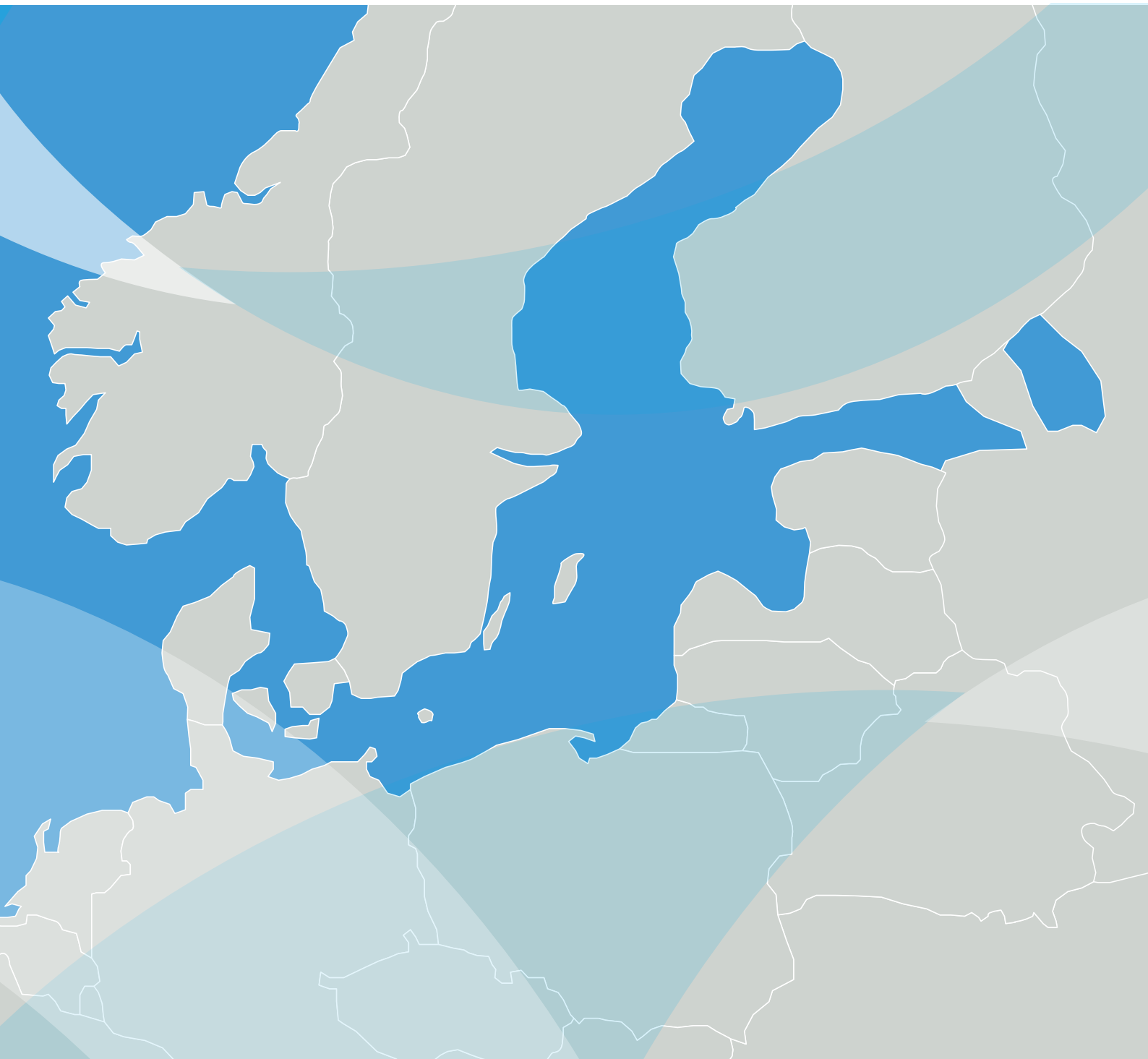


REPORT

POLICY AREA CULTURE

2016–2018



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POLICY AREA CULTURE

INTRODUCTION

Policy Area Culture and Creative Sectors (PA Culture) is one of 13 policy areas of the EU Strategy for the Baltic Sea Region (EUSBSR), that was introduced as the first macroregional strategy of the EU in 2009. After having lobbied successfully for this new Policy Area, the Ministry of Culture and National Heritage of the Republic of Poland, and the Ministry of Justice, European Affairs, Consumer Protection and Equality of Land Schleswig-Holstein, have taken on the role as Policy Area Coordinators. They are supported in the implementation of its action plan by the BSR cultural initiative and ARS BALTICA. PA Culture is supported by other BSR relevant stakeholders as well as ministries of culture from the BSR region within its steering group.



The Baltic Sea Region has an outstandingly diverse and attractive cultural life and a valuable cultural heritage. In total the creative and cultural industries contribute 5.3 % to Europe's GDP and employ 12 million people in full-time jobs. It is essential to promote these industries, in order to make the most of these assets and showcase the BSR's commonality. With the upcoming revision of the action plan of the EUSBSR this needs to be taken into consideration.

Creative industries, the arts and regionally linked cultural heritage programmes are sources of common identity and shared values. Building on these treasures will boost the commitment of the region to the EUSBSR and enhance territorial cohesion. Recognising culture as a resource for inspiring creativity and innovation, assists integration of creative and cultural sectors in the EUSBSR, while simultaneously enhancing economic growth and employment potential in the region.

PA Culture promotes the BSR's cultural assets and creative sectors and maximises their potential for societal change and innovation. All of PA Culture's activities aim at improving and facilitating cultural cooperation in the Baltic Sea Region. Furthermore, PA Culture's action plan contributes to the fulfilment of the overall objectives of the EU Baltic Sea Strategy:

- Saving the sea
- Connecting the region
- Increasing prosperity

Essential for PA Culture work is the appointment of flagships. These flagships are unique and outstanding projects from the cultural and creative sectors in the BSR, in various stages of development and funding. PA Culture strives to achieve its aims, by showcasing and supporting the flagships through their implementation stages. You can find out more about our flagships in the flagship section of this report.

ORGANIZING STRUCTURE

Policy Area Coordinators

Within Policy Area Culture and Creative Sectors, the Policy Area Coordinators (PACs) are the Ministry of Culture and National Heritage of Poland and the Ministry of Justice, European Affairs, Consumer Protection and Equality of Land Schleswig-Holstein, Germany. They have taken on joint responsibility for the implementation of the PA Culture action plan, for the review of concepts, instruments and the choice and focus of projects of the Policy Area.

Organizing Partners

● ARS BALTICA

The cultural initiative ARS BALTICA supports cultural cooperation within the Baltic Sea Region and beyond, advocates for the importance of arts and culture on the political level and promotes cultural life around the Baltic Sea. ARS BALTICA was established on the initiative of the various ministries of culture of the Baltic Sea Region in 1991 and it maintains tight links with the Council of the Baltic Sea States (CBSS). Within PA Culture, ARS BALTICA is mainly responsible for communication and media, as well as designing workshop and seminar formats. Its network enables close cooperation with the cultural initiatives of the region.

● Nordic Council of Ministers

The Nordic Council of Ministers (NCM) is the official inter-governmental body for cooperation in the Nordic Region. In terms of cultural cooperation, the NCM sees its overall objectives as encouraging diversity of cultural expression, and promotion of artists and their artwork. The NCM supports the coordinators of PA Culture, both politically and for its projects.

● Northern Dimension Partnership on Culture - NDCP

The Northern Dimension Partnership on Culture (NDPC) focuses on improving operational conditions for cultural and creative industries, bridging the gap between various sources of funding and strengthening cooperation between project owners, business communities, the public sector and international institutions throughout Northern Europe.

● Senior Officials Group for Culture of the CBSS

The SOGC is the governing body for cultural policy at the Council of Baltic Sea States. The Council of the Baltic Sea States is an overall political forum for regional cooperation. Consisting of 11 member states (Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia & Sweden), as well as a representative of the European Union, it supports a global perspective on regional problems. These include politically and practically translating the UN Sustainable Development Goals, the Paris Climate Agreement, the Sendai Framework on Disaster Risk Reduction, the Palermo Protocol and the UN Convention on the Rights of the Child, into regional actions on the ground.

● Baltic Region Heritage Committee

The Baltic Region Heritage Committee – BRHC was established in 1998 and is composed of nominated representatives of state authorities, in charge of national heritage management in ten countries. The activities focus both on intrinsic value of cultural heritage and its sustainable management. The BRHC promotes the potential of cultural heritage as a strategic resource for developing the Baltic Sea Region.

● Steering Group

The PA Culture Steering Group (SG) aims to ensure that PA Culture activities are aligned with the interests of the whole region. The SG is made up of representatives of the various ministries of culture of the Baltic Sea states, as well as of relevant BSR organizations dealing with cultural affairs. The SG contributes to decision making with regard to the further development of the Policy Area, its objectives, projects, cooperations and guiding principles.

The Steering Group consists of members from the following institutions:

Ministry of Culture of Denmark
 Ministry of Culture of Estonia
 Ministry of Education and Culture of Finland
 Ministry of Culture of Latvia
 Ministry of Culture of Lithuania
 Ministry of Culture of Norway
 Ministry of Culture of Sweden
 Ministry of Culture and National Heritage of Poland
 Ministry of Justice, Cultural and European Affairs of Land Schleswig-Holstein

ARS BALTICA – Initiative for Culture
 Baltic Development Forum (BDF) (until 2018)
 Baltic Sea States Sub regional Cooperation (BS SSC)
 Council of Baltic Sea States Secretariat (CBSS)
 Baltic Region Heritage Committee
 Nordic Council of Ministers (NCM)
 Northern Dimension Partnership on Culture (NDPC)
 as observers: Union of the Baltic Cities (UBC)
 EUSBSR PA Education
 EUSBSR PA Tourism

New Steering Group members are always welcome, such as ministries of culture from non-EU BSR countries.

Furthermore, PA Culture is maintaining a close relationship with the Directorate-General (DG) Education, Youth, Sport and Culture of the European Commission, whose representative is a regular participant of PA Culture Steering Group Meetings. Also, PA Culture is actively working with other Policy Area coordinators, for example with PA Tourism. PA Innovation was a partner in the organization of the seminar 'Sharing Heritage Through Digitalisation: The added value of Virtual Reality for BSR Cultural Heritage' at the EUSBSR Annual Forum 2018 in Tallinn.

ACTIONS AND OBJECTIVES

For the implementation of the Policy Area Culture and Creative Sectors Action Plan, four areas have been identified as major action fields to refer to:

1. Promoting the BSR's cultural and creative industries and encouraging creative entrepreneurship.

The creative industries are one of the major drivers of the economy, as well as becoming increasingly important in regional development. An exchange of ideas, know-how and experience will help to further develop the creative potential across the whole BSR and sharpen its profile as a creative, innovative and competitive region.

2. Promoting and presenting BSR's culture, using the innovative force of culture for societal development.

The diversity, quality and appeal of culture and the arts of the BSR will be presented in all of its variety and complexity. The main objectives of this action are to promote the BSR as a rich and attractive cultural entity and as a result encourage regional engagement and investment in cultural projects and interventions. Spill-over effects will result in greater innovation in economy and society, helping to strengthen civil society and its institutions.

3. Preserving and presenting the BSR's cultural heritage and strengthening the cultural identity of the region.

The Baltic Sea Region is rich in traditions and history, and its diversity and richness, its contradictions and conflicts together create a unique cultural heritage, shaping the identity of the region. PA Culture aims to support integration of the areas within the BSR, by exchanging knowledge and experiences pertaining to the region's culture and its heritage. In addition, transnational cooperation in preservation of cultural heritage is becoming increasingly important. Regional identity and strength is established and enhanced as neighbouring regions find ways to coexist by working together on ownership of cultural heritage together.

4. Developing an efficient framework for BSR cultural cooperation.

This action aims at strengthening and integrating BSR cultural policy cooperation, with a view to develop synergies, join forces and avoid duplication of activities. Intensified dialogue and cooperation between the main BSR cultural players will strengthen intercultural networking, regional development and social cohesion. Representatives of all member states and the relevant BSR organizations are involved in the PA Culture strategy's activities through a Steering Group.



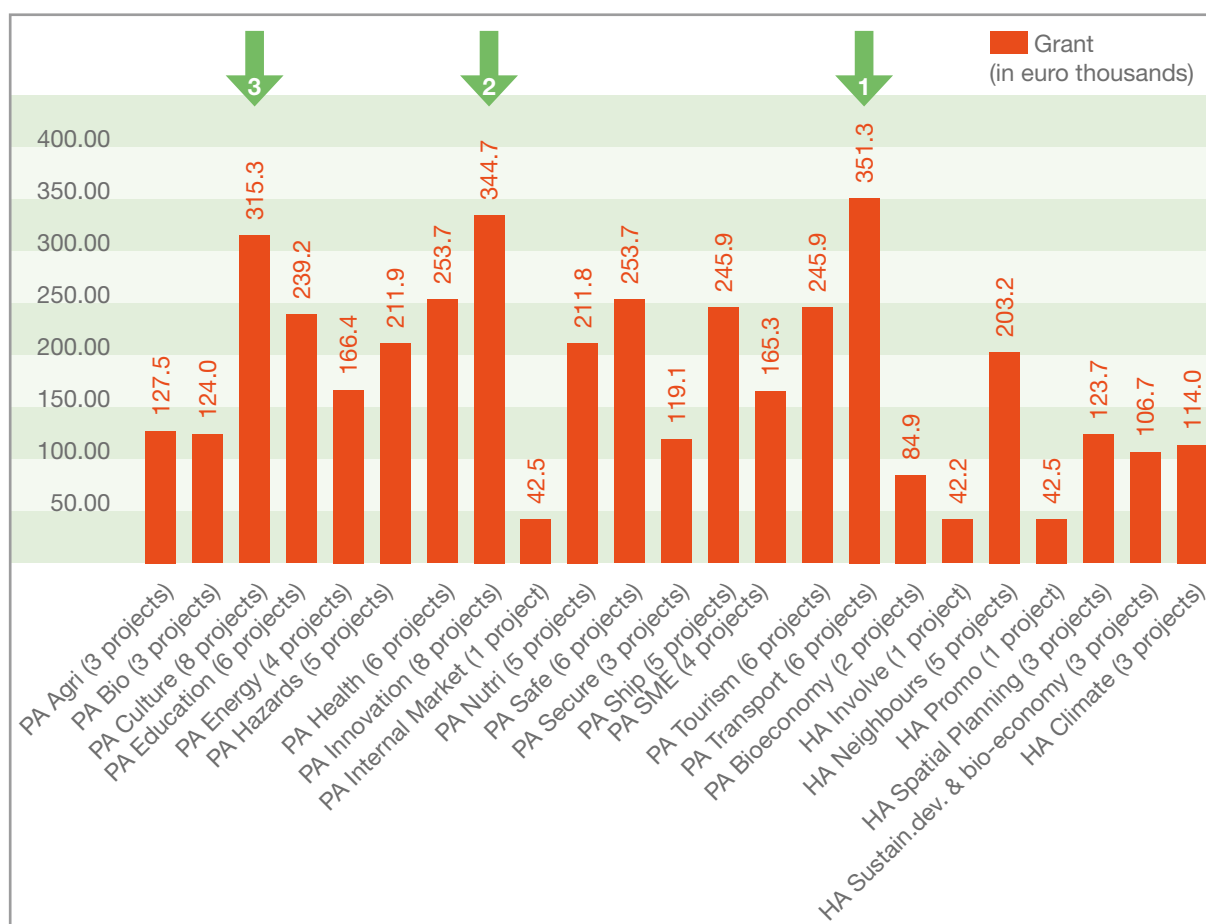
Source: Interreg Baltic Sea Region
(interreg-baltic.eu)

ACHIEVE- MENTS

By implementing these actions and objectives, added values of Policy Area Culture and Creative Sectors (CCS) are:

- Improved **visibility & awareness** for the culture and creative Sectors.
- A gain of **political weight** for cultural cooperation in the BSR
- Better strategic **project development** in the cultural field
- Better funding framework for **seed money**
- The opening of a window for **funding opportunities**
- Improved **cooperation** between the different cultural actors

Seed money ranking EU Strategy for the Baltic Sea Region (BSR)



Six flagships of PA Culture achieved long-term funding since 2016 or later. With regards to the promotion of and was selected for funding. Creative Ports is an initiative aimed at developing the internationalization of cultural and creative industries in the Baltic Sea Region. It is Creative Ports' ambition to foster growth and employment in the cultural and creative industries, by enhancing their international exposure, presence and status. The project development and its enhancements has been supported by PA Culture for several years.

With regards to the use of culture for societal development, PA culture successfully supported the project **UrbCultural Planning**. The main objective of the project is to advance the Baltic Sea Region's performance in citizen-citizen and citizen-city authorities' cooperation, in order to increase urban social innovation, inclusion, and sustainable development of neighbourhoods in cities and towns in rural areas. UrbCultural Planning as well as Creative Ports successfully applied for the 3rd BSR Interreg call.

Concerning the preservation and presentation of the Baltic Sea Region cultural heritage, the Interreg funded project **BalticRIM** started its work in late 2017. CrossMotion and the Baltic Game Industry project became Interreg BSR funded projects in 2016, while Cross Motion is funded by Erasmus+. The flagships will be described in detail in the following chapters.

One of the central points in the work of PA Culture, was the question of funding for culture, the creative industries and the arts in the Baltic Sea Region. In the Steering Group meeting in June 2017, members raised the question of **political lobbying for better funding conditions for cultural projects**, in the next multi-annual framework of the EU in the BSR. The Steering Group agreed to draft a policy paper and discuss it in the next meeting. The idea for such a paper emerged against the background of poor funding opportunities for cultural projects and the increasing importance of culture in times of growing Euroscepticism. During the following months, policy coordinators in cooperation with the CBSS developed the policy paper, bringing the considerations of the June meeting into a text. This did not achieve a consensus in the Steering Group, as some members decided not to be mandate for policy recommendations with regards to a Multiannual Financial Framework.

The position paper focussed on two main objectives, namely 'culture as a tool to help defeat the crisis of European integration' and 'culture and its contribution to achieve European priorities (growth & jobs, innovation, identity, integration and social cohesion, external relations and neighbourhood policy)'.

PA Culture coordinator and Lead Partner, the Ministry of Justice, Cultural and European Affairs of Land Schleswig-Holstein, who is also a member of BSSSC board, proposed the paper to the BSSSC Board afterwards. In its meeting on May 23rd 2018, the BSSSC board adopted a position paper on culture, prioritising the need for culture to be at the heart of regional and European politics. It was forwarded to the foreign offices of BSR states, to several DGs of the European Commission and the Committee of the Regions. It was picked up in the 'BSSSC Annual Conference Declaration' in September 2018, as well as in the second BSSSC paper on the Multiannual Financial Framework and Cohesion Policy and adopted by the BSSSC board on September 10th 2018.

Concerning events, PA Culture organized four different formats of events. These were: firstly, Strategic Development Workshops, tailor-made for the flagships of PA Culture as well as cultural actors on a more local level. Secondly, the Steering Group Meetings, while the third are seminars at the Annual Forums of the EUSBSR. The fourth format is a Capacity Building Workshop, which was held in Gdansk, in March 2018. These formats and the specific events will be described in detail in the next chapter.

Overall, the communication and interaction structures of cultural actors in the BSR have been strengthened and deepened. Cultural actors of all areas join the Strategic Project Development Workshops and share their experiences. This includes actors from creative industries, members of national ministries, university teachers and artists. The Steering Group meets regularly and brings together representatives of nearly all BSR countries, (Russian participation is still a challenge). In daily business, coordinators are in close contact with the CBSS, Baltic Region Heritage committee (BRHC) and DG of Education Youth Sport and Culture, from the European Commission. This leads to close

communication and synergies, e.g. in March 2018 a Strategic Development Workshop on Cultural Heritage was held in close cooperation with the Baltic Region Heritage Committee.

Another focus in the last couple of years was a cross-over cooperation with other Policy Areas. A cooperation with HA Climate led to a seminar event on the EUSBSR Annual Forum 2017, titled 'Culture as a Driving Force for Sustainability'. Cooperation with PA Innovation resulted in organizing a Project Development Workshop in March 2018 on 'Cultural Heritage and Digitalization'. The seminar event 'Sharing Heritage through Digitalization – The Added Value of Virtual Reality' at the EUSBSR Annual Forum 2018, was the outcome of a collaboration with PA Innovation

ACTIVITIES | PRESENTING FORMATS

One of the core objectives of the EUSBSR is connecting people in the region. PA Culture is actively fulfilling that goal by being present in the region through a number of activities. Also disseminating information about what the strategy is working on and how potential cultural and creative actors can join PA Culture in its mission.

Overall, PA Culture has organized and facilitated thirteen events from mid-2016 to the end of 2018 in the previously mentioned different formats.

The first format is a continuation of the **Strategic Development Workshops** that came into being in 2015. The aim of the Strategic Development Workshops is to bring together the PA Culture flagships, support their developments and activities and get to know their challenges. Further, participants on a local level are also invited. At the workshops, PA Culture provided consultation possibilities with funding experts and invited experts for presentations on the latest trends in cultural developments. The workshops took place in Stockholm, Berlin, Kaliningrad and Gdansk. This well received format will be continued in 2019 and 2020.

The second format is the **Steering Group Meeting of PA Culture** that took place four times from mid-2016 to the end of 2018. Three were held at the Annual Fora of the EUSBSR and an additional one was organized in Gdansk in March 2018. The Steering Group Meeting is the gathering of representatives of the various cultural ministries and cultural players in the BSR and the most important platform to debate on the development of PA Culture.

The third format has been **seminars at the Annual Fora of the EUSBSR**. PA Culture in conjunction with ARS BALTICA held a seminar at each of the Annual Fora in Stockholm 2016, Berlin 2017, and Tallinn 2018. These meetings are a great opportunity to showcase and discuss cultural activities and their support through PA Culture. PA Culture considers it extremely worthwhile to be present when cultural players and decision-makers from the region have a chance to meet. The topics of the seminars ranged from diversion and inclusion, to sustainability, as well digitalization and the cultural heritage.

In addition, one **Capacity Building Workshop** took place in March 2018 in Gdansk at the Baltic Sea Cultural Centre. It was a cross-sectoral collaboration, aimed at joint flagships with other Policy Areas and exploration of new funding sources.

STRATEGIC PROJECT DEVELOPMENT WORKSHOPS

The concept of the Strategic Project Development Workshops organized by PA Culture is to support the flagships and their potential development. The goal is to advance innovative and successful CCS projects in the Baltic Sea Region. Five workshops were organized in this report's timeframe. The first workshop of that period, which was the 4th Strategic Development workshop, was facilitated by PA Culture, and took place at Stockholm's Goethe-Institut.

> 4th Strategic Project Development Workshop, November 2016 Stockholm

The workshop took place in conjunction with the 7th Annual EUSBSR Forum in Stockholm at the Goethe-Institut. The workshop was organized by ARS BALTICA in close cooperation with Intercult, a local production and resource unit. On the first day, the focus of the workshop was on the topic of audience development. Experts Chris Torch, Senior Associate and Program Director of Intercult, and Agata Etmanowicz from Impact Foundation, addressed the 40 participants. Chris Torch introduced a theoretical framework, while Agata Etmanowicz was in charge of a practical mini-workshop. On the second day of the workshop, representatives of PA Culture flagships were given the unique chance to learn about Horizon 2020 and the Interreg BSR programme, through presentations by Johan Lindberg from Vinnova, and Daniel Sköld from the Swedish Agency. The second day provided opportunity for debates with funding experts, among each other and with the PA Culture coordinators.

“The key to a progressive and effective re-construction of public cultural policy is that which is called ‘audience’ – the imagined participant and presumed commissioner, the ticket buyer and taxpayer.”

Chris Torch, Senior Associate and Program Director Intercult

> 5th Strategic Project Development Workshop, June 2017 Berlin

The title of the 5th Strategic Project Development Workshop was ‘Evaluate – Learn – Create’, focussing on new ideas and visions for better Baltic cooperation. It was held at the Polish Institute in Berlin, a day before the start of the 8th Annual Forum of the EUSBSR, which also took place in Berlin. The workshop started with a presentation of flagships as well as new projects, connected participants through open discussions, and acted as an incubator for new ideas in the form of fish-bowl debates. The workshop ended with consultations on funding opportunities.

> 6th Strategic Project Development Workshop, September 2017 Kaliningrad

The 6th Strategic Project Development Workshop was organized in close collaboration with Territorium Film and the Hanse-Office Kaliningrad, and supported by the Government of Kaliningrad Region. The workshop took place in September 2017 at the Museum of the World Ocean in Kaliningrad. The session was titled 'Exchange – Involve and Create'. Its aim was to build fruitful ties among cultural actors from Russia and the whole Baltic Sea Region.

The workshop saw the presentation of various related cultural projects and initiatives, ranging from funding to production and festivals such as Art-Eco-Dome, National Center for Contemporary Arts Moscow (NCCA), Festival Sosedi and Creative Climate Leadership. As it has become a highly appreciated tradition of the Strategic Project Development workshops, there was ample time for consultations and discussion about funding opportunities. There was a strong wish of the Russian participants for more practical cooperation with cultural actors in the Baltic Sea Region in future and for maintaining cultural networks across borders.

> 7th Strategic Project Development Workshop, March 2018 Gdansk

The focus of the 7th Strategic Development Workshop in Gdansk was on cultural heritage and aspects of digitalization. It took place at the Baltic Sea Cultural Centre and was held in collaboration with the Council of the Baltic Sea States (CBSS) and the Baltic Region Heritage Committee. The programme of the session was organized especially for existing and emerging projects, as well as project managers who were in the development stage of their projects and who were looking for potential partners. One highlight of the workshop was a study visit to the St. John Centre in Gdansk, to gain insights on how this old church is now run as a cultural centre, dedicated to hosting exhibitions, live music, and visual performances.

The workshop was opened by Anna Enemark, CBSS Senior Adviser for Culture and Education, Baiba Mūrniece – Baltic Region Heritage Committee, as well as Larry Ugwu and Magda Zakrzewska-Duda from the Baltic Sea Cultural Centre. The focus of the first day was on presentations and discussions about the common Baltic cultural heritage, while the second day was all about the consequences of digitalization in working with our cultural heritage.

“Our cultural heritage is more than the memory of our past;
it is the key to our future.”

Tibor Navracsics, European Commissioner for Education, Culture,
Youth and Sport.

> 8th Strategic Development Workshop, 2018 Rendsburg

The next Strategic Development Workshop was held at Nordkolleg Rendsburg in the region of Schleswig-Holstein, the home of ARS BALTICA. It took place on November 2018.

A major outcome of the workshop was an application that was handed in at the Swedish Institute's Baltic Sea Cooperation programme for seed funding. The application, titled 'BALTIC SEA CULTURAL CITIES – Connecting Citizens and Cities through Culture', aims to increase the visibility of the Baltic Sea Region's creativity, cultural impact and cultural heritage, to a wider public and thus strengthen connections in the region. The applicant organization is the Council of Baltic Sea States.

The project's goal is to annually or biannually nominate 'Baltic Sea Cities of Culture'. In order to counter growing nationalism and populism, the project wants to create a 'We-Feeling' in the Baltic Sea Region and address a BSR identity.

Conclusion

Organizing another round of Strategic Development Workshops from 2016 to 2018 was again a great opportunity to connect with and meet creative experts and their initiatives from the BSR, as well as to explore future cooperation possibilities. Once more, as in the first to third workshops held in 2015 and 2016, sufficient time was given for networking and bringing together various flagships, projects, and concepts, thus furthering cultural cooperation in the BSR. Cultural institutions and players in the cultural and creative industries are facing rapidly evolving challenges like digitalization, a fragmentation of audiences and finding new ways to address the common cultural heritage in the Baltic Sea Region. The organizers of the Strategic Development Workshops tried to reflect on these changes, through inputs from experts in these fields during the sessions. These inputs resulted in very informed discussions, on how the flagships are positioned in relation to these developments.

In the last PA Culture report from 2015/16 some guidelines were developed on how to organize the Project Development Workshops. These guidelines were taken into consideration and have proven to be successful:

- Once again, consultation with funding experts was an integral part of the workshops.
- Projects at various stages were invited to the workshops, so that projects were able to learn from each other. Not only flagships were invited, but also projects on a local level.
- Networking was regarded as the backbone of the format since it ensures close cooperation in the Baltic Sea Region.
- In recent times, there is a broader openness for creating a frame in order to reflect upon new strategic projects that have a potential to become a flagship project in the future.

When looking back at the four Strategic Project Development Workshops of the 2016 – 2018 period, fruitful debates were made possible through:

- Inputs from experts in rapidly developing fields like digitalization.
- Presentation of best-practice examples.
- The exchange between experienced and inexperienced actors, regional, sub-regional and international projects as well as projects of different sizes.

STEERING GROUP MEETINGS

> Annual Forum Stockholm, November 2016

The EUSBSR Annual Fora are the essential meeting points for anybody engaged in transnational activities in the Baltic Sea Region. It has become a tradition to organize a Steering Group Meeting of PA Culture back-to-back with the Annual Fora. The 7th Forum of the EU Strategy for the Baltic Sea Region took place in Stockholm and was titled 'One Region, One Future – Vision 2030 for the Baltic Sea Region'. More than 1,300 participants were in attendance.

The conference was opened by the Prime Minister of Sweden, Stefan Löfven, followed by Prime Minister of Finland, Juha Sipilä and European Commissioner for Regional Policy, Corina Crețu. This demonstrated the value of the Annual Forum.

PA Culture was very present at the Forum, by organizing a seminar on 'How do CCSs Encourage Cooperation, Innovation and Inclusion in a Culturally Diverse Baltic Sea Region?' as well as organizing a Steering Group Meeting. During the Steering Group Meeting, topics that were discussed included the BST Cultural Dialogue, the current Seed Money call of Interreg and the 2nd Interreg BSR call, activities for a better funding framework for culture after 2020, as well as the outlook for the next Strategy Forum of the EUSBSR in Berlin in 2017.

> Annual Forum Berlin, June 2017

The 8th Annual Forum of the EUSBSR was held in Berlin and hosted by the German Federal Foreign Office, together with CPMR – Baltic Sea Commission. The theme of the Annual Forum was 'Connectivity'.

PA Culture followed this motto and connected the steering group members of PA Culture, at a joint meeting with the Senior Official Group on Culture of CBSS, the ARS BALTICA Organizing Committee, and the Northern Dimension Partnership on Culture. It took place at the Polish Institute in Berlin.

The meeting kicked off with reports about the current and planned activities of the various representatives.

One of the most important outcomes of the meeting was an agreement that better funding is needed and should be actively campaigned for. It was agreed that a policy paper highlighting the achievements and importance of culture in the Baltic Sea Region will be composed for policy makers in the area.

> Gdansk, March 2018

The next Steering Group Meeting took place in March 2018 in Gdansk. The meeting saw the discussion of, and reports about, activities of PA Culture in 2018 – 2020, a discussion about the policy paper that originated from the Steering Group Meeting, and an update of the latest funding possibilities and ongoing applications.

The Policy Paper on Culture that was discussed, focussed on two main objectives: culture as a tool to help defeat the crisis of European integration and culture, and its contribution to achieve European priorities (growth & jobs, innovation, identity, integration & social cohesion, external relations and neighbourhood policy). Due to administrative restrictions, there was broad support for the idea that BSSSC should take on the responsibility to further develop the paper.

> Annual Forum Tallinn, June 2018

The theme of the Annual Forum of the EUSBSR 2018 was 'The Baltic Sea Region after 2020'. The forum was hosted by the Ministry of Foreign Affairs of Estonia, together with the Baltic Development Forum, in close cooperation with the European Commission, Ministry of Environment and other partners.

PA Culture took the opportunity to organize a Steering Group meeting, which was attended by representatives of several national ministries of the states of the Baltic Sea Region. Once again, the steering group meeting served as a valuable platform of exchange between governmental representatives, cultural players, and PA Culture coordinators.

Among the topics discussed were the announcement of the revision of the action plan for the EUSBSR, which is due in 2019, and the organization of the Baltic Sea Youth Camp, which will take place in June 2019 back-to-back with the Annual Forum in Gdansk. It was previously reported that 269 projects submitted applications for the 3rd Interreg call, among them two PA Culture flagships. On the one hand 'Creative Ports' in the field of creative sectors and young start-ups, which is going to develop internationalization-strategies and online learning. On the other hand 'UrbCultural Planning' which is going to demonstrate how urban transformation can be triggered by artistic and cultural actors. Both applications were successful and are now up and running.



Members of the PA Culture Steering Group at the Steering Group Meeting in Tallinn, 2018.

SEMINARS AT ANNUAL FORUMS

At each of the Annual Fora in Stockholm 2016, Berlin 2017, and Tallinn 2018 of the EU Strategy for the Baltic Sea Region (EUSBSR) a seminar was organized by PA Culture, focusing on aspects of cultural developments in the Baltic Sea Region.

> Stockholm, November 2016

The 7th Annual EUSBSR Forum took place in November 2016 in Stockholm. A seminar session titled 'How do CCSs Encourage Cooperation, Innovation and Inclusion in a Culturally Diverse Baltic Sea Region?' was organized and carried out by ARS BALTICA. The session was opened by Alice Bah Kuhnke, as the Swedish Minister for Culture and Democracy who, in her opening remarks stressed the importance of PA Culture's efforts.

The panel on cultural diversity also featured Bernd Hemingway, Deputy Director of the Council of Baltic Sea States, academic Tove Malloy, Director of the European Centre for Minority Issues and the three cultural practitioners Lawrence Ugwu, Director of the Baltic Sea Cultural Centre Gdansk, Susanne Reuszner, from Cirkus Cirkör and Anna Hakiel from Give Something Back to Berlin.

All projects that were presented by the panellists were united in the idea of encouraging participation, and focusing on building strong diverse communities, that integrate people with different backgrounds. The debate and feedback from the audience focused on how to bring this kind of discussion to a bigger platform, and ways to highlight cultural activity as a driving force for regional integration, democracy, and economic progress.

"Culture needs to be free, but at the same time it is also obvious that a free and vibrant cultural life is the very basis for a vital and sustainable democratic society."

Alice Bah Kuhne, former Swedish Minister for Culture and Democracy

> Berlin, June 2017

The session ‘Culture as a Driving Force for Sustainability’ was jointly organized by ARS BALTICA, PA Culture as well as HA Climate – Baltic 2030. The seminar featured first-rate speakers Anke Spoorendonk, Minister for Justice, Culture and European Affairs of Schleswig-Holstein, Ms. Dr. Camilla Bausch, Director Ecologic Institute, Ms. Dr. Ulrike Boskamp, Arthur Boskamp Foundation and Krista Kampus, CBSS Secretariat Head of Baltic 2030 Unit and EUSBSR HA Climate. The session was moderated by Alan Atkisson and enjoyed by about 100 people in the audience.

In the course of the seminar, four best-practice projects were presented as well, in order to highlight the potential of and different approaches to, sustainability in their work: (1) ART INCUBATOR LODZ, (2) Deborag di Meglio’s work on Establishing Identity, (3) Cultural Planning, and (4) Creative Climate Leadership. The audience and the panellists debated intensely around the fact that it’s really in the middle grounds, at the cross-roads, where it is possible to tackle environmental and societal changes.

“Cultural leaders need to be educated, so that they know more about how to be sustainable, so that they can integrate it properly in their art or cultural practice.”

Camilla Bausch, Ecologic Institute.

“One of the things I really learned today, is not to make the differences of the boxes [sectors in society] too strong. To make a difference so strong between a person who claims to be an artist and for example who claims to be she’s a politician, I think that’s the real mistake. I’m all for the modelling and the mixtures now.”

Ulrike Boskamp, Arthur-Boskamp-Foundation



8th Annual Forum of the EU Strategy for the Baltic Sea Region in Berlin.

> Tallinn, June 2018

The seminar during the Annual Forum of the EUSBSR took place at Cauldron Hall in Tallinn. It was titled 'Sharing Heritage Through Digitalisation: The added value of Virtual Reality for BSR Cultural Heritage' and was moderated by Ragnar Siil, founder and managing partner of Estonian company Creative Lab. The panel gathered leading experts in the latest developments of virtual reality and cultural heritage: Mr Ott Roots, Project Manager, Motor Agency VR Centre Estonia, Mr Maciej Hofman, Policy Officer, Culture - Cultural and Creative sectors, European Commission, and Ms Ineta Zelča Sīmansone, Director, Creative Museums Latvia.

2018 was the European Year of Cultural Heritage and the session offered valuable contributions on the latest advances to the role of technology in our common cultural heritage. The panellists discussed what chances and added value new technologies and especially virtual reality might contribute, and proposed good practices that should be shared. The session also featured several examples of how Virtual Reality can fulfil the role of a benefit for presenting and experiencing cultural heritage.

CAPACITY BUILDING WORKSHOP

> Gdansk, March 2018

Thirteen participants took part in a Capacity Building Workshop which was held by PA Culture in March 2018, in Gdansk at the Baltic Sea Cultural Centre. It was a cross-sectoral collaboration, aimed at connecting joint flagships with other Policy Areas and exploring new funding sources. Participants also discussed the added values of working in a macro region. PA Bio Economy and PA Education presented two of their flagships and funding opportunities were presented by Swedish expert Daniel Sköld. Ideas for new flagships, involving stakeholders in joint development processes, were debated.

One of the topics discussed was the idea of developing a new label 'Baltic Sea Cultural City', an idea generated by the City of Kiel and presented at the Strategic Project Development Workshop in Berlin, in June 2017. Another strategic discussion focused on the challenge to foster youth participation in societal matters, via cultural means. This was connected with the question of whether an annual BSR Youth Camp could be helpful, to improve intercultural understanding and a feeling of togetherness in the BSR.

FLAGSHIPS

HOW TO BECOME A PA CULTURE FLAGSHIP?

The objectives of the EUSBSR Policy Area Culture and Creative Sectors Action Plan are implemented by way of flagships. These are projects which demonstrate the progress of the EUSBSR and serve as pilot examples for the four PA Culture Strategies. To become a flagship, the project firstly needs the support of the PA Culture Steering Group, who in turn needs to ensure the project supports the objectives of PA Culture, and is in line with the overall objectives of the EUSBSR. Flagships play a crucial role in meeting the targets of the EUSBSR and putting into practice the objectives of the Policy Area Culture.

PA Culture flagships must fulfil the following key criteria:

1. Have a high macro regional impact
2. Contribute to fulfilling the objectives and targets of PA Culture
3. Relate to the implementation of one or more actions of PA Culture

Flagships are also expected to:

1. Have a clear transnational dimension
2. Be mature for implementation in terms of:
 - being able to be implemented within a realistic timeframe
 - having a clear financial and activity plan
 - having established a partnership and identified a flagship project leader



6 flagships

> 81 partners

11 countries

> 100 000 participants

OUR FLAGSHIPS

It's PA Culture's core activity to support unique and innovative cultural and creative projects from across the region, in developing their project on the way to funding. Through flagship status, they gain visibility and will have a better chance in gaining long-term funding. The Strategic Development Workshops of PA Culture are a means to connect the different flagships. There are currently six flagships, among which five are receiving Interreg BSR funding and one is funded by Europe+. Four flagships are already completed or inactive.



Team members of the Baltic Games Industry flagship with Berlin's mayor Michael Müller at Gamefest" © GRZEGORZ KARKOSZKA

BALTIC GAME INDUSTRY

Empowering a Booster for Regional Development

The flagship project Baltic Game Industry contains three work packages: Favourable Framework Conditions for the Baltic Game Industry, Incubation Capacity Building and Virtual Reality in non-game sectors. The project 'Baltic Game Industry' (BGI) develops practical solutions to strengthen the digital game industry in the Baltic Sea Region (BSR) and establish it as a competitive global player.

A powerful partnership with 47 organizations (22 full partners and 25 associates) from the eight BSR countries is established to execute the Baltic Game Industry project. The Baltic Game Industry project became an Interreg-funded project in 2017.

Within the project in 2017/2018, the landscape of the regional game industries, and the VR implementation in non-entertainment industries within the BSR, have been mapped out. Further, in each country, potential areas for improvement strategies were detected and work groups with the relevant stakeholders included have been established. Interviews conducted with start-up companies and incubators are the basis for the incubation pilots and the strategical guidelines.

STATUS: PA Culture Flagship, Interreg BSR funding

DURATION: 36 months. October 2017 – September 2020

PARTNERS: BGZ Berliner Gesellschaft für internationale Zusammenarbeit (Germany), State of Berlin (Germany), Hamburg Institute of International Economics (HWWI) (Germany), HTW Berlin University of Applied Sciences (Germany), University Medical Center Hamburg-Eppendorf (Germany), Norddjurs Municipality (Denmark), Dania University of Applied Sciences (Denmark), Unit of Clinical Alcohol Research (Clinical Institute, University of Southern Denmark) (Denmark), Tartu City Government (Estonia), Tartu Science Park Foundation (Estonia), City of Helsinki (Finland), Metropolia University of Applied Sciences (Finland), Neogames (Finland), Ventspils City Municipal Authority 'Ventspils Digital centre' (Latvia), Foundation 'Ventspils High Technology Park' (Latvia), AHK Service SIA (Latvia), Public Institution Lithuanian Innovation Centre (Lithuania), Kaunas Science and Technology Park (Lithuania), Krakow Technology Park LLC (Poland), Institute of Psychiatry and Neurology (Poland), Invest Stockholm Business Region, (Sweden) Swedish Games Industry Association of Swedish Game Developers (Sweden).

BALTICRIM

Baltic Sea Region Integrated Maritime Cultural Heritage Management

BalticRIM contributes to the preservation of maritime heritage of the Baltic Sea, now that the use and exploitation of marine areas is cumulating to unpredictable dimensions.

Within the project, the Maritime Cultural Heritage (MCH) experts and professionals wish to make maritime spatial planners aware of the importance of the Baltic Sea for cultural heritage, to develop cultural heritage information and to disseminate knowledge, so that maritime heritage can be properly taken into account in ongoing Maritime Spatial Planning.

In 2017 and 2018, the project started by mapping and analyzing the gaps of MCH data and the challenges of integrating the MCH knowledge and concern to MSP-processes, which are in different stages in partner countries. The project has started to overcome and mitigate these challenges. The project will strengthen the competence of cultural actors, especially of the heritage sector, and the integration of cultural objectives to macro-regional development measures.

STATUS: PA Culture Flagship, Interreg BSR funding

DURATION: 36 months, October 2017 – September 2020

PARTNERS: State Archaeological Department of Schleswig-Holstein (Germany), Submariner Network for Blue Growth EEIG (Germany), National Board of Antiquities (Finland), Metsähallitus Parks and Wildlife Finland, University of Turku (Finland), University of Tartu (Estonia), Estonian National Heritage Board, Public Institution Coastal Research and Planning Institute (Lithuania), Klaipėda University (Lithuania), National Maritime Museum Gdansk (Poland), Atlantic Branch of the P.P. Shirshov Institute of Oceanology (Russia), Aalborg University (Denmark).

BALTIC SEA HISTORY PROJECT

The Baltic Sea History project is a project that follows on from the work a project with the same name, which was previously supported by the EU Culture Program. from 2012 to 2014. The project applied successfully for Erasmus+ funding. It has been running for 48 months, commencing in 2017.

The Baltic Sea History Project intends to raise awareness that there is not only one perspective on historical events, but multiple perspectives, which have to be exchanged on a basis of mutual understanding and respect. The project wants to overcome nationally confined perceptions of the history of the Baltic Sea region, by promoting transnational discussions.

The goal of the project is to develop a learning concept for adults, of which one part is a guideline: 'Writing History Multiperspectively' – an online tutorial, an online platform and learning material.

The project supports the goals of PA Culture, especially in the area of identity formation in the Baltic Sea region. An awareness of regional togetherness arises through common interests, common culture and history. History connects the nations in the Baltic Sea region, but it also divides them. In the period of 2017 – 2018 an online tutorial on multi-perspective perception was created, which will be translated in all languages of the Baltic Sea Region plus English.

STATUS: PA Culture Flagship, Erasmus+ Funding

DURATION: 24 months. September 2017 – August 2019

PARTNERS: Fundacja Borussia, Szczecin University (Poland), Kaunas University (Lithuania), Latvian University Riga (Latvia), Tallinn City Archives (Estonia), Tartu University (Estonia), Linnaeus University Kalmar (Sweden) Aarhus University (Denmark), Technical High School Lübeck (Germany), Academia Baltica (Germany)



Project Meeting of the Baltic Sea History Project

CREATIVE PORTS

Internationalization of the Cultural and Creative Industries in the Baltic Sea Region

Creative Ports brings together the cultural and creative Industries in the Baltic Sea Region. With better analysis and by learning from each other, the unused potential of CCI internationalization can be exploited. Fourteen Partners from 8 different countries work jointly to empower the CCI intermediaries. Creative Ports project is part of the Interreg Baltic Sea Region Programme, funded by the EU.

Creative Ports received Seed money from Interreg in 2016 – 2018. Workshops in Munich, Tallinn, Helsinki, Gdansk and Kiel, with a large number of potential partners, showed inter alia that CCI support organizations have different strengths and weaknesses, with regard to instruments and programs for internationalization. An application was successfully submitted under the 3rd call of Interreg BSR and the project will be running from 2019 – 2021.

Creative Ports contributes to the fulfilment of the objectives of the EU Baltic Sea Strategy, through connecting people in the region, improving competitiveness, and meeting the targets of the Europe 2020 Strategy.

STATUS: PA Culture Flagship, Interreg BSR funding

DURATION: 2019 – 2021

PARTNERS: Goethe-Institut (Germany), Hamburg Kreativ Gesellschaft mbH (Germany), ARS BALTICA/Nordkolleg Rendsburg GmbH (Germany), Danish Cultural Institute (Denmark), Filmby Aarhus (Denmark), Taltech (Estonia), Tallinn Business Incubators Foundation (Estonia), Creative Estonia NGO (Estonia), South-Eastern Finland University of Applied Sciences (Finland), Vilnius City Municipality Administration (Lithuania), West Pomeranian Region (Poland), Media Dizjan/Szczecin Incubator of Art and Creative Industries (Poland), Media Evolution, Malmö (Sweden).

CROSS MOTION

Cross Motion became an Interreg BSR funded project in 2016 and runs until 2019. The project's objective is to facilitate cooperation of screen industries (audio-visual and video game industries) with other sectors, such as education, tourism or healthcare. Such cooperation is expected to result in 'cross-innovation' practices, that combine the skills and knowledge of creative industries, with those of other sectors. The aim is to provide jobs and find new revenues for screen industries, and to benefit other sectors with innovative solutions.

The project will run various events in the 2016 – 2018 period, ranging from conferences, hackathons and masterclasses, to creation days, coaching events, and networking events. The events took place in the Baltic and Nordic countries as well as in Germany.

STATUS: PA Culture Flagship, Interreg BSR funded

DURATION: 36 months. 2016 – 2019

PARTNERS: Tallinn University (Estonia), Estonian Digital Centre (Estonia), TechHub Riga (Latvia), Nebula Cluster (Lithuania), South-Eastern Finland University of Applied Sciences (Finland), Small Business Center (Finland), Media Evolution Southern Sweden (Sweden), Filmby Aarhus (Denmark), Filmfund Hamburg Schleswig-Holstein (Germany), University of Oslo (Norway)

URBCULTURAL PLANNING

UrbCultural Planning is a follow up from the culturability project of the Nordic Council of Ministers. It became an Interreg Seed Money Project in 2017. It applied successfully for Interreg BSR funding in the 3rd Interreg Call. The project runs from 2019 to 2021.

The goal of the UrbCultural Planning project is to advance the Baltic Sea Region's performance in citizen-citizen and citizen-city authorities cooperation, increase urban social innovation, inclusion, and sustainable development of small and medium-sized communities (neighbourhoods, towns), and strengthen capacity of cultural planning actors (public authorities, intermediaries).

STATUS: PA Culture Flagship, Interreg BSR

DURATION: September 2017 – August 2018. Interreg Seed Money, Interreg BSR funding 2019 – 2021

PARTNERS: Danish Cultural Institute (Denmark), Heinrich-Böll-Stiftung Schleswig-Holstein (Germany), Metropolis – Københavns Internationale Teater (Denmark), Instytut Kultury Miejskiej (Poland), Project Company Kiel-Gaarden GmbH (Germany), Guldborgsund Kommune (Denmark), Pomorskie Województwo (Poland), Porin kaupunki – City of Pori (Finland), Rīgas domes (Latvia), Vilnius Gedimino Technikos Universitetas (VGTU) (Lithuania), Høgskolen i Innlandet (Norway), University of Skövde (Sweden), Nadbałtyckie Centrum Kultury (Poland)

FINANCING POSSIBILITIES

Interreg BSR Seed Money Facility

> www.interreg-baltic.eu

Interreg Baltic Sea Region Program

> www.interreg-baltic.eu

Interreg South Baltic

> www.southbaltic.eu

Interreg Central Baltic

> www.centralbaltic.eu

Creative Europe

> https://ec.europa.eu/programmes/creative-europe/contact_en

CBSS Project Support Facility

> www.cbss.org/project-support-facility

Nordic Culture Point

> www.kulturkontakt nord.org/en/grants#deadlines

Nordic Culture Fund

> <https://projekt.nordiskkulturfond.org/?language=en>

Baltic Cultural Fund

> <https://www.kulka.ee/programmes/baltic-culture-fund>

Swedish Institute

> <https://eng.si.se>

Horizon 2020/Horizon Europe

> <https://ec.europa.eu/programmes/horizon2020/>

INTERREG BALTIC SEA REGION, SEED MONEY CALLS

Seed Money is funding provided by Interreg Baltic Sea Region, to support the preparation of projects in line with the Action Plan of the EU Strategy for the Baltic Sea Region. With Seed Money support, projects can be prepared for any funding source available in the region.

The Seed Money application procedure consists of two steps. In step one, an applicant submits a draft application to Policy Area and Horizontal Action coordinators who preselect draft applications (typically six weeks after submission). In step two, authors of preselected draft applications are invited to submit full applications to the Managing Authority/Joint Secretariat (typically within six-eight weeks after preselection). The Monitoring Committee selects Seed Money projects for funding, typically three months after submission. (Source: www.interreg-baltic.eu).

The first call has closed and 25 projects were approved as of May 2017. A second call is planned for late 2019.

You can find the fact sheet on how to apply here:

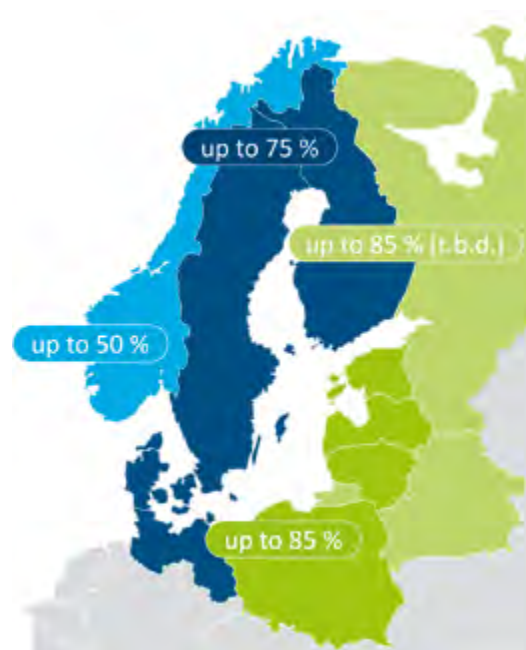
> www.interreg-baltic.eu/fileadmin/user_upload/about_programme/Seed_Money/Seed_Money_fact_sheet_priority_4-1.pdf

Website of Interreg Baltic Sea Region, Seed Money Calls:

> www.interreg-baltic.eu/seedmoney.html

INTERREG BALTIC SEA REGION PROGRAM

Transnational cooperation in the Baltic Sea region continues in the funding period 2014 – 2020. Interreg Baltic Sea Region is an EU funding programme that facilitates transnational cooperation in the region. Partners from countries around the Baltic Sea work together in transnational projects, to address common key challenges and opportunities. The funding is mainly directed at public authorities, research and training institutions, NGOs, sectoral agencies and associations, and enterprises. The Interreg Baltic Sea Region Programme 2014 – 2020 supports integrated territorial development and cooperation for greater innovation, better accessibility and a more sustainable Baltic Sea region. The programme funds come from the European Regional Development Fund (ERDF), the European Neighbourhood Instrument (ENI) and Norwegian as well as Russian national funding. The total funding amounts to €278.6 million. Within the programme are 4 priority areas: innovation, natural resources, transport and EU strategy support. Co-financing rates vary from country to country.



Map of co-financing rates in the different countries of the *Interreg Baltic Sea Region Programme* area (Interreg Secretariat Rostock, 2016).

Transnational cooperation in the Baltic Sea region will continue in the EU funding period 2021 – 2027. The EU member states are currently negotiating the draft legislative basis for the future cohesion policy, including Interreg. The countries involved in Interreg Baltic Sea Region have started discussing the future program.

Additional info:

> www.interreg-baltic.eu

“Main goal of European Territorial Cooperation is to contribute to the integration of the region. Fostering growth and employment is at the heart of European politics and rightly so. But in times, where the European project is faced with Euroscepticism, we have to go beyond the job growth and jobs orientation and put a stronger focus and adequate resources on strengthening European and regional identity. Besides smaller projects and people-to-people actions, we should also think big and make the promotion of cultural identity eligible within the new Interreg programmes.”

Dr. Sabine Sütterlin-Waack, Minister of Justice, Europe, Consumer Protection and Equality of Schleswig-Holstein

INTERREG SOUTH BALTIC

With the launch of the 2014 – 2020 period, the second generation of the South Baltic Programme was started. The programme is a well-recognised financial instrument for cooperation across the southern shores of the Baltic Sea. The initiative is part of the Interreg initiative and it is co-financed by the European Regional Development Fund (ERDF). The main objective of the 2014 – 2020 South Baltic Programme is “to increase the blue and green growth potential of the South Baltic area, through cross border cooperation”. The total estimated programme budget designated for the projects (excluding technical assistance) is € 78 million.

Additional info:

> www.southbaltic.eu

INTERREG CENTRAL BALTIC

The Central Baltic Programme 2014–2020 is a funding programme financing cross-border cooperation projects in the central Baltic Sea region. The participating countries are Finland (incl. Åland), Estonia, Latvia and Sweden.

The programme supports four priorities:

- competitive economy
- sustainable use of common resources
- well connected region
- skilled and socially inclusive region

Each priority is broken down to have specific objectives. Each financed project will be implemented under one priority and one of its specific objectives. Altogether € 115 million from the European Regional Development Fund (ERDF) is made available

through the programme. The funding is available for cross-border cooperation projects, where partners from at least two countries are cooperating, under one of the four programme priorities. The projects can be either regular projects or small projects. A ‘small project’ can have an ERDF budget of maximum € 200,000, with the project duration limited to a maximum of two years. Projects that last longer and have a bigger ERDF budget are counted as ‘regular projects’.

Additional info:

> www.centralbaltic.eu

CREATIVE EUROPE

Creative Europe is the European Commission's framework programme to provide support to the culture and audio-visual sectors. Following on from the previous Culture Programme and MEDIA programme, Creative Europe, with a budget of € 1.46 billion (9 % higher than its predecessors), will support Europe's cultural and creative sectors. The programme focusses on three sub programmes, namely culture, media and cross-sector. The culture sub programme centres around initiatives, such as those promoting cross border cooperation, platforms, networking, and literary translation. The media sub programme supports audio-visual sector initiatives, such as those promoting the development, distribution, or access to audio-visual works. The cross-sector sub programme supports a cross-sectoral strand, including a Guarantee Facility and transnational policy cooperation. For more information, the EU has established Creative Europe desks in 26 countries. They are the gateway to the EU Creative Europe Programme. Each country in the Baltic Sea Region has at least one Creative Europe desk.

Find them here:

> https://ec.europa.eu/programmes/creative-europe/contact_en

Ongoing calls are published here:

> https://ec.europa.eu/programmes/creative-europe/calls_en

CBSS PROJECT SUPPORT FACILITY

With the launch of the CBSS Project Support Facility, the Council of the Baltic Sea States took one more step on the road towards a more project oriented regional cooperation. The main purpose of the CBSS Project Support Facility (PSF) is to co-finance the development and implementation of Baltic Sea macroregional cooperation projects, which would bring added value for the Baltic Sea Region, show impact in regional cooperation and foster long-term partnerships. The PSF should be used to facilitate project preparation and implementation, in relation to the politically defined three priority areas of the CBSS.

The total budget of the PSF for three years is € 1 million. In 2018, seven projects have been chosen and received PSF funding for 2018 and 2019. The call centred on the field of culture, education and youth. Among the seven projects are The Baltic Sea Youth Camp, which will take place for the first time in Gdansk 2019 as well as the ARS BALTICA Creative Dialogue (ABCD).

Additional info:

> www.cbss.org/psf/

NORDIC CULTURE POINT

Nordic Culture Point is an official Nordic cultural institution. The organization administers several Nordic funding programs, runs a cultural centre and library in the heart of Helsinki and arranges cultural events. Its activities create physical, financial and digital space for Nordic culture. It supports cultural and artistic projects of high quality, that contribute to development within the field and have a strong Nordic dimension. The programs are open to artists and cultural operators within all artistic and cultural forms. The programs cover a range of different types of grants, from travel grants, to grants for perennial productions. The various forms of grants have different objectives, criteria and deadlines for applications.

To find out about recent application deadlines of the various programmes, please visit:

> www.nordiskkulturkontakt.org/en/grants/about-the-grant-programmes/

NORDIC CULTURE FUND

The Nordic Culture Fund works to support an innovative and dynamic artistic and cultural scene in the Nordic Region, one that is diverse, accessible and of high quality. Its aim is to work collaboratively for a new Nordic region, using culture to break down barriers. Since its inception in 1966, the Nordic Culture Fund's core task has been to allocate project funding. Today, it has three channels: the general project fund which has three annual deadlines, OPSTART and the priority theme funding pools. The fund supports projects that involve at least three Nordic countries (from Denmark, Finland, Iceland, Norway and Sweden, or the Faroe Islands, Greenland and Åland). In addition to the three Nordic countries, the project may include cooperation with partners in countries outside the Nordic Region. The project must be cooperative in nature, and involve exchange and/or interaction.

In order to apply for funding, please visit:

> www.nordiskkulturfond.org/en/apply-for-funding/

BALTIC CULTURE FUND

The Baltic Culture Fund was formed in 2018. It aims to promote and support cultural cooperation between the Baltic countries. Its central objective is to strengthen the internationalisation of Estonian, Latvian and Lithuanian culture. Grants are available for cooperation between Estonia, Latvia, and Lithuania. The fund is especially looking for one-off cultural events outside the Baltics, that showcase Baltic culture through concerts, exhibitions, festival or performances. Projects in architecture, visual art, design, literature, sound art, performing arts, libraries, museums, and archives will be funded as well as interdisciplinary programmes. Per project € 25,000 – €100,000 will be granted. Collaborations that apply for a grant must include partners from all three Baltic countries.

The Baltic cultural fund started operating on 1 January 2018. Estonia is chairing the fund during its first year. This role will then rotate between the three countries.

To find out more about the program go to:

> www.kulka.ee/programmes/baltic-culture-fund

SWEDISH INSTITUTE

The Swedish Institute actively supports regional development in the Baltic Sea Region in different ways. It awards project funding to Swedish state organizations and agencies, including universities and colleges, municipalities, regional councils and county councils, as well as business trade organizations and non-governmental organizations. The funding is intended to make it easier for agents of different countries and organizations, to create collaborative projects in the Baltic Sea region. SI's mission regarding the Baltic Sea is governed by the EU Strategy for the Baltic Sea Region and the EU Eastern Partnership.

Third Country Participation in the Baltic Sea Region (TCPBSR) funding aims to promote economically, environmentally and socially sustainable growth in the Baltic Sea Region and its vicinity and thereby contribute to greater integration.

Seed funding for cooperation projects in the Baltic Sea region provides funding for joint projects, in which Swedish organizations meet transnational challenges, together with organizations from the Baltic Sea region countries and the countries of the Eastern Partnership.

Creative Force aims at funding organizations that work internationally to strengthen democracy, freedom of expression and human rights, and use media or the arts as a means to bring about positive change.

Additional info:

> <https://eng.si.se>

HORIZON 2020/HORIZON EUROPE

With Horizon 2020 coming to an end, the European Commission has published its proposal for Horizon Europe, an ambitious € 100 billion research and innovation programme, that will succeed Horizon 2020. The proposal was made as part of the EU's proposal for the next EU long-term budget, the Multiannual Financial Framework (MFF).

Various building blocks were taken into consideration, including the interim evaluation of Horizon 2020, the Lab-Fab-App report (informally the Lamy report), foresight studies, and various other reports. The EU institutions reached a provisional agreement on Horizon Europe on 20 March 2019. The European Parliament endorsed the provisional agreement on 17 April 2019.

For more information go to:

> <https://ec.europa.eu/programmes/horizon2020/>

OUTLOOK & POLICY MAKING

PA Culture co-coordinators' plead for a strong role of culture and identity in the revised EU Baltic Sea Strategy. In times of growing disintegration in Europe, the EUSBSR must become closer to the people. There is a special need for projects which promote intercultural exchange, and highlight the diverse and valuable regional cultural heritage, the common cultural roots and shared European values. This is of utmost importance for the cohesion of the Baltic Sea Region.

“What seems to be emerging is a new EUSBSR paradigm – in other words, the meaning of the Strategy seems to have shifted from ‘coordinating policies’ towards ‘participation/citizen-driven development’”

Anastasia Nekrasova, EUSBSR support team.

Conclusion from Policy Area Coordinators' (PACs') and Horizontal Action Coordinators' (HACs') meeting in Warsaw, December 2018

An important issue for PA Culture remains to be funding sources for BSR focused cultural projects. While flagship projects of CCI sector are successful in gaining seed-money, cultural projects are not eligible for Interreg B funding, without an innovative approach. Access to EU funding is difficult due to a lack of the necessary geographical coverage.

The BSSSC position paper on culture, from May 2018 highlights these challenges and developments:

EUROPE AFTER 2020: BSSSC calls for a more comprehensive understanding of culture – relating to cultural, cohesion and innovation policies. The recognition and support of a vivid and attractive cultural life in European regions should have high priority and should be highlighted in all EU policies. Among others, this should be integrated into EU's funding policy after 2020, e.g.:

- *Promoting cultural and creative industries should become an inherent goal of the European Structural Funds policy.*
- *Preserving and promoting culture should become a thematic priority of the Structural Funds Programmes 2021 – 2027, and a possible topic of Smart Specialisation Strategies (providing maintenance of the current programming structure).*
- *Culture is one of the 13 policy areas of the EU Baltic Sea Strategy, but without sufficient financing possibilities; cultural projects should become eligible within all ETC (European Territorial Cooperation) programmes for 2021 – 2027.*
- *Facilitate the funding of small-scale projects in the fields of culture, intercultural exchange and the promotion of democracy and tolerance, suitable to strengthen European identity and solidarity in the ETC programmes.*
- *Facilitate access to the centrally managed EU programmes (e.g. Creative Europe) for Macro regional strategy projects (flagship projects).*

EVENTS

Overall 13 events were organized from mid-2016 to the end of 2018. PA Culture was present at the Annual Fora of the BSR and will continue this tradition. At the 10th Annual Forum 2019 in Gdansk, a seminar on 'Circular Economy' will be held. Also, the Steering Group meetings are essential gatherings to debate the development of PA Culture, and the status of the cultural and creative industries in the BSR. Out of the meetings, a need for a better funding of the cultural and creative industries was identified and PA Culture will work further in that direction. Thus, the Steering Group meetings now take place at regular intervals since 2018. One was held in Gdansk in early 2019 and the next one will be held at the 10th Annual Forum of the EUSBSR. The presence at the Annual Fora for PA Culture allows for the maintaining an exchange with other Policy Areas and Horizontal Actions, and many other BSR stakeholders.

The Strategic Development Workshops have proven successful in supporting the flagships of PA Culture, connecting them and also having an impact at the local level, where the meetings take place. These meetings are extremely valuable, as they allow for coordination of national and international initiatives. Three workshops were scheduled for 2019/20 with the topics 'youth, democratic participation' (early 2019), 'social inclusion, digitalization and trends affecting societies' (late 2019), and 'preserving cultural heritage and sustainable cultural tourism' (early 2020).

For 2019 a new format has been developed as well, in which PA Culture was closely involved: the Baltic Sea Youth Camp. It took place back-to-back with the 10th Annual Forum of the EUSBSR in Gdansk. The Youth Camp is aimed at bringing young people from the Baltic Sea region together to promote cultural understanding and a sense of togetherness in the region. A special focus was put onto topics around sustainable development of the region. The UN 2030 agenda and its sustainable development goals were highlighted, together with the regeneration 2030 movement. The event was initiated by the Baltic Sea States Subregional Cooperation, together with the Union of Baltic Cities, the Euro Region Baltic and the Baltic Sea Cultural Centre in Gdansk, with support of PA Culture.

CONTACTS

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As Policy Area Culture and Creative Sectors coordinators, we would like to say THANK YOU to all partners involved in PA Culture, managing flagships and organizing events with us! For those who would like to get involved in PA Culture activities, please feel free to contact us:

www.eusbsrculture.eu

www.facebook.com/policyareaculture

To subscribe to the quarterly PA Culture newsletter, please send an e-mail to:
info@eusbsrculture.eu





