



SOCIALLY SIGNIFICANT PROGRAM

**THE DAY OF CULTURE
UNDER THE BANNER OF
PEACE**




DEDICATED TO THE YEAR OF CULTURE IN RUSSIA



The priority direction of the Program:

The promotion of interethnic, interfaith and intercultural communication, peace and harmony.



The goal of the program:

- ▶ **Integrated development and implementation cultural potential of the Russian Federation regions, creation of conditions for creative leisure and artistic self-education of children and youth integration of culture like ensuring effective interagency cooperation in the formation of a single socio-cultural space of the Russian Federation.**

The tasks of the program:

- ▶ consolidation of the organizational, intellectual, creative resources in parenting, youth on the basis of Culture;
- ▶ fostering responsibility for the preservation and protection human cultural creations, like, fundamentals moral human patriotic and spiritual and moral values;
- ▶ development of cooperation and social partnership between ethnic populations and intercultural dialogue;
- ▶ development of interregional cultural relations regions of the Russian Federation and direct partnerships of leading collectives and institutions of the Russian Federation.

Our social partners:

- ▶ *Ministry of Culture of the Russian Federation;*
- ▶ *Ministry of Social Protection of the Russian Federation;*
- ▶ *Ministry of Physical Education and Sport of the Russian Federation;*
- ▶ *Ministry of Education and Science of the Russian Federation;*
- ▶ *Ministry of Health of the Russian Federation;*
- ▶ *Committee for Public Associations and Religious organizations of the State Duma of the Russian Federation;*
- ▶ *Department of interregional cooperation, national politics and relations with religious organizations;*
- ▶ *Council of Veterans of the Ministry of Defense of the Russian Federation;*
- ▶ *Federal Agency for Tourism of the Russian Federation;*
- ▶ *Ministry of Regional Development of the Russian Federation;*
- ▶ *Ministry of Telecom and Mass Communications of the Russian Federation;*
- ▶ *Federal Space Agency.*

Relevance of the program

- ▶ In the systems approach of creation multi-level network interagency projects uniting in a single cluster institutions and organizations carrying out socio-cultural activities regardless of their departmental affiliation will cause not only the interest of the population of the Russian Federation, but also allow everyone to take part in a big the program dedicated to the Day of Culture.

"The day of Culture under the Banner of Peace"

This is the annual celebration of the Day of Culture adoption of the Peace Pact of Nicholas Konstantinovich Roerich, namely April 15th.

- ▶ The main idea of this document, which was signed in 1935 by 21 states, is obligations of the parties to the protection agreement cultural values in peacetime and during war, which was taken as the basis for the development Hague Convention 1954
- ▶ The symbol of the movement to protect cultural. values of humanity was taken

The banner of the World — The banner of Culture



THE BANNER OF THE WORLD — THE BANNER OF CULTURE

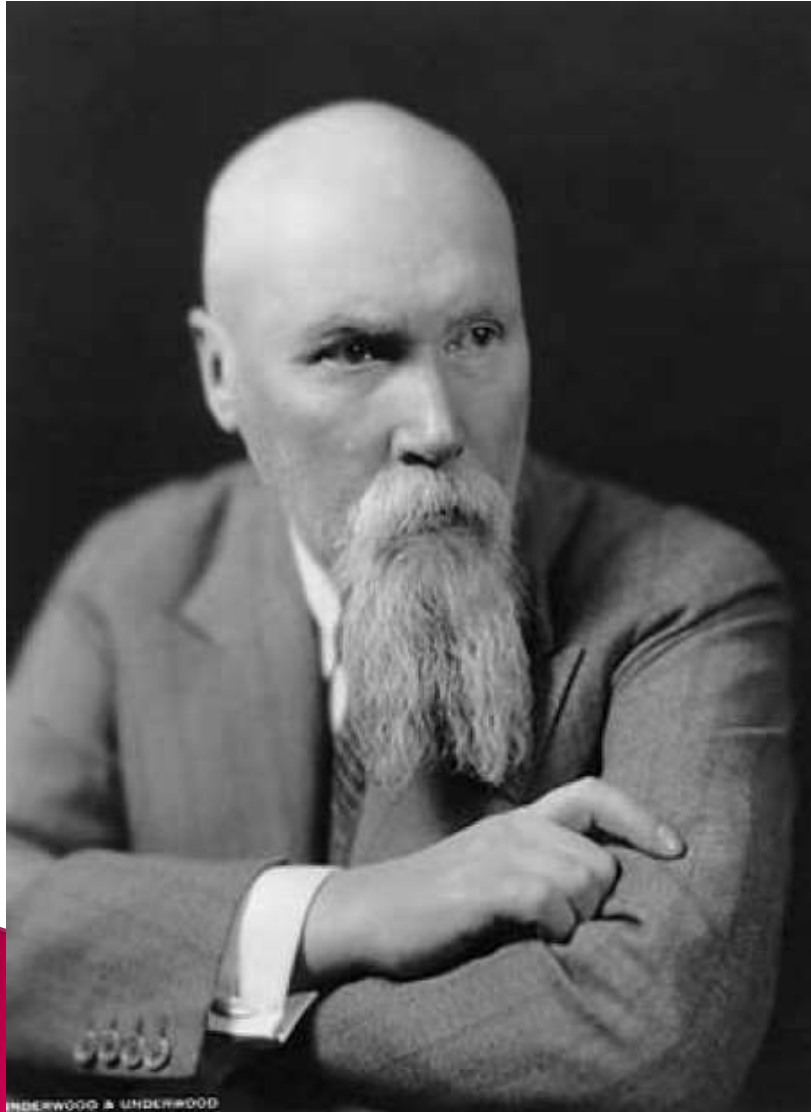
The proposed Banner has on a white background in a circle of three United Amaranth Spheres, they mean — Art, Religion, Science in the Ring of Culture, as a symbol of Eternity and Unity.

The banner of the World - Banner of Culture is raised above our planet cosmonauts of Russia, as a symbol of unity throughout the world.

"The banner of Peace" is in the State Duma of the Russian Federation, claiming Culture priority in state policy.

In 2012, UNESCO launched the Banner of Peace - the Banner of Culture in within the framework of the Roerich Pact exhibition.

In 2014, the 140th anniversary of the Nikolai Konstantinovich Roerich birth.



*An outstanding figure of
Russian and world culture
and art, artist, scientist,
traveler, writer,
philosopher, social activist,
thinker and humanist.*

(09.10.1874 - 15.12.1947)

Culture Day under the Banner of Peace.

- ▶ **The affirmation in the minds of people of the true meaning of Culture, as the Adoration of Light, is the spiritual and moral principle.**
- ▶ **The unification of all spheres of activity and categories of the population in cooperation and educational work is the unification of people for spiritual improvement, for creative and business cooperation.**

PROGRAM ACTIVITIES:

**Organizational and
managerial**

Educational and methodical

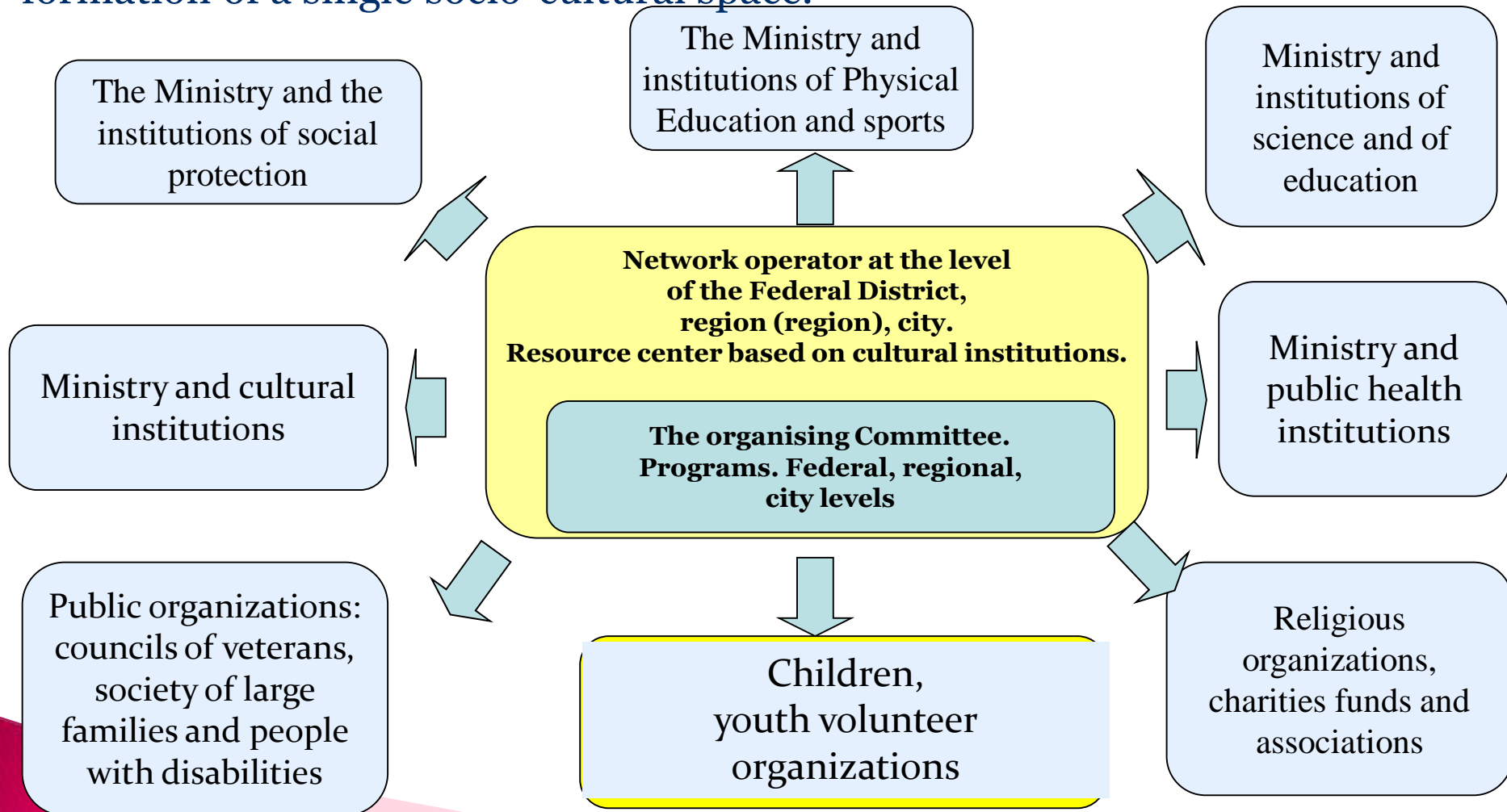
**Information and
analytical**

Advertising publishing

Organizational and managerial program of the Program

"Day of Culture under the Banner of Peace"

The development of interagency cooperation and social partnership in the formation of a single socio-cultural space.



Socially significant program

"Day of Culture under the Banner of Peace"

- ▶ includes projects ensuring the development of creative, intellectual, civic potential based on self-organization of associations of the population of the territories of the Russian Federation, as effective interaction, perspective development, ensuring the coherence of the spheres of culture, art, science, education, health care, social protection population of the regions of the Russian Federation.

In the Day of Culture

the implementation of events focused on socially significant results takes place:

- ▶ institutions of culture, leisure, sports;
- ▶ institutions of science and education;
- ▶ museums, cinemas, theaters, libraries, conservatories, philharmonic, creative and theater unions and associations;
- ▶ institutions of public health, social protection population, adaptation centers, hospitals;
- ▶ institutions of children and youth tourism;
- ▶ children and youth public organizations, voluntary and volunteer associations.

Multi-level, phased development of the Program:

Stage 1

- Events in cultural institutions, education, social protection population, health, etc.

Stage 2

- Events at the level (**432,000 events**) cities / villages / settlements of regions of the Russian Federation

Stage 3

- Regional Events of the Territory Russian Federation (**5400 events**)

Stage 4

- Events at the federal district level Russian Federation (**40 events**)

Multi-level, phased development of the Program:

Stage 5
The final stage



Stage 4
Events at the federal district level



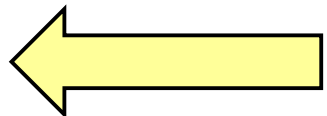
Stage 3
Regional Events



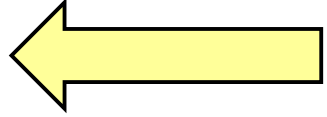
Stage 2
Events at the city level



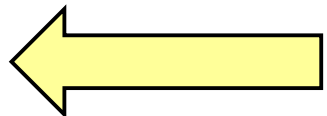
Stage 1
Events in the cultural institutions, education, social security on the basis of self-organization



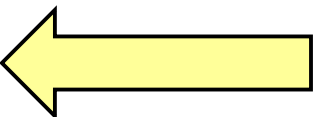
Gala concerts and 12 concert programs. Coverage of 20,000 participants



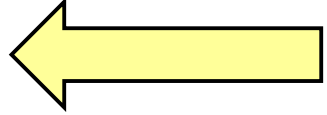
40 events. Coverage of 120,000 participants



83 Events (432 - gala concert). Coverage of 1,000,000 participants



5400 events Coverage of 4 000 000 participants



432,000 events at the level of self-organization. Coverage of 40 000 000 participants


The main target indicators and indicators:

Increase:

- ▶ *visits to theater and concert events;*
- ▶ *performances of the Russian and foreign classics;*
- ▶ *children enrolled in the children's art schools;*
- ▶ *attendance of the institutions of culture, art, etc .;*
- ▶ *level of acquisition of the book collections of libraries;*
- ▶ *participants of the cultural and leisure activities;*
- ▶ *citizens of the Russian Federation systematically engaged in physical culture, sports, leading a healthy lifestyle;*
- ▶ *citizens of the Russian Federation engaged in cultural centers, leisure clubs, creative associations;*
- ▶ *degree of satisfaction of the population's need for types of medical care;*
- ▶ *educational excursions, events on sports, environmental, recreational and educational, family, hiking tourism.*

The program "Day of Culture under the Banner of Peace"

- ▶ **includes** social projects with people based on self-organization, amateur creativity, enlightenment system, development activities civic education, system social design, interaction various fields of activity of modern companies in the Russian Federation.

- ▶ **Festival of children and youth creativity "Culture - Honoring the Light«**
 - ▶ **Festival of choirs song culture of the world religious denominations "Under the Banner of Peace«**
 - ▶ **Educational project "People's University"**
 - ▶ **Competition of the staged military song "We are Russia, Moscow and Arbat«**
 - ▶ **Social interagency activities in the program "Day of Culture under the Banner of Peace"**
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Festival of the children and youth creativity

"Culture - Honoring the Light."

- ▶ *the cultural policy of the festival is preservation of the accumulated cultural potential, ensuring the continuity of cultural traditions, diversity of artistic life, support creative innovation;*
- ▶ *unity on the basis of Culture, regardless of national, political and religious beliefs, direction of consciousness of people in the direction of creative Beauty and Creativity, identifying and supporting best achievements among children and youth creativity.*

Festival of Choirs Song Culture of World Religious Denominations "Under the Banner of Peace".

- ▶ *contributes to the revival of interest in the people traditions, the formation of a national idea, unity of religions as the basis of moral values of society*
- ▶ *a peculiar form of interethnic, interfaith and intercultural dialogue, tolerance education, achievement civil dialogue, respect for your national culture and the culture of other nations to history and traditions to the older generation.*

An educational project "People's University"

- ▶ *Cultural and educational work with the population - legal culture, political, culture living word, Russian language, culture of religions, physical culture (healthy lifestyle), age psychology (culture of education mother and child), etc.*
- ▶ *interaction of various fields of activity civil society based on scientific and practical achievements of the world and national pedagogy, psychology, philosophy, science and culture.*

Competition of the staged military song "We are Russia, Moscow and Arbat"

- ▶ *It is the preservation of the best traditions and the conditioning for civil, patriotic, spiritual and moral education of children and youth*
- ▶ *fostering patriotic values and ideals, respect for the cultural heritage of Russia, preservation the memory of the great historical events of the Great World War II, a wide propaganda of military songs and dance, popularization of songs of the Soviet and Russian composers about the Great Patriotic the war.*

Social interagency activities

- ▶ Cultural events - concerts, performances of the pupils of children's creative teams, cultural centers, clubs in hospitals, houses for elderly people, homes for people with disabilities, hospitals, sanatoriums, conducting educational excursions, holding creative festivals, competitions, implementation socially significant projects
- ▶ Charity events - art exhibitions creativity, children's drawings, exhibitions of reproductions outstanding Russian and foreign artists in polyclinics, hospital hospitals, hospitals, nursing homes, disabled homes, adaptation centers, musical, theatrical, literary concerts and performances.

The order of expenditure of funds during the events

Уровни фестиваля	Охват, чел.	Стоимость, руб.
1 432,000 events in institutions of culture, education, social protection, etc.	40 000 000 participants	40 000 000 - event support fund
2 54000 festivals at the city level	4 000 000 members	400 000 x 1 000 = 400 000 000
3 432 level events regions	1000 000 members	432 x 500 000 = 216 000 000
4 40 events at the level of federal districts	120 000 members	40 x 1 010 000 = 1010000
5 concert programs Gala concert in the Kremlin. 3 day stay of delegates	15 000 members	36 x 300 000 = 90 000 000 16 400 000 65 000 000
The work of organizing committees, transportation and other expenses	More than 300 people	62 430 000
Travel expenses. Other expenses		18 430 000 89826000

TOTAL: 899,096,000 rubles

Volumes and sources of financing

Basic level

**899.096
million
rubles**

Real level

**1200.340
million
rubles**

**At the
expense of
the
subjects of
the Russian
Federation**

**Source
Federal
Regional
Municipal**

Social and economic efficiency of the project.

Calculation of the estimate of the Basic Program

Coverage of participants in events from 1-5 levels: 55215 300 people.

Planned economic cost of the project from 1-5 levels: 899.096 million rubles.

Calculation of efficiency from 1 - 5 levels

$$K_{\text{Э}_{1-5}} = \frac{55\,215\,300 \times 1 \text{ руб.}}{899\,096\,000} = 0,06 = 6\%$$

Calculation of estimates of the "Realistic" Program

Coverage of participants of events from 1-5 levels: 75 985 000 people

Planned economic cost of the project from 1-5 levels: 1200.340 million rubles.

Calculation of efficiency from level 1-5

$$K_{\text{Э}_{1-5}} = \frac{75\,985\,000 \times 1 \text{ руб.}}{1\,200\,340\,000} = 0,063 = 6,3\%$$


Program financing is possible according to different principles of the budget multichannel:

- ▶ **Challenge subsidies** - the main developer guarantees partial funding for the program. The program affects the interests of the territories of the Russian Federation, the rest of the Program costs are reimbursed by the interested participants in the implementation of the Program in the field;
- ▶ - **Reimbursement subsidies** - a program is being developed subordinate level and partially funded from a higher budget. The activities of the regional level program, partly funded by the Ministry of Culture, in connection with compliance Programs for federal priorities of cultural development of territories;
- ▶ **Counter-subsidies** - centralized funds are allocated only in response to local budget subsidies (or funds received from extra-budgetary sources). The fixed share of budgetary funds in the total amount of financial resources of the institution. Fixed budget automatically added to the amount earned by the institution.


The social significance of the program.

- ▶ Social efficiency, importance Programs in the positive changes in the decision socially significant problems, improvement target group states, impact programs for other socially significant problems, the availability of new approaches and methods in solving the stated problems economic efficiency, cost ratio and intended outcome


Program Effectiveness:

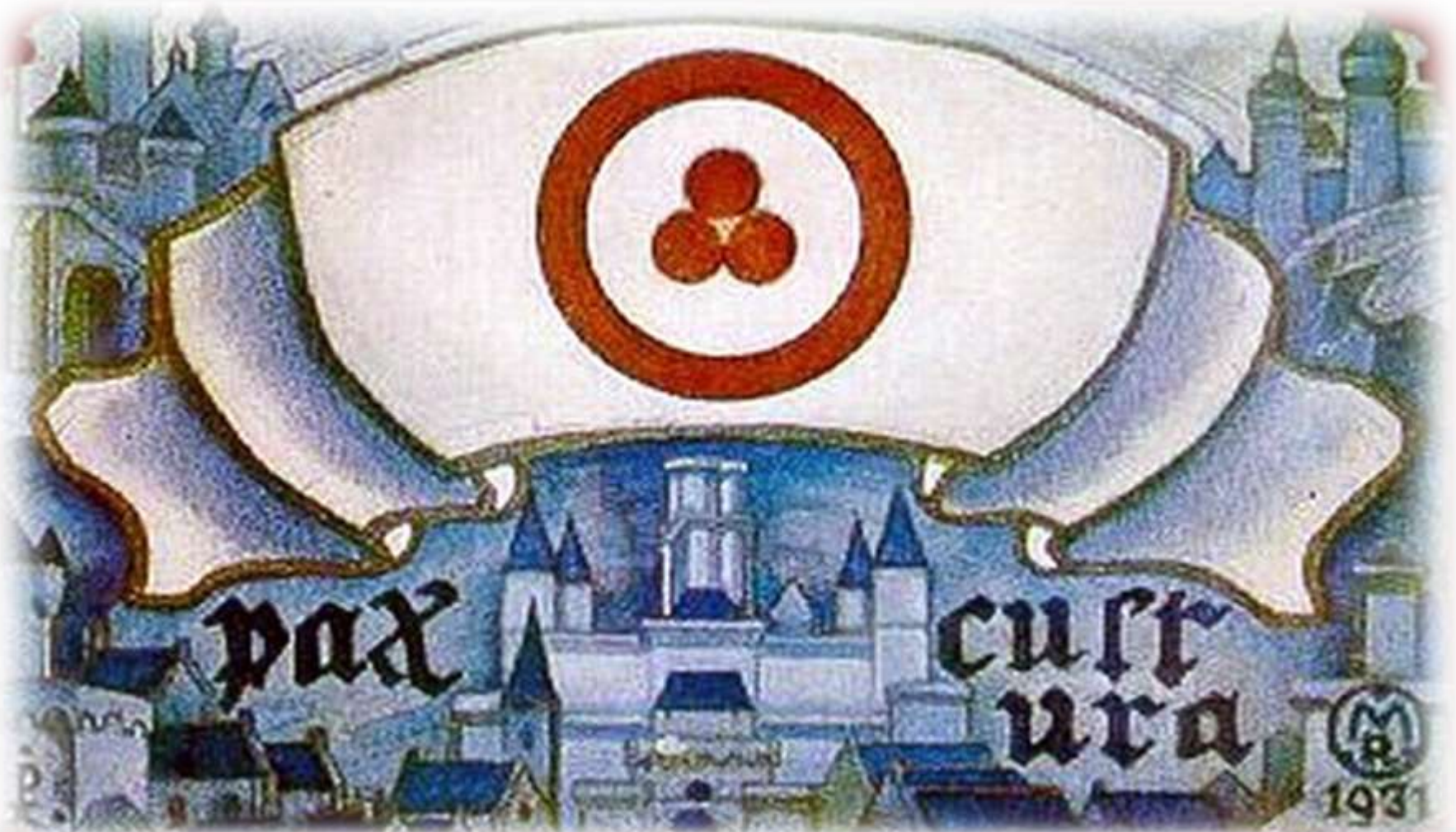
- ▶ On the basis of common interests, the possibility of cultural and moral interaction of generations will increase, which in turn will help to go along the path of improving the service of services, which will allow not only to show the creative abilities of all age groups of the population, but also to influence other socially significant problems (prevention of asocial manifestations, offenses, alcoholism, drug addiction, homelessness, social inequality, the lack of demand for unprotected segments of the population, etc.)
 - ▶ It will allow to a certain extent to suspend negative processes in social and cultural life, to unite the efforts of schools, institutions of culture, science and education, health care, theater unions, concert organizations, creative people, public organizations, initiative groups in formation of a single educational process.
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Event Location of the Program "Day of Culture under the Banner of Peace" declared "Green Zone"

- ▶ respectful, friendly attitude to each other to a friend;
 - ▶ respect for the state symbols, to the symbol of the Banner of Peace – Banner Culture;
 - ▶ prohibition of smoking, taking alcohol and others types of intoxication;
 - ▶ prohibition of the use of expressions profanity.
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Achievements of the project "Day of Culture under the Banner of Peace".

- ▶ **2010** - implementation in the Arbat district, more than 2000 participants, letters received - supporting the project partners: all leisure clubs and centers, secondary schools, public and non-profit organizations of the Arbat district.
 - ▶ **2011** - the winner of the City competition for the best organization of leisure and social and educational work with the population in the nomination "The best socially significant project of aesthetic direction, including in the field of preserving culture, folk traditions and customs", receiving a letter from the Committee on Culture of the State Duma of the Russian Federation (I Deputy - EG Drapeko)
 - ▶ **2012** - participation in the City competition of professional skills of employees in the state youth policy: II place in the direction "Civil and patriotic education of youth", I place in the district stage, receiving a letter of support from the Executive Director of the Research Center for Private Law under the President of the Russian Federation, Ageshin Y.
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« Where the Culture was born, it cannot be killed. You can kill civilization, but Culture, as a true spiritual value, is immortal. »

«I hope that the future is not very far, when the Day of Culture will be on Earth one of the most important holidays.» D.S. Likhachev



Let's be together!





Our contacts:

8-926-910-92-77, 8-962-907-24-88
SOZKULTURA@mail.ru

THANK YOU!

