



# **International Foundation Forum of Slavic Cultures**

*Strategic plan  
2022 – 2027*

Adopted by the conclusion of the FSK Board  
Novi Sad, 13 January 2022

## **Vision**

FSK is to become the main intersection / hub / center for new partnerships. Through its activities, the FSK contributes to the positioning Slavic cultures on the world map and understanding of the diversity of today's Europe, represented by the Council of Europe.

FSK strengthens the established intercultural dialogue on a global scale.

FSK actively represents Slavic cultures that emphasize their peculiarities and differences in historical development and follows changes in the world.

## **Values**

FSK pursues the following values in its work:

- RESPECT
- CREATIVITY
- FRIENDSHIP
- COOPERATION

Strategic development plan from 2022 to 2027 is the third strategic document of the International Foundation *Forum of Slavic Cultures*. It defines main directions of the organizations' development in the following five years and defines main goals and tools and activities to achieve them. It consists of 6 main goals, 5 strategic measures goals and 56 actions, tools and indicators of success with accompanying introductory and concluding parts. All of the strategic goals are measurable and are to be followed during the extensive monitoring process during which all the relevant stakeholders will be informed about the state of the implementation.

The document has been prepared by the Team of Forum of Slavic Cultures coordinated by Madam Andreja Rihter, CEO of the organization with the wide participation of all the relevant stakeholders. In the preparation period the evaluation has been conducted with the main methods of analyzing results and goals of the previous strategic documents, conducting surveys and questioners that involved members of the association, member states, institutions, visitors and other relevant stakeholders. The

document therefore has been based on the collected results and it is focused on the essential needs in order to ensure the fuller development of the organization.

Further on, all the relevant bodies of the Organization have been consulted and involved during the preparation of the strategic document. This includes coordination with President of the FSK Board of Forum of Slavic Cultures, consultancy with Programme Council and Ambassadors of the Project, coordination with member states and finally consultancy and adoption by the governing body of the organization – FSK Board.

The significance of this document lies in the need of agreeing on the future activities, financing and stability of the Forum of Slavic Cultures among all the relevant stakeholders with the main focus on bodies of the Foundation and member states. In that sense, this document expresses common agreement on the further joint activities in order to enable development of the Forum of Slavic Cultures as the international organization. It is further on crucial that all the above-mentioned stakeholders work together and contribute to the successful implementation of the strategic measures.

During these extensive processes of the research of the five years long strategic direction of the development, the actors have identified following six main strategic goals:

1. To further closer cooperation among the members, other Slavic states and other contributors.
2. To perform common action to advance and develop management and personnel capacities of the organization.
3. To deepen existing programs and open the door to new ones.
4. To further develop coordination and cooperation among the states and members in order to enable financial stability as the key precondition for this success of this organization.
5. To strengthen the network of International partners in Slavic world and international arena.
6. To develop communication strategies, marketing and advance promotion of the organization and its projects.

<b>STRATEGIC MEASURE I: Development of the FSK programme</b>			
<b>ŽIVA AWARD</b>			
<b>Action</b>	<b>Body in charge</b>	<b>Deadline</b>	<b>Indicators of success</b>
1. Continuing to position the award in the Slavic and international arena and promoting excellence	FSK Team Project Heritage team Živa judges	2022 - 2027	Increased number of presentations and promotional activities in Slavic countries and abroad Increased number of museum candidates (20/year)
2. Appointment of a special group of three judges to prepare the annual action plan	FSK Director Current chair of the Živa Award Jury	April 2022 - 2027	Annual Action plan Annual reports on the implementation of the Action plan
3. Strengthening the role of the Živa judges	Current chair of the Živa Award Jury	April 2022 - 2027	Increased number of museum candidates
4. Sectoral and Cross-Sectoral Collaboration	FSK Team Project Heritage team Živa judges	2022 - 2027	New forms of integration in the field of economy, education, tourism, etc. Fostering mobility
5. Liaising with national heritage NGOs	Project Heritage Team Živa judges	September 2022	Increased number of participants in FSK activities in the field of heritage (Živa, Piranova)
6. Upgrading the Živa platform as part of the organic development of the project	FSK Team Project Heritage Team Živa judges	2022 - 2027	Establishment of an online platform as a tool for content integration and stakeholder participation
7. Involving Živa candidates in other FSK projects	FSK Programme Council Project Heritage Team	October 2022	Number of Živa candidates involved in other FSK projects
<b>AT THE TABLE WITH THE SLAVS</b>			
1. Establishing new contacts with stakeholders	FSK Team	2022 – 2027	Increased number of project stakeholders

2. Establishment of an expert advisory group	FSK Team FSK Programme Council External experts	2022 – 2027	Regular group meetings and action plan for the implementation of activities
3. Translation of the book into other languages	FSK Team External experts	2022 - 2027	3 new books published in 3 languages
<b>PIRANOVA</b>			
1. Regular dynamics of activities for target audiences	FSK Team Project Heritage Team FSK Programme Council	2022 – 2027	Regular Piran Colloquiums Number of units in the FSK online library Dissemination of content through digital channels and their reach
2. Expanding the network of lecturers and participants; Fostering mobility	FSK Team Project Heritage Team	2022 - 2027	Increased number of lecturers and countries of origin Increased number of participants and countries of origin
3. Strengthening the list of lecturers with Živa candidates and FSK partners	FSK Programme Council FSK director Živa judges Project Heritage Team	September 2022	Increased number of participants on FSK activities (Piranova, Živa, Together).
4. Launching specific posts/publications for target expert groups	FSK Programme Council FSK project groups Project manager	January 2023	Increased media presence Increased number of contents published in professional journals
5. Major financial self-sufficiency	FSK Team External experts	2022 - 2027	Successful application to the EU tender and guaranteed co-financing
<b>TOGETHER</b>			
1. Ensuring the continuity of activities	FSK Team External experts	2022 - 2027	Defining a 2-3 year program of activities within the EU – Creative Europe project
<b>FSK CENTERS</b>			
1. Ensuring the sustainability of the FSK centers in Belgrade, Moscow, Radlje ob Dravi	FSK Team FSK Centre Teams	2022 - 2027	Strict adherence to the visual identity of centers Relatively independent operation of individual centers by informing the FSK

2. Strengthening cooperation and communication between FSK - all centers – individual centers	FSK Team FSK Centres FSK Programme Council FSK Board	2022 - 2027	Preparation and implementation of one joint event per year
Villa Zlatica - managing the villa to develop the audience and increase visibility	FSK Director FSK Team FSK guiding service	2022 - 2027	Number of visitors Number of events/activities
<b>100 SLAVIC NOVELS</b>			
1. Continuation and supplementation of the FSK project with the longest tradition – 100 Slavic Novels.	FSK Team Editorial Board Partners in the FSK countries Teams of experts	2022 – 2023 – 2027	Reaching the 100 published books milestone. Preparation of the lists of novels for the second cycle in all 7 participating countries.
2. Spreading the existing network	FSK Team Editorial Board Partners in the FSK countries	2022 – 2027	Number of new partners included (writers, translators, publishers, distributors, libraries, literary houses, literary festivals, agents etc).
3. Unifying promotional activities and establishing a supportive environment for the growth and promotion of the project.	FSK Team Editorial Board Partners in the FSK countries	2022 – 2027	Adoption and implementation of a common promotional plan. Circulation of writers in co-operation with local stakeholders. Establishment of a system of incentives for participating publishers and other stakeholders.
4. Transforming the 100 Slavic Novels project into a platform and environment for all other FSK activities in the field of literature	FSK Team Editorial Board Partners in the FSK countries External experts FSK Centres	2022 – 2027	New partnerships established. Number of literary events. Number of new programmes. (Digital) communication network

<b>SLAWA</b>			
1. Revival of the project with the help of the EU funds.	FSK Team Editorial Board FSK Partners	2022 - 2025	Partners found. Successful application in the EU Creative Europe Programme. Books translated and published.
2. Promotion and distribution.	Partners in the target country FSK Team Editorial Board FSK Partners	2024 – 2027	Promotional events. Number of digital promotion tools. Wide availability of the books in the target countries.
3. Contribution to the affirmation of “smaller” Slavic literatures on bigger literary markets and in an international arena.	Partners in the target country FSK Team Editorial Board FSK Partners	2024 – 2027	Number of promotional events and actions. Number of international book-fair appearances. Establishing regular live and digital communication with stakeholders in the target countries.
<b>PEČAT</b>			
1. Revival of the project	FSK Team FSK Programme Council External Experts	2022 – 2024	A special expert group established. Selection of at least 3 titles. Financing in place. Books published.
2. Making a Pečat series a tool for political and cultural affirmation and promotion in the Slavic countries.	FSK Team FSK Programme Council FSK Centres Partners in the FSK countries.	2024 – 2027	Number of online and live events – presentations, round-table discussions on different subjects on the fields of culture, society, politics, history, linguistics.
<b>TRANSFORMATIONS</b>			
1. Complementing collections from countries not yet included	Responsible curator	January 2023	3 new collections from countries not yet included
2. Preparation a promotional plan	FSK Director	June 2022	Prepared promotional plan

	Responsible curator		
3. Preparation and implementation of program content	FSK Director Responsible Curator	2022 – 2027	Fashion show Catalogue, Leaflet Promo video Foto shooting Complement the exhibition
4. Preparation of a program for sponsors	Responsible Curator FSK project manager	June 2022	Prepared program for sponsors
5. Preparation of a list of content partners for cooperation	FSK Director Responsible Curator Designers	May 2022	Number of partners Number of joint activities
<b>WOMEN WRITERS ROUTE</b>			
1. Positioning of the FSK in the field of cultural tourism	FSK Team FSK Programme Council WWR Association	2022 – 2027	Development of cultural tourism products. New partnerships in the field of cultural tourism. Closer collaboration with the Council of Europe.
2. International recognition	FSK Team FSK Programme Council WWR Association	2022 – 2025	Certificate of the Cultural Routes of the Council of Europe.
3. Promotion of literary and cultural achievements of Slavic women writers in the international arena.	FSK Team FSK Programme Council WWR Association	2022 – 2027	Number of literary events. Book translations. Number of Scientific meetings. International network.
<b>STRATEGIC MEASURE II: Developing management and personnel capacities of the FSK</b>			
1. Establishing new three-tier system of governing FSK Board (Troika)	FSK Board	June 2022	Troika system established and proposal adopted by the FSK Board.
2. Establishing three new bodies of experts for particular projects	FSK Board FSK Director	June 2022	New bodies experts established and started working in a due time.
3. Employing two new persons in communication.	FSK Board FSK Director	2022-2023	New employees engaged and contracts signed.



4. Engaging two new people in the programme department.	FSK Board FSK Director	2024-2025	New employees engaged and contracts signed.
5. Establishing network of the experts for fundraising, programme and other fields which help the implementation of the particular projects.	FSK Board FSK Director Programme Boards	2024-2025	New network created and experts engaged in the bodies.
<b>STRATEGIC MEASURE III Financial stability</b>			
1. Achieving a network of FSK member states as in 2004.	FSK Board Member states FSK Director	2027	Renewal of membership of member states from 2004
2. Secure timely payment of the membership fee of all the Slavic states.	FSK Board Member states	2022	The level of paid financial contribution.
3. Development of the strategy for marketing and private sector funding.	FSK Team	2022-3	Strategy written and in power.
4. Developing EU fundraising strategy and applying for EU calls.	Fundraising experts FSK Team Marketing manager	2023-2024	Increased income from the EU funds.
5. Secure the financial contribution of the cultural institution.	FSK Board Member states	2022-2027	Increased level of support from local institutions.
6. Encouraging local partners in member states to apply for financial grants to support common projects of cooperation.	FSK Board Member states	2022-2027	Increased level of income from local, regional and national calls in member states.

7. Developing concept of the FSK Economic club and increasing fundraising.	FSK Team	2023	Economic club established and contributions collected.
<b>STRATEGIC MEASURE IV: Development of the International networks and visibility</b>			
1. Establishing three new FSK centers in Slavic countries.	FSK Board FSK Director	2027	Three new FSK centers established by the end of the strategic period.
2. Establishing new partnerships and attracting new members and contributors from Slavic world and abroad.	Member states FSK Director	2027	The number of new partners and contributors at the end of the strategic period.
3. Establishing strategic partnership with international organization: Council of Europe, UNESCO, Europa Nostra, PEN, ICOM international, TURKSOY and EU Japan Fest, EUNIC Cluster.	Member states FSK Director FSK Board	2027	The number of partnerships with mentioned organization and number of joint activities.
<b>STRATEGIC MEASURE V: Developing new communication and visibility strategies</b>			
1. Redesign of FSK Visual identity and it's programme brands.	Designers FSK Team Outsourced experts	2022	New recognizable and unified design of the organization. Redesign of FSK visual identity which easily connects FSK programme brands with FSK identity.
4. Sharing FSK digital content on digital channels of Ministries in member states.	Member States	2022-2024	The number of shared and published materials about the FSK on National Ministries' web sites and social networks.
5. Defining three main digital communication tools of FSK and implement strategy of the extensive visibility.	FSK team	2023	Networks defined and new communication strategy implemented.
6. Developing five year long marketing strategy.	Outsourced marketing agency	2022-3	New strategy developed

Novi Sad, 13 January 2022

