

entry number __665__ from 15.09.2025

Dear Ms. Heidy Purga,
Minister of Culture of Estonia
Ministry of Culture of Estonia
Suur-Karja 23, 15076 Tallinn, Estonia

Subject: Proposal for Strategic Partnership in the International Consortium "Kyivan Rus: Common Heritage"

Dear Ms. Minister,

With deep respect for Estonia's longstanding tradition of preserving cultural heritage, we, the Charitable Foundation "Culture.UA," are pleased to address you with a proposal for strategic partnership. The profound historical connection between Ukraine and Estonia, rooted in trade routes and shared Baltic-Slavic influences, provides a strong foundation for our cooperation. Kyivan Rus maintained ties with Estonian lands through trade along the Baltic Sea and cultural exchanges, particularly during the Viking Age. Influences on trade, art, and early Christian practices through common Baltic connections underscore our shared legacy. Today, these ties remain a symbol of Ukrainian-Estonian diplomacy, offering a unique opportunity to revive and develop this heritage through the Consortium.

The International Consortium "Kyivan Rus: Common Heritage," established on August 28, 2025, for a term of 3+1 years (three years of core activities with an option to extend for one additional year to complete key initiatives), is already supported by the Ministry of Foreign Affairs of Ukraine, the Ministry of Education and Science, the Ministry of Culture and Strategic Communications, the Presidential Fund of Ukraine for Support of Education, Science, and Sports, and the Kyiv City State Administration. The Consortium unites leading Ukrainian institutions (details in Appendix 4) and seeks to engage Estonian museums and cultural centers to implement an ambitious plan that includes:

- Research on the history and culture of Kyivan Rus with publications in Scopus/WoS journals.
- Creation of a digital archive with over 650 objects, integrated with Europeana.
- Restoration of at least 7 monuments, including the frescoes of Saint Sophia's Cathedral.
- Organization of exhibitions in 20+ countries, attracting 300,000 visitors.

We propose:

- **Restoration of Monuments:** A pilot project for the restoration of Saint Sophia's Cathedral frescoes with the participation of experts from the Estonian National Museum, with a budget of 500,000 euros, planned for 2026.

- **Exhibitions and Cultural Exchange:** Creation of 100 paintings in collaboration with Estonian artists for exhibitions in 20+ countries, promoting our shared heritage.

- **Engagement of Artists:** Collaboration with Estonian artists and illustrators to create modern interpretations of Kyivan Rus heritage, including joint residencies and workshops, with subsequent integration of works into museum collections and promotion through Estonian cultural festivals.

- **Digital Heritage:** Development of an interactive archive of 650 objects with 3D models and virtual tours, integrated with Europeana, utilizing Estonian technologies, with a minimal environmental footprint through digital solutions.

- **Co-financing:** Joint application for Creative Europe and Horizon Europe grants of up to 1 million euros to cover costs for restoration, exhibitions, digital platforms, and promotional campaigns.

Benefits for Estonia:

- Your efforts will enhance Estonia's reputation as a global leader in cultural diplomacy, providing access to unique Kyivan Rus artifacts.
- Joint publications (>30 in Scopus/WoS) and restoration projects with leading museums will elevate the prestige of Estonian institutions.
- Economic impact from tourism (300,000 visitors, potentially generating up to 15 million euros in revenue for the cultural sector) and strengthened cultural ties with Ukraine.
- A platform to counter disinformation and promote European unity.

We request:

- Coordination with the Estonian government to secure approval, administrative support, and co-financing for the proposed initiatives.
- Engagement of leading Estonian museums (Estonian National Museum) in the project implementation, and we invite you to review the proposed list of institutions as a basis for cooperation, while welcoming your recommendations to expand or adapt this list to align with your priorities for broader partner engagement.
- Dissemination of project information with an invitation for museums and cultural higher education institutions (if under your jurisdiction) to join via QR codes in Appendix 2 and Appendix 3 (International Consortium "Kyivan Rus Common Heritage"), enabling their participation in the Consortium.
- We kindly ask you to join this project, which will not only revive centuries-old ties between our nations but also strengthen Estonia's position as a leader in preserving global heritage.

We expect the completion of the Google Form expressing intent to cooperate by October 15, 2025, via the link: <https://surl.li/ejzara> (full link: <https://docs.google.com/forms/d/e/1FAIpQLSfJIowy-62lOmnQs2B0FI4YfAYJu03mfd5e1rQe0Uy6dLBm1A/viewform>), and the submission of an official confirmation letter by November 1, 2025.

For detailed discussions, we are ready to organize an online or in-person meeting. Contacts: +380931676069 (WhatsApp) or info@cultureua.org (copy: ukrainian_culture@ukr.net).

Yours sincerely,

Ihor Boldin

Director,

Charitable Foundation "Culture.UA"



Appendices:

- Appendix 1. Detailed Proposal for Engaging Institutions
- Appendix 2. Presentation "International Consortium "Kyivan Rus: Common Heritage"
- Appendix 3. International Consortium "Kyivan Rus Common Heritage"
- Appendix 4. Composition of the Creative Council (Ukrainian Higher Education Institutions and Cultural Institutions)
- Appendix 5. Expected Outcomes of the Consortium (36–48 Months)
- Appendix 6. Letters of support from the Ukrainian Government