

12th PA Culture Strategic Project Development Workshop on Cultural and Creative Industries in the Baltic Sea Region Focusing on recovery, resilience and sustainability: the innovative power of CCI

Szczecin, 18 May 2021

Summary of the meeting: common position and recommendations proposed by Monika Klein (session moderator) and edited by workshop participants.

The 12th edition of the Workshop was devoted to the current situation of cultural and creative industries (CCI) in the Baltic Sea Region. The restrictions introduced in European countries due to the coronavirus pandemic have a serious impact on the condition of the cultural and creative industries and all entities that deal with cultural matters. In order to overcome current and future uncertainties, it is necessary to strengthen CCIs, in particular the sectors most affected by the crisis. Micro-enterprises, small and medium-sized enterprises, NGOs and other actors have been severely affected, but they are responsible for strengthening cultural diversity and are largely its vital force. Therefore, they deserve more appropriate assistance to overcome the negative effects of the current crisis and to stimulate in new ways the realization of their potential.

The three-part session followed by 4 thematic workshops provided different perspectives with diverse cases and practices from Estonia, Germany, Lithuania, Latvia, Poland, Finland and Sweden. The participants of the workshops exchanged experiences and formulated current needs that create some common ground in the field of culture and creative industries in the Baltic Sea Region. Some recommendations were formulated during the meeting, taking into account the multidimensional contexts of CCI.

In March 2020, all European countries were surprised by the need to completely **close down many sectors** of the economy, including cultural and creative institutions. The first month of the pandemic was marked by extreme emotions of fear for health, future and finances, but also by hectic activities, e.g. searching for masks, solutions for how people should work and how they should be paid for their work.

The cultural and creative sector with its non-standard employment structure - self-employment, small companies, various contracts, various ways of paying taxes - proved particularly difficult to systematize. We had to find a way to support this sector.

As a result, we realized how important culture was to us, and that we needed to focus on people, because they are the core of the creative industries.

The pandemic meant we had to **get out** of our comfort zone, and that meant we had to start thinking differently and acting differently.

Bureaucratic innovation - how we can use money - people start thinking in new ways because of new conditions. Consequently, we witnessed rapid proliferation of money, loans, mini grants, projects, scholarships.

Industrial innovation - cross innovation - contemporary production and consumption, connecting designers with smaller companies, new ways of working with manufacturing industry - art contributing to industry, cross residencies, for example artists have residencies in industrial companies rather than cultural places.

Cross innovation - these also respond to the needs of the contemporary market and community.

Diversification and education - We suffer from a lack of business education for artists on how they can function in the marketplace. The pandemic pulled out and showed these gaps in education.

The first reaction was - what to do, we have to cancel or at least postpone. Then we realized that we had to **find digital formats** because this situation would stay with us. And since then we've had a **very steamy learning process**. We started to listen - because **the needs have changed** - what the creative sectors need now, and now when you go digital, you don't adapt the work, **you have to rethink it**.

We are approaching, hopefully, the end of the pandemic and now what we need to do is **pick and choose and step up** - we can do more and more staffing physically, but obviously we need to build on all the smart things we did during the pandemic.

We had **time to think** - less action, more thinking - when we have more time to think, we can plan better - we can think in the long-term. What we need now - now we have more energy to focus on longer perspectives, new modules, ways to connect designers when it comes to new challenges like Industry 4.0 or digitalization. With pandemic come new social innovations - people want to act and be useful to society and local communities. Moreover, we are facing upcoming Industry 5.0, which is expected to focus on artificial intelligence, not

only as an industrial technology, but rather as a solution that extends the opportunities for people to collaborate with cutting-edge technologies, also in the social context. The Fifth Industrial Revolution will direct the development of humanity toward human-centricity and social-centricity using the latest technologies to help build a long-term strategy for sustainable development of the planet. In such a perspective **creative sector and designers skills will play a very important social role** in the future.

New projects, new distribution channels, new ways to connect. Without pandemic, it would take much more time to get out of silos.

Pandemic forces us to act and collaborate.

This time has also shown us that CCIs are extraordinary agile - which is good for the sector and for business.