preferential treatment**

From an institutional point of view, and with regards to China, Greece participates in the celebration of the EU-China Year of Intercultural Dialogue with the Museum of

Greek Folk Art and the theatre performance "Shadow theatre-a journey from China to Greece". Considerable progress has been made towards establishing closer cultural relationships with China via the diplomatic channels of the bilateral relations in different fields, such as theatre, cinema, book and translation; as a milestone in the cultural relations between Greece and China may be considered the 2007-2008 Cultural Year of Greece presented to the Chinese audience on the occasion of the 2008 Beijing Olympic Games followed the 2004 Athens Olympic Games.

In 2010 Greece has participated in Shanghai Expo with the exhibition "Athens: Living history" on the Athenian Polis as a city state and citizen life, and the study of democratic institutions through epigraphic testimonies and coins; the connection with the Acropolis Restoration Project and the Unification of the Archaeological Sites; and second the "You in Greece" exhibition on alternative forms of tourism and new destinations, traditional products and professions, as well as the regeneration project of the coast of Piraeus on the history of Athens and the study of the institution of democracy, the exhibition "You in Greece" on alternative tourism.

The Hellenic Republic co-chaired along with the Republic of Slovenia as a president the meeting of the 3<sup>rd</sup> Euro Mediterranean Conference of Ministers of Culture, held in Athens between 29 and 30 of May<sup>60</sup> 2008, which brought together 27 members of the European Union and 12 states around the Mediterranean Sea.

The Hellenic Ministry of Culture and Tourism, in cooperation with the Ministry of Culture of Luxembourg and the European Institute of Cultural Routes organized the 1<sup>st</sup> Forum of Delphi, in 2006, on the role of cultural itineraries as instruments for international dialogue, sustainable development, cultural tourism and European integration; and the 2<sup>nd</sup> Forum of Delphi, the latter on the theme of "The European Cultural Routes as tools for intercultural dialogue, rapprochement of cultures, sustainable development, cultural tourism and European integration" (17-18/4/2010).

The main aim of the Forum was to identify and analyze the steps required to carry out this program in order to clarify responsibilities, methods of governance and sources of funding. Placed under the auspices of the Council of Europe, it brought together representatives from the European Union (European Commission, European Parliament), UNESCO, ICOMOS, NGOs involved in the issues concerning cultural tourism, networks authorised by the Council of Europe to introduce cultural routes, parties involved in new cultural route projects, universities and their students, civil society, information bodies, banking organizations and tourism professionals. The results of the Forum have been reflected in the "Charter of Delphi on the future of the cultural routes of the Council of Europe".

The Forum of Delphi paved the way for a permanent platform of cooperation at an annual basis as part of the Enlarged Partial Agreement on Cultural Routes, Council of Europe.

On 23 June 2010, in the framework of the 8<sup>th</sup> summit of Heads of State of South East European Cooperation Process (SEECP), the Greek Minister of Culture and Tourism signed the Declaration of Istanbul on "Music as a metaphor of cultural dialogue in South East Europe". The meeting focused its discussions on intangible cultural heritage, in the framework of the 2003 UNESCO Convention, with a view to seeking ways to promote cultural diversity and enhance regional cooperation in the South East of Europe by means of creating cultural routes, corridors and itineraries.

In the framework of the regional cultural cooperation, the Hellenic Ministry of Culture and Tourism, considering that the book market -including translated titles- is

a privileged field to promote cultural diversity in the region of SEE, launched an initiative that would promote the implementation of the UNESCO Convention on a regional basis. In the framework of the Greek Presidency of the Council of Ministers of Culture of South East Europe, a network of cooperation in the field of book and translation was launched. The first Meeting of the network took place on the 30th of May, 2009, on the occasion of the 6th International Thessaloniki Book Fair, with the participation of the following countries: Albania, Armenia, Bosnia and Herzegovina, Bulgaria, Montenegro, Romania, Serbia and Greece. As a follow up to the abovementioned Meeting, the creation of the website of the Network will be the next step for the implementation of the Project.

The Hellenic Ministry of Culture and Tourism participated in the World Book Summit 2011 under the theme "BOOK: the Bearer of Human Development" (Ljubljana, 31/3-1/4/ 2011), organized in cooperation with the UNESCO Venice Office, and contributed to the Questionnaire "Monitoring the Implementation of the 2005 UNESCO Convention in SEE: Focus on the Book Industry and Translation" addressed by the UNESCO Venice Office in order to collect and compare information about implementing dynamics, at both national and regional level, of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions in South East Europe in the field of book and translation.

The Greek Film Center participates in the South East Europe Cinema network<sup>61</sup>, an umbrella organization of national structures from 11 countries of the South East of Europe, which aims at promoting collaboration of film professionals from its member states. Its main activity is contributing to the funding of short and feature fiction films. Since it was established in 2000, it has contributed to the funding of 46 film productions and 24 short films.

On 27 January 2009, the Ministries of Culture and Tourism of Greece, the Ministry of Culture and Communication of France and the Museum of Civilizations from Europe and the Mediterranean signed a protocol of cooperation on scientific knowledge exchange, education, training on museology and exhibitions of Greek cultural heritage in the field of folk culture. The respective work is in progress based on the re-orientation of the Museum.

From a project oriented point of view, the public television company (ERT SA) has established bilateral agreements with its peers in other countries not only from within the European Union, but also from Ukraine, Serbia and China, to exchange and co-produce audiovisual productions. It has also signed agreements with other news networks (RFI, DW, BBC, TRT) to broadcast international news and programs. Moreover, it signed a special agreement with the UN so as to follow closely issues and resolutions related to immigration and economic refugees.

ERT SA as a member of the International Radio and Television Union has offered several of its productions to be broadcasted free of charge in developing countries. It facilitates the broadcasting of Euronews and TV5 (the latter since 2011) in Greece and works on extending this possibility for other stations as well. The company also participates in the Permanent Conference of Mediterranean Audiovisual Operators (COPEAM), which aims at promoting cultural services from the countries of the Mediterranean basin. Since 2008 the company has established a permanent collaboration with the China Central Television (CCTV), aiming at the mutual exchange of content.

In the South East of Europe, ERT collaborated in 2008 in a radio show, which highlighted the common future of the region ("I live in the Balkans"). It has also held a conference on eliminating discriminations on radio programs. 25 young professionals from organizations in the South East of Europe attended the sessions, with a view to organizing similar seminars in their countries of origin. In 2009 the company participated in the European Broadcasting Union's solidarity program by



offering free of charge audiovisual content to radio institutions in Albania, Armenia, Latvia and Moldavia. In 2011 and 2012 ERT SA has been pursuing a similar initiative for the countries of the Black Sea.

The European Union Department of the Ministry of Culture and Tourism has a designated contact point to promote the European Union program "Culture 2007 – 2013". During 2007, the Department organized the official participation at Sibiu (Romania) as cultural capital of Europe and at the Europalia festival in Brussels. During 2008, European Year of Intercultural Dialogue, the Department funded, along with resources from the European Union, two concerts with songs from Mediterranean countries, in the framework of the awareness raising campaign of the Anna Lindh Foundation (broadcasted through ERT SA to various countries), and an exhibition of photographs, taken by the Danish artist Jakim Eskildsen, and texts by the Swedish author Cia Rinne under the title "Roma travels". Roma jazz music, poetry and films on the lives of the Roma were also included. The event, which was organized by the Danish Embassy in Athens, took place at the Hellenic American Association.

The Hellenic Ministry of Culture and Tourism has launched an initiative, the Thessaloniki Cultural Crossroads, whereby each year the city of Thessaloniki will celebrate one region of the world and its many cultures. In the previous year the Cultural Crossroads were dedicated to the Middle East and this year the spotlight falls on the region and cultures of South Eastern Europe; 2013 will focus on China, 2014 on the Russian Federation and 2015 on the USA.

A series of musical events, theatrical productions, film and documentary festivals, museum exhibitions, culinary events, conferences and symposia are included. The Thessaloniki Documentary Festival, the Concert Hall, the National Theatre of Northern Greece, the Cinema Museum, the Museum of Photography, the Museum of Contemporary Art, the Museum of Byzantine Culture, the Archaeological Museum, along with the numerous monuments of the city, provide the venues and the context for a wide range of events.

Another activity concerning the cultural expressions of Roma people is the participation of the Byzantine and Christian Museum in the international program "Roma Routes", which is supported by the European Union program "Culture 2007 – 2013". Its aim is to familiarize people from the Roma community with a part of the culture of the society they live in; and to make acquainted the rest of the public of the museum with the lives of Roma<sup>62</sup>. Three other agencies from Germany, Slovenia and Romania also participate in this program, and the Surrey County Council from UK is the coordinator.

The activities included educational tours with an 89% participation of Roma children, a conference on the relation of Roma and Byzantine culture, an exhibition of Roma and non-Roma artists, narration of Roma fairy tales, concerts and film projection on Roma life and culture as well as a book and music bazaar.

Four to six people work on the program. Between April and June 2011 approximately 2.000 people attended its events. The main challenge to tackle was the fluidity marking the institutional representation of Roma, which made it a bit more difficult to establish an approach and to engage them as co-organizers of the project.

### **2.3 The integration of culture in sustainable development policies**

The Department of Museums, Exhibitions and Educational Programs of the Ministry organizes activities which promote awareness raising of the linkage between culture and sustainable development mainly to students, persons with disabilities

and young people. These activities are centered around two main projects: Culture and Environment and Green Routes.

Culture and Environment aims at raising awareness to the public and especially to young people on the linkage between culture and the environment based on the assumption that culture can stimulate their interest in the preservation of national resources<sup>63</sup>. Events include planting of trees, musical concerts, movies, storytelling, excursions, speeches and performances of theatrical plays. The project requires approximately 30.000 € per year for printed material.

People benefiting from the project vary from 30.000 to 60.000 per year. Approximately 120 museums participate in this initiative. The target group asked for expanding the events of the project to more days each year. They were mainly interested in thematic walks and educational programs.

Green Routes is a joint project, which is under planning among departments of the Ministry of Culture and Tourism. Its objective is to promote sustainable development by means of linking education, culture and tourism and to raise the number of volunteers in the fields of volunteerism and sponsorship.

The project started its pilot phase in 2011 and will include activities such as education and awareness raising of the public, especially young people and students as well as museum employees on the linkages between culture and the environment. The project will plan routes in significant archaeological and environmental sites, at the end of which, seminars, workshops and lectures will illustrate the significance of the site and the challenges to its management.

## **2.7 Official Development Assistance**

In the year 2010 the Official Development Assistance (ODA) granted by Greece to developing countries that was allocated to the sector of culture amounted to 4.55 MUSD. This amount was 2.15% of total bilateral ODA (211.82 MUSD) granted by Greece in the same year.

## **3. Awareness raising and participation of civil society**

The Ministry of Culture and Tourism intends to organize a conference in the spring of 2012 with a view to raise awareness among civil society organizations, regarding the objectives of the Convention and its significance for the Greek society.

In view of the preparation of the periodic report on the implementation of the Convention, the competent agencies of the Ministry of Culture and Tourism addressed a questionnaire to various civil society organizations, which are active in their fields of interest. twenty six organizations have responded to the questionnaire.

Fifteen of them identified themselves as non for profit organizations, 3 as private organizations, 1 as a non governmental organization while five of them are supervised by a state agency.

Sixteen of them have been informed about the existence of the Convention by a public body, three of them by the Media, two from the Internet, two from ICOM and two from participating in international fora. Eleven of them stated that the objectives of the Convention are very relevant to the activities of their organization and twelve of them considered that they are very close.

Fifteen of them are active at a national and nine at an international level. Fourteen engage in activities including collaborations with international organizations. The vast majority of these projects take place in Europe, mainly in the South East, and in the Middle East.

Nineteen of the organizations address their activities to the society at large. Two of them focus on immigrants, one on refugees, one on Roma people, two of them on women, three of them address their activities to young people and four focus on people with disabilities. One organization answered that it addresses its activities to professionals of the film industry.

Twenty organizations stated that their main activities are related to cultural diversity. Five of them answered that some of their activities pursue the objectives of the Convention. These actions mainly include conferences, publications, training seminars and workshops, exhibitions, lectures and festivals. One organization retrieves and safeguards archives previously owned by individuals, many of which have been immigrants or refugees.

Concerning the objectives of the organizations and their relation to the objectives of the Convention, nineteen stated that they promote cultural interaction and creativity, thirteen support dialogue among civilizations, creation of institutions and a culture of peace, twenty of them promote diversity of cultural expressions, sixteen of them promote intercultural activities, thirteen of them act in favor of linking culture and development, a same number follows actions for capacity building and eleven of them include actions that promote the dual nature of cultural products.

The specific aims of their activities include raising awareness (16), promotion of mobility of young artists (11), social inclusion (6), support of small and medium sized cultural organizations (11), opening of new markets (8), institutionalization (20), promotion of artistic creation (16), production (14), distribution (11) and access (20) to cultural products, promotion of cultural products to and from the Greek market (16), planning and implementation of projects to developing countries (4), support of agencies or cultural industries in developing countries (3), education (19) and research (14).

As regards their sources of funding, 11 answered that are mainly funded by government resources, 6 by European Union funding, 9 by sponsors and 9 by private sources.

The main challenges the civil society cited are lack of funding, restrictions in infrastructure (venues and technology), the small size of the Greek market for cultural products, the difficulties for cultural products in Greek language to reach large audiences, difficulties in marketing and advertising cultural products mainly because of the small size of the market and the competition by big cultural industries, and a certain need to sensitize local communities.

The main results noted by the civil society were promotion of professionals and young creators as well as their work in the field of cinema, safeguarding, conservation and management of audiovisual archives, cultural interactions and networking among Greek creators with their peers from other countries, capacity building, exhibitions, publications and conferences.

#### **4. Main results achieved and challenges encountered when implementing the Convention**

Drawing some conclusions from the previous mapping out of policies and measures to promote cultural diversity, there is a significant promotion of co-productions as a result of the legislation on film production, and the lack of knowledge about artistic production in the South East of Europe is addressed to a certain degree by the operation of the relevant program of the Thessaloniki International Festival, at least in the field of film production.

Multilingualism and diversity of musical creativity is represented by specific public radio stations, which address both some of the needs of immigrants and people from other countries who work in Greece as well as Greeks of diaspora who seek for links with their culture of origin. Multilingualism appears also to be promoted at a satisfactory level through the book market, where 30% of the annual new publications are translations from other languages.

However, a major challenge in this sector is a tendency of the publishing houses and perhaps also the public to prefer titles of English origin. Another particular issue is the 25% rise in book prices in the last decade, which could lead to reducing the overall size of the market. An initial indication of this is the concentration of book production: 19% of the publishers produce 78% of new titles annually<sup>64</sup>.

Although there is no evidence to confirm this, it is highly probable that in the future people will tend to make purchases from online bookstores. This might serve to consolidate the tendency towards reading in English. It could possibly lead to people having difficulty in enriching their own language by reading translated titles, so that people who do not speak foreign languages can benefit from reading translated works.

It appears that the role of the public radio and television company is significant in promoting multiculturalism and dialogue among civilizations since it runs three radio stations with clear focus on the objectives of the Convention. Its television program also includes specific programs on the same topics.

With regard to social integration, the Intercultural Center of Ilion, Athens has been a successful example of public policy for social integration of Roma. The program was discontinued in 2008 due to financial restrictions. However, the Department of Modern Cultural Heritage of the Ministry of Culture and Tourism pursues a policy on raising awareness to museums around the country on the need to establish educational programs on Roma, immigrants and other social groups.

There are two good examples of decentralization policy in cultural diversity. The International Dance Festival of the city of Kalamata is a showcase of activity in education, research and creativity in a framework of international cooperation. Another case in point is the two museums of Thessaloniki on visual arts. Both examples show that after initial efforts at the national level, internationalization of these entities' activities constitutes a necessary step towards achieving sustainability. Restriction within national borders would reduce the impact of their activities and future prospects.

The promotion of works of art by artists who have not yet established their presence is pursued both by the law on film production and through the permanent efforts of the National Opera to revive lyrical theatre plays by composers who are not widely known. In the first case, the reach of the Thessaloniki International Film Festival provides an international scene for these creations to attract the public.

In terms of international cooperation, Greece has been working towards establishing closer relationships with China in the field of cultural diversity, via the active participation in EU policies such as the 2012 Year of Intercultural Dialogue between EU-China, in international major events such as the Shanghai EXPO 2010, and national thematic events such as the Cultural Year of Greece in China 2007-2008.

Also worth mentioning are the agreements established by the public television company (ERT SA) with networks from countries of Europe and beyond to exchange and co-produce audiovisual productions. ERT is also active in collaborations in the South East of Europe.

The main challenges for the future involve the need to enrich channels of interaction among neighboring countries in the South East of Europe. For this

purpose, venues such as the Thessaloniki International Film Festival and the Thessaloniki Biennial could offer some institutional paths for further development. Another way to address this challenge could be to enhance exchanges of content among media companies of the region.

The predominance of English-speaking authors chosen for translation by publishers poses a third challenge, which cannot be addressed within the limits of a national market. One could only speculate that the critical arena for dealing with this issue should be the World Wide Web and the Internet infrastructure.

Looking to the future, there are mainly two projects planned for implementation: first, the creation of an Immigration museum, which will reflect on immigration of both Greeks who had left the country and immigrants coming from other countries to Greece; secondly, a concrete effort will be made to raise awareness among the civil society about the purposes of the Convention and the significance of cultural diversity for the Greek society.

International and regional cooperation, especially in the SEE region, will be the main priority for intercultural dialogue to be pursued by all available means of bilateral and multilateral cooperation, and in the framework international instances.

**Athens, May 3, 2012**

**The Director of International Relations  
Hellenic Ministry of Culture & Tourism  
Ms Vassiliki PΑΡΑΚΟΣΤΟΠΟΥΛΟΥ**

**ΕΓΚΡΙΝΕΤΑΙ**

**Η Διευθύντρια Διεθνών Σχέσεων**

**Β. ΠΑΠΑΚΩΣΤΟΠΟΥΛΟΥ**

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**Η Γενική Διευθύντρια Διοικητικής Υποστήριξης**

**Μ. ΠΑΝΑΓΟΠΟΥΛΟΥ**

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**Η ΓΕΝΙΚΗ ΓΡΑΜΜΑΤΕΑΣ ΥΠΠΟΤ**

**ΛΙΝΑ ΜΕΝΔΩΝΗ**

**Ο ΥΠΟΥΡΓΟΣ ΠΟΛΙΤΙΣΜΟΥ & ΤΟΥΡΙΣΜΟΥ**

**ΠΑΥΛΟΣ ΓΕΡΟΥΛΑΝΟΣ**