

<p>NAME OF THE IDEA</p>	<p><i>Identification of the IDEA that originates the Action Plan</i></p>	<p>Consumer-facing cultural and creative activities (e.g. museums, galleries, festivals, music venues, theatres, etc.) are an increasingly important part of the touristic offerings, that fuels the growth of a city's tourism. Hence, there is a great potential for the CCIs to contribute to not only social and cultural development, but also to economic diversification and innovation. There is a need for careful integration and planning of CCI elements with other urban interventions and facilities to contribute to urban sustainability.</p>
<p>ACTION PLAN OBJECTIVES</p>	<p><i>Identification of the objectives of the present action plan</i></p>	<p>Making access and use of the museum network sustainable, smart and green, by creating new contents around and between city museums, in order to make the dimension of urban sustainability visible to citizens and tourists.</p>

ACTIVITY	RESULT	RESPONSIBLE	PARTNERSHIP	CALENDAR	RESOURCES
<ul style="list-style-type: none"> • Develop goals and objectives of the working group • Initiate capacity building measures • Draft of the agenda • Venue 	<p>A working group established that responds to the needs of museums in the field of urban sustainability</p>	<p>City of Sarajevo</p>	<p>Ministry of Culture and Sports Canton Sarajevo, Federal Ministry of Culture and Sports, Museums, cultural industry, University of Sarajevo</p>	<p>Long-term activity</p>	<p>Own financial and human resources Budget of the City of Sarajevo or the competent Ministry of Sarajevo Canton or entity level</p>

<ul style="list-style-type: none"> Organize an initial meeting with relevant actors – send invites Minutes of Meetings and next steps Continuous and regular meetings Public engagement and content creation programs Establishment of formal partnerships for cultural and tourist attractions Educational and promotional programs for schools 					
<ul style="list-style-type: none"> Conducting detailed energy audits for CCI buildings Energy efficiency measures (building renovations, energy efficient lighting, energy 	Improved energy efficiency in CCIs	Each individual cultural institution	City of Sarajevo, Ministry of Culture and Sports of Sarajevo Canton, Ministry of Communal Economy and Infrastructure, Spatial Planning, Construction and Environmental	Long-term activity	<ul style="list-style-type: none"> - Budget City of Sarajevo - Budget of Sarajevo Canton - Budgets of Sarajevo Canton municipalities - FBiH Environmental Protection Fund

<p>efficient technologies, etc.)</p> <ul style="list-style-type: none"> • Use of smart city platforms • Use of Circular Economy principles 			<p>Protection of Sarajevo Canton, Sarajevo Canton Municipality, FBiH Environmental Protection Fund</p>		<ul style="list-style-type: none"> - International organizations (i.e., EBRD, UNDP) - International financial institutions (i.e., EBRD)
<ul style="list-style-type: none"> • Design of open areas around the museum • New content creation • Procurement of equipment and furniture • Urban green solutions recommendations and implementation 	<p>Improved sustainability by creating new contents around and between city museums</p>	<p>Established working group</p>	<p>Ministry of Culture and Sports Canton Sarajevo, Federal Ministry of Culture and Sports</p>	<p>Medium-term activity</p>	<ul style="list-style-type: none"> - Budget City of Sarajevo - Budget of Sarajevo Canton relevant ministries - Budgets of Sarajevo Canton municipalities
<ul style="list-style-type: none"> • In accordance with the possibilities of outdoor spaces around museum buildings and the spatial possibilities of buildings, plan the introduction of 	<p>Improved economic sustainability and touristic offering</p>	<p>Each individual cultural institution</p>	<p>Working group</p>	<p>Medium -term activity</p>	<ul style="list-style-type: none"> - Budget City of Sarajevo - Budget of Sarajevo Canton - Budgets of Sarajevo Canton municipalities

<p>commercial contents that contribute to the economic sustainability of institutions and the better tourist offer of the City of Sarajevo. Commercial contents can be:</p> <ul style="list-style-type: none"> ○ Catering: cafe, restaurant, wine cellars, accommodation facilities ○ Shopping: souvenir shop, gallery, local products store ○ Space rental: for meetings, seminars, festive events ○ All commercial content should be introduced guided by the principles of 					
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economy, functionality, sustainability and environmental.					
<ul style="list-style-type: none"> In accordance with the design of outdoor landscaping, museum institutions are working on the purchase of equipment and furniture for landscaping. Depending on the degree of intervention in the space, activities include: works on arranging paths, paving, drainage of rainwater procurement of furniture for rest and relaxation (benches, tables, outdoor fountains) 	Equipped outdoor spaces around the museums	Each individual cultural institution	Working group	short -term activity	<ul style="list-style-type: none"> - Budget City of Sarajevo - Budget of Sarajevo Canton - Budgets of Sarajevo Canton municipalities

<ul style="list-style-type: none"> • procurement of materials and equipment for covered spaces (fountains, awnings, skylights) • procurement of external commercial equipment (photo frames), • equipment and furniture for children and play 					
<ul style="list-style-type: none"> • In accordance with the spatial possibilities of outdoor areas next to museums, plan sustainable green solutions. Take care to valorize existing vegetation and give priority to indigenous resistant species when planning new ones. When arranging green 	<p>Introduced sustainable urban/green solutions</p>	<p>Established working group</p>	<p>Ministry of Culture and Sports Canton Sarajevo, Federal Ministry of Culture and Sports</p>	<p>short-term activity</p>	<ul style="list-style-type: none"> - Budget City of Sarajevo - Budget of Sarajevo Canton relevant ministries - Budgets of Sarajevo Canton municipalities

<p> areas, green solutions to be applied, e.g. in case of the need to create shade and shade plan stable and vegetation of rich canopies and leaves, in case of lack of space in the horizontal sense plan vertical solutions such as green walls. Green solutions in outdoor spaces can have an advantage when creating educational content. </p>					
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<p>GENESIS OF THE ACTION PLAN</p>	<p><i>Please explain the coherence of this action plan with the needs analysis, the frontrunner analysis and capacity building process</i></p>	<p>This action plan directly contributes to the main urban sustainability objective identified: “Making access and use of the museum network sustainable, smart and green, by creating new contents around and between city museums, in order to make the dimension of urban sustainability visible to citizens and tourists”.</p>
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Initiatives and actions proposed are identified by the Local Stakeholders Group (formed by the representatives of policy makers, museums, film industry, experts and NGOs active in CCIs) and detailly discussed on workshops held.

Also, best practice stories of Frontrunner “Ljubljanski grad” and their model of involving CCIs in the context of urban sustainability of Ljubljana City, model of managing and creating new contents, was very inspiring in proposing strategic actions for improvements.

Actions proposed are directly linked to the needs of museums and film industry actors, as they are one of the key representatives of CCI sector in Sarajevo City, such as replacement of the existing infrastructure: renovation of the stairs leading to the museum and introducing green trails around, replacement of lighting infrastructure introducing the dimension of sustainability (e.g., smart public lighting that is economically, environmentally, and socially sustainable). Apart from the primary benefits, there are many secondary and tertiary benefits of the Smart Public Lighting System implementation. The collected data could be defined as an Open Data licensed what means that the data or at least some part of them could be publish and made available to analyse from the third-party subject. This can be used by museums and make it easier for citizens to keep abreast of cultural events in museums as well as the contents of their offerings. Financial support is needed to achieve this.

Bistrik Railway Station, National Monument located in Sarajevo, has been recently renovaded and retains the concept of the railway station from the Austro-Hungarian period. In one part of the Bistrik station will be an exhibition space with the aim of recalling the long history of railways in Bosnia and Herzegovina. The building will benefit of a sustainable, cultural, and social events into it, as well as linking its content to other museums in the city.

By introducing urban-sustainable facilities in and around the museums, it will directly contribute to the increasing number of visitors. Content of the museum can be connected via an online platform

		<p>where the content of each museum would be available, as well as the locations of the museums, users could choose the topics they are interested in, and the application would show in which museum it is available.</p> <p>Functional landscaping would achieve the protection and restoration of environment within the urban communities, moving the contents of the museum to the courtyard, financial support for the purchase of outside deck chairs, opening a cinema in the museum premises and connecting with the Sarajevo Film Festival program, using the space around the Marijin Dvor zone to form Creative Hubs, use discarded monuments to attract citizens, electric charging stations within the museum, planned for a person to visit the museum while charging vehicle – make a connection between ticket sales and vehicle charging.</p> <p>The increase of green areas, using one part of the botanical garden as a café or souvenir shop separate from museums, assistance in capacity building, smart public lighting.</p> <p>The needs of the “Museum Network” relate to the formation of museum districts and labs where ideas for urban sustainable content would be exchanged, as well as ways to connect museums in an urban sustainable way.</p>
<p>OTHER IMPORTANT INFORMATION</p>	<p><i>Comment or describe other information you consider useful for the action plan</i></p>	