Cultural and linguistic diversity belongs among the values that are of exceptional importance to our society today because it helps preserve shared memory while also encouraging mutual understanding among people. In our society, cultural diversity appears in many ways, whether through languages, traditions,

works of art, or everyday customs that form part of public life. If we wish to preserve cultural diversity in the future, it is necessary to create conditions that allow different cultures to develop freely and enrich one another. Cultural heritage, which is passed on through monuments, literature, music, visual arts,

and shared experiences, helps people better understand their own past. At the same time, cultural heritage does not speak only about the past, but also greatly influences the way people think about the present and their shared future. Culture is not merely part of leisure time, but also represents an important element of

public life that influences education, social cohesion, and the quality of public debate. In many areas of contemporary society, culture creates opportunities for people to meet who might otherwise never come to know one another. It is through cultural activities that people can share their experiences, discover new

perspectives on the world, and seek common values that extend beyond individual communities. Cultural and creative sectors are especially important today because they connect artistic creation, education, innovation, public interest, and economic activity. These sectors contribute to the development of society

not only through cultural values but also by creating employment opportunities and supporting the development of professional skills. Cultural and creative sectors today face a number of changes related to technological development, changing audiences, and new ways of distributing cultural works. Although the digital

environment creates new opportunities, it also places greater demands on the ability to adapt to rapidly changing conditions. In many cases, cultural organizations and individual creators need new knowledge and skills that enable them to reach audiences through various communication channels. The ability to reach

audiences is especially important today because cultural content competes for people's attention with a vast number of other sources of information and stimuli. For that reason, cultural and creative sectors are seeking new forms of cooperation that allow them to share experience, expand their activities, and make

better use of available resources. Cooperation between cultural organizations is of particular importance today because it allows knowledge, experience, and professional expertise to be combined in ways that individual organizations would find difficult to achieve on their own. When cultural organizations share their

experience and establish long-term partnerships, they are better able to respond to changes that affect cultural life and audience expectations. Such cooperation contributes not only to the development of individual projects but also to strengthening relationships among people, institutions, and different cultural

environments. In many cases, the most interesting cultural projects emerge when different experiences, creative approaches, and perspectives on shared issues come together. Cultural and creative sectors are able to connect local experiences with broader contexts while at the same time preserving their unique

character and relationship to specific communities. Works created in one environment can, through translations, exhibitions, performances, or digital platforms, reach audiences in other countries and cultural contexts. In this way, cultural content reaches people who would otherwise probably never encounter it.

The circulation of cultural works across borders contributes to a better understanding of different traditions while also encouraging openness to new ideas and experiences. Today, attention is also being paid to audience development because the mere availability of cultural content does not guarantee that

people will build a lasting relationship with it. Cultural organizations therefore seek ways to reach new groups of visitors while also deepening relationships with audiences that have followed their activities over the long term. Work with young people is particularly important in this regard because they will

shape the future of cultural life and public space. Participation in cultural life can greatly contribute to the development of creativity, critical thinking, and the ability to understand different opinions and experiences. Access to culture should therefore not be limited to certain groups of people but should

be as broad and open as possible. In our society, social, economic, health, and geographic barriers still make active participation in cultural life more difficult for some people. If we want culture to fully fulfill its social role, it is necessary to work toward gradually removing barriers that prevent people

from accessing cultural activities. Cultural life is most vibrant when people of different ages, experiences, and social backgrounds are able to participate in it. Diverse audiences bring new ideas, new questions, and new perspectives that can become sources of further cultural and social inspiration.

Digital technologies are also an important part of today's cultural environment, and their influence has significantly transformed the creation and distribution of cultural content in recent years. Thanks to digital technologies, cultural works can reach audiences regardless of distance and overcome limitations

that were once taken for granted. At the same time, the digital environment creates new questions related to the protection of creative work, fair remuneration, and the long-term sustainability of cultural activities. Cultural and creative sectors today operate in an environment that is changing rapidly

because technological development brings both new opportunities and new challenges. Although digital technologies make it easier to distribute cultural content, they also require new knowledge and skills without which it will become difficult to reach audiences. In many areas of cultural life, the importance of

education is therefore increasing because it enables people to make better use of new tools and adapt to changing conditions. The ability to learn new approaches is important not only for individual creators but also for organizations that wish to develop their activities over the long term. Cultural and

creative sectors can be highly resilient to change when they are able to combine tradition with innovation and experience with new ideas. Resilience does not mean only the ability to overcome difficult situations but also the ability to make use of new opportunities created by social and technological development.

In a digital society, cooperation among different fields gains new importance because many contemporary challenges extend beyond the boundaries of individual professions. When cultural organizations cooperate with experts in education, media, or technology, they can often achieve results that would not be

possible independently. Creative work represents significant value for society as a whole, even though its true importance can sometimes be difficult to express through economic indicators alone. Cultural and creative sectors contribute not only to economic activity but also to the development of education,

public debate, and social cohesion. Creators need an environment that supports freedom of creation while also respecting the rights associated with the results of their work. If creative work is to remain sustainable over the long term, conditions must exist that allow fair remuneration and dignified professional

opportunities. The issue of fair remuneration is significant in the digital environment because cultural content spreads more rapidly and reaches broader audiences than ever before. At the same time, it is necessary to seek a balance between broad access to cultural works and the protection of the rights of the authors

who create them. Respect for creative work helps ensure that the cultural environment remains vibrant, diverse, and open to new ideas. Media also play an important role in contemporary society by providing information about public affairs and helping people navigate a world that is becoming more complex. Independent and

diverse media create space for different opinions while also supporting public debate based on verified information. Quality journalism is especially important during periods of rapid change when people need reliable information for their everyday decisions. Public debate can contribute to the development of

society only when citizens have access to information that is accurate, understandable, and trustworthy. Informed citizens can participate more actively in public life and better understand decisions that affect their everyday experiences. Media, culture, and education are closely connected in many respects because all

of these fields contribute to the development of critical thinking and civic responsibility. When society supports culture, education, and the free exchange of information, it creates favorable conditions for long-term development and a shared future. It is becoming clear today that cultural and creative

sectors are not a marginal part of society but one of the important pillars of its future development. Their importance is not limited to culture because their influence also extends into education, media, digital society, and public life. Support for culture and creative activity therefore represents an investment

that brings value not only to the present generation but also to future generations. Education and culture are closely connected today because both fields contribute to the development of knowledge, creativity, and the ability to understand the world in a broader context. Cultural experiences can greatly complement

formal education because they allow people to encounter new ideas, opinions, and forms of expression. When people have the opportunity to participate regularly in cultural life, they develop not only professional knowledge but also imagination, sensitivity, and critical thinking skills. In many cases, the

most valuable insights emerge when education, culture, and practical experience gained in everyday life are brought together. The importance of lifelong learning is growing in contemporary society because technological and social development places ever greater demands on the ability to learn new things.

Cultural and creative sectors can be important partners in this regard because they offer opportunities to gain new experiences and professional skills. More attention is also being paid today to young people, who will shape the future of cultural life and the character of public debate. Supporting young creators and

young audiences can help ensure that the cultural environment remains open to new ideas and new forms of expression. When young people have the opportunity to participate actively in cultural activities, they gain experiences that can benefit them throughout their lives. Such experiences strengthen not only

their self-confidence but also their ability to cooperate with others and participate in public life. International cooperation has a long tradition in the cultural field because artistic works, ideas, and experiences have crossed national borders for a very long time. Today, cultural organizations can establish

partnerships more easily than before, while digital technologies enable faster sharing of information and experience. International projects often create opportunities for people from different backgrounds to meet and work together on similar challenges and problems. Such cooperation contributes to better

mutual understanding while also helping to develop professional contacts that may last for many years. Translations of literary works, professional texts, and other cultural content make it possible for ideas to circulate among different linguistic and cultural environments. Through translations, people can discover

experiences and stories created in other parts of the world and thereby enrich their own perspective on society. Cultural and linguistic diversity is not an obstacle to cooperation but rather a source of new ideas that can benefit everyone involved. The better people understand different cultures and ways of life, the

more easily they can understand experiences that differ from their own. In many areas of public life, the ability to understand different opinions and experiences is an important prerequisite for constructive dialogue. Culture creates an environment in which different views of the world can meet

without requiring people to abandon their identity or values. In a digital society, the way people seek information, share experiences, and communicate with others is also changing. Digital technologies provide rapid access to cultural content, educational materials, and professional information that was once

available only to a limited number of people. At the same time, there are growing demands on the ability to distinguish reliable from unreliable sources of information because the volume of available content continues to grow. Critical thinking therefore represents one of the skills that is of exceptional importance

today for both individuals and society as a whole. Media, education, and culture can work together to help people better understand the information they encounter every day. When people understand the broader context of public affairs, they can participate more actively in decisions that affect their

lives and the lives of their communities. An open society needs an environment in which new ideas can emerge freely and in which respectful and constructive public debate is possible. Culture, education, and freedom of expression are among the values that largely determine the quality of public life and the shape of

a shared future. Supporting these values produces results not only in the short term but also creates conditions for the long-term development of society. For this reason, culture, education, media, and creative activity are fields of exceptional importance to contemporary society and deserve long-term attention and

support. It is becoming evident today that culture and creativity can make a significant contribution to addressing social challenges that affect many areas of public life. Cultural and creative sectors are able to respond flexibly to change because they are based on imagination, the search for new approaches, and

a willingness to experiment. The ability to connect different experiences and perspectives is often a source of innovation that finds applications beyond the cultural field. In many cases, new ideas emerge at the intersection of different fields, while cooperation among culture, education, and technology creates

opportunities for further development. Cultural organizations can greatly contribute to revitalizing public spaces because they create opportunities for people to meet and share common experiences. Public space is shaped not only by buildings and institutions but also by relationships among people who

participate in social and cultural life. When people have opportunities to participate in cultural activities in their communities, it strengthens their connection to the community and their sense of responsibility for the shared environment. Culture can be an important tool for strengthening mutual trust, which is

one of the fundamental conditions of a well-functioning society over the long term. Trust among people does not arise automatically but develops gradually through experience, communication, and a willingness to understand different opinions. Cultural projects often create opportunities for

dialogue that helps overcome prejudice and seek common solutions to complex issues. The importance of dialogue increases especially during periods of rapid change when society must adapt to new expectations, technologies, and forms of communication. In such situations, cultural and creative sectors can provide space

for open exchange of experiences and encourage understanding among different groups of people. In contemporary society, the ability to engage citizens in public life and create opportunities for active participation is becoming increasingly important. Active public participation helps ensure that

decision-making better reflects people's needs while also strengthening trust in social institutions. Culture can be one of the means that allows people to express their views, share their experiences, and participate in shaping public space. When different groups of people have the opportunity to present their

experiences and cultural traditions, it enriches public debate and social life as a whole. Cultural and linguistic diversity is an important source of inspiration that can contribute to the emergence of new ideas and new forms of cooperation. In many areas of cultural life, diversity itself becomes one of the

factors that support creativity and the long-term vitality of the cultural environment. Cultural organizations are more frequently seeking to reach the broadest possible audience and reflect the experiences of diverse groups of people. Openness to different opinions and experiences can greatly help ensure that the

cultural environment remains vibrant, dynamic, and socially relevant. An important part of contemporary cultural life is also represented by new forms of creation that emerge through digital technologies and new means of communication. The digital environment makes possible projects that connect creators and

audiences in ways that would have been difficult to imagine only a few years ago. At the same time, technological progress does not replace human creativity but provides new tools that can help it develop further. In a digital society, it is therefore important to support not only technological innovation but also

people's ability to use it responsibly and meaningfully. Education, culture, and media share a common role in this respect because they help people navigate an environment that is becoming more and more complex and rapidly changing. When people possess sufficient knowledge and skills, they are better able to take

advantage of the opportunities offered by a digital society while also addressing its risks. The ability to engage in lifelong learning is one of the important conditions for successful functioning in an environment that is constantly evolving and changing. Cultural and creative sectors can be a significant

source of inspiration for education because they encourage imagination, creativity, and the ability to discover new connections. It is becoming clear that the future development of society will largely depend on the ability to combine knowledge, creativity, and openness to new ideas. Culture, education, media,

and the free exchange of experience can help ensure that society remains resilient, open, and well prepared for the challenges of a shared future. More focused attention is being paid today to audience development because the mere availability of cultural content does not necessarily lead to long-term engagement.

Cultural organizations therefore seek new ways of reaching audiences from different age groups and social backgrounds. Education also plays an important role in this area because it can encourage interest in cultural life and facilitate access to cultural activities. Access to culture should be as open as

possible, especially for people facing social, economic, health, or geographic barriers. Cultural and creative sectors can make an important contribution by bringing cultural content to new audiences and reaching people with diverse experiences and interests. The cross-border circulation of cultural works allows

ideas, stories, and artistic experiences to reach different linguistic and cultural environments. The translation of literary works is particularly important in this regard because it helps overcome language barriers and expand readership. Through translation, cultural works can reach audiences in other

countries while also contributing to a better understanding of different cultures. International cooperation allows cultural organizations to share experience, develop professional skills, and build long-term partnerships. Such partnerships can strengthen the ability of cultural organizations to operate

internationally and reach broader audiences. The mobility of artists and cultural professionals helps experience and expertise circulate among different cultural environments. The opportunity to work internationally allows people to gain new experience, establish professional contacts, and develop new forms of

cooperation. Through international cooperation, cultural organizations can better understand the needs of different audience groups and adapt their activities accordingly. The sharing of experience also contributes to the development of professional skills that are important for the long-term

sustainability of cultural activities. Cultural and creative sectors are increasingly focused on finding new ways of working with audiences and new forms of public engagement. Audience development involves not only attracting new visitors but also building long-term relationships with people who regularly

participate in cultural life. Particular attention is given to young people because their participation in cultural life can influence the future shape of the cultural environment. Therefore, cultural organizations are beginning to develop programs that encourage active audience participation and the

development of creative abilities. An important part of today's cultural environment is the digital transition, which is changing the ways cultural content is created, distributed, and presented. Digital technologies enable cultural organizations to reach audiences through new communication channels and new forms of

presentation. At the same time, new opportunities for international cooperation are emerging because the digital environment facilitates the sharing of information, experience, and cultural content. However, the digital transition also requires new professional skills that enable cultural

organizations to use new tools effectively. Support for professional education and development is therefore among the important prerequisites for the future development of cultural and creative sectors. Cultural and creative sectors are also exploring new business models that allow them to respond to

changes in audience behavior and the evolving digital environment. The ability to adapt to new conditions is of exceptional importance today for their competitiveness and long-term viability. In many cases, innovation is an important tool that makes it possible to expand cultural offerings and reach new

audience groups. Cultural and creative sectors contribute to both economic and social development because they combine creativity, knowledge, and entrepreneurial initiative. Their importance is not limited to culture but also extends into education, media, technology, and other areas of public life. Support for

independent media is also becoming increasingly important because it contributes to diversity of opinion and the quality of public debate. Media pluralism is an important part of a democratic environment because it allows the public to become familiar with different perspectives on social issues. Quality journalism helps

people navigate complex issues while also supporting access to reliable information. In a digital society, stronger emphasis is placed on media literacy, which enables people to better assess the reliability of information. Media literacy helps people use digital media responsibly and participate actively in public

debate. Independent media, quality journalism, and media literacy together create the conditions for an informed and active public. Cultural and creative sectors therefore represent an important part of contemporary society because they support diversity, creativity, and the open exchange of ideas. Support for cultural

and creative sectors helps ensure that cultural content can be created, developed, and reach audiences in different parts of the world. Cultural organizations increasingly cooperate on joint projects that bring together different experiences, expertise, and working methods. Such projects can create opportunities for

new cultural works while also encouraging the sharing of best practices among partners. International cooperation helps cultural organizations better understand the conditions in which their partners operate and plan their activities more effectively. In many cases, cooperation makes it possible to

create projects that individual organizations could not carry out on their own to the same extent. Cultural and creative sectors also contribute to the development of professional networks that facilitate the exchange of experience and support professional growth. Professional networks can help spread innovative

approaches and encourage cooperation among organizations operating in different cultural environments. Support for the circulation of cultural works is becoming increasingly important because audiences expect access to diverse cultural content. Through translation, distribution, and international

presentation, cultural works can reach audiences far beyond their original environment. Greater availability of cultural content helps people discover new stories, experiences, and perspectives on the world. Translators also play an important role in this process by helping overcome language barriers and making cultural

works accessible to new audiences. Translations contribute not only to the circulation of cultural content but also to a better understanding of different cultural and linguistic environments. In a digital society, new opportunities for presenting cultural works are emerging, allowing audiences to be reached through

different platforms and media. Digital technologies also facilitate access to cultural content for people who might otherwise have difficulty obtaining it. Cultural organizations are therefore seeking ways to combine traditional forms of presentation with new digital tools and services. The ability to

use digital technologies effectively is becoming an important part of the long-term development of cultural and creative sectors. At the same time, it remains important to maintain high-quality cultural content and support an environment that enables original and creative work. Cultural and creative sectors can be

a source of innovation that also finds applications in other areas of economic and social life. The combination of creativity, expertise, and new technologies contributes to the development of new services, products, and ways of communicating with audiences. Support for cultural and creative sectors therefore represents an

investment in the diversity of cultural content, in professional skills, and in society's ability to respond to future change. It is becoming increasingly clear that cultural and creative sectors are an important part of the environment in which new ideas, new forms of cooperation, and new opportunities for audience

development emerge. Their importance lies not only in creating cultural content but also in their ability to connect people, organizations, and experiences across different cultural and linguistic environments. Cultural and linguistic diversity remains one of the most important sources of creativity because

it enables new perspectives on the world and new forms of cultural expression. Cross-border cooperation helps cultural works reach broader audiences while also encouraging mutual understanding among different cultures. Translations also play an important role in this process by enabling stories, experiences,

and ideas to circulate among different linguistic environments. Digital technologies create new opportunities for access to cultural content while also supporting new forms of cooperation between cultural organizations and audiences. The digital transition also requires the development of professional skills

that enable cultural and creative sectors to fully benefit from the potential of new technologies. Support for professional development, education, and the sharing of experience contributes to the long-term sustainability of cultural activities and organizations. Independent media and quality journalism are of

exceptional importance today because they support diversity of opinion and access to reliable information. Media literacy also helps people navigate the digital environment and use information responsibly. Cultural and creative sectors help society remain open to new ideas, experiences, and forms of cooperation. Support

for culture, creativity, and diversity therefore represents not only support for individual activities but also support for an environment in which new opportunities for future development can emerge. The ability to combine creativity, knowledge, professional skills, and international cooperation will largely

influence the future shape of the cultural environment. Cultural and creative sectors therefore remain an important space for the emergence of new ideas, partnerships, and forms of cultural expression. Investments in culture, education, media, and creative activity are investments in diversity, openness, and

a shared future shaped by shared experience and common effort. Cultural and creative sectors are increasingly focused on discovering new talent and supporting creators who bring new perspectives and new forms of cultural expression. Supporting new talent helps ensure that the cultural environment remains diverse

and open to new ideas that can reach different audience groups. Cultural organizations therefore create opportunities for professional development, education, and international cooperation for both emerging and established creators. The development of professional skills is especially important during

periods of rapid technological change that affect both the creation and distribution of cultural content. Cultural and creative sectors are also exploring new ways of organizing their work in order to respond to changing audience needs and developments in the digital environment. The ability to adapt to

new conditions contributes to their resilience while also supporting their long-term competitiveness. Audiovisual works also play an important role in today's cultural environment by reaching broad audiences through a variety of distribution channels and media platforms. Greater access to audiovisual

content allows audiences to discover new stories, cultural experiences, and perspectives on the contemporary world. Support for the international distribution of cultural works helps high-quality content find audiences beyond its original linguistic and cultural environment. Cultural organizations, creators, and media

professionals therefore work together to create an environment that supports diversity of cultural content, creative freedom, and the open exchange of experience among people. Increasing attention is being paid today to the ways in which people discover cultural content and develop relationships with cultural

works in the digital environment. Cultural organizations are therefore seeking new ways of communicating with audiences that reflect the changing expectations of people from different age groups. Audience development is a long-term process that involves not only making cultural content accessible but also building

lasting interest in cultural life. Educational activities play an important role in this process because they can help people better understand cultural works and their broader context. Cultural and creative sectors are also seeking to reach audiences through different communication channels that allow content to be

adapted to various groups of users. Digital technologies create new opportunities for the circulation of cultural works while also supporting new forms of interaction between creators and audiences. In a digital society, the ability to identify high-quality content and critically assess information from different

sources is becoming increasingly important. Media literacy can help people navigate large volumes of information while also encouraging the responsible use of digital media. High-quality and trustworthy information is an important prerequisite for active participation in public life and for the development of

open public debate. Independent media help ensure that the public has access to different sources of information and can become familiar with diverse perspectives on social issues. It is becoming increasingly important to support an environment that enables the creation of high-quality media content while

protecting freedom of expression and editorial independence. Cultural and creative sectors help cultural content reach audiences in different parts of the world and find new opportunities for international visibility. International visibility of cultural works supports diversity in cultural

offerings while also contributing to better understanding among different cultures. Through cooperation, translation, and digital distribution, cultural works can cross linguistic and geographic boundaries and reach new audience groups. Cultural and creative sectors therefore create an environment that supports creativity,

diversity, openness, and society's ability to respond to future challenges.