The Joint Project ‘Culture and Creativity for the Western Balkans’ aims to promote intercultural dialogue and enhance the socio-economic impact of the cultural and creative sector in the Western Balkans. It is implemented by UNESCO, the British Council and the Italian Agency for Development Cooperation (AICS), and plans a broad participatory approach across all categories of sectoral stakeholders. This systemic and people-centred approach to development is intended to deeply embed progress across the sector, while ensuring ownership and engagement as key requirements for sustainability.

Through a multi-sectorial approach targeting public authorities, the private sector and civil society organisations in culture, this project aims to foster reconciliation and good neighbourly relations in the Western Balkans through culture.

British Council activities include capacity building, networking, grants schemes for exchanges, artistic co-productions and collaboration.

The first grant open call is planned for January 2023.