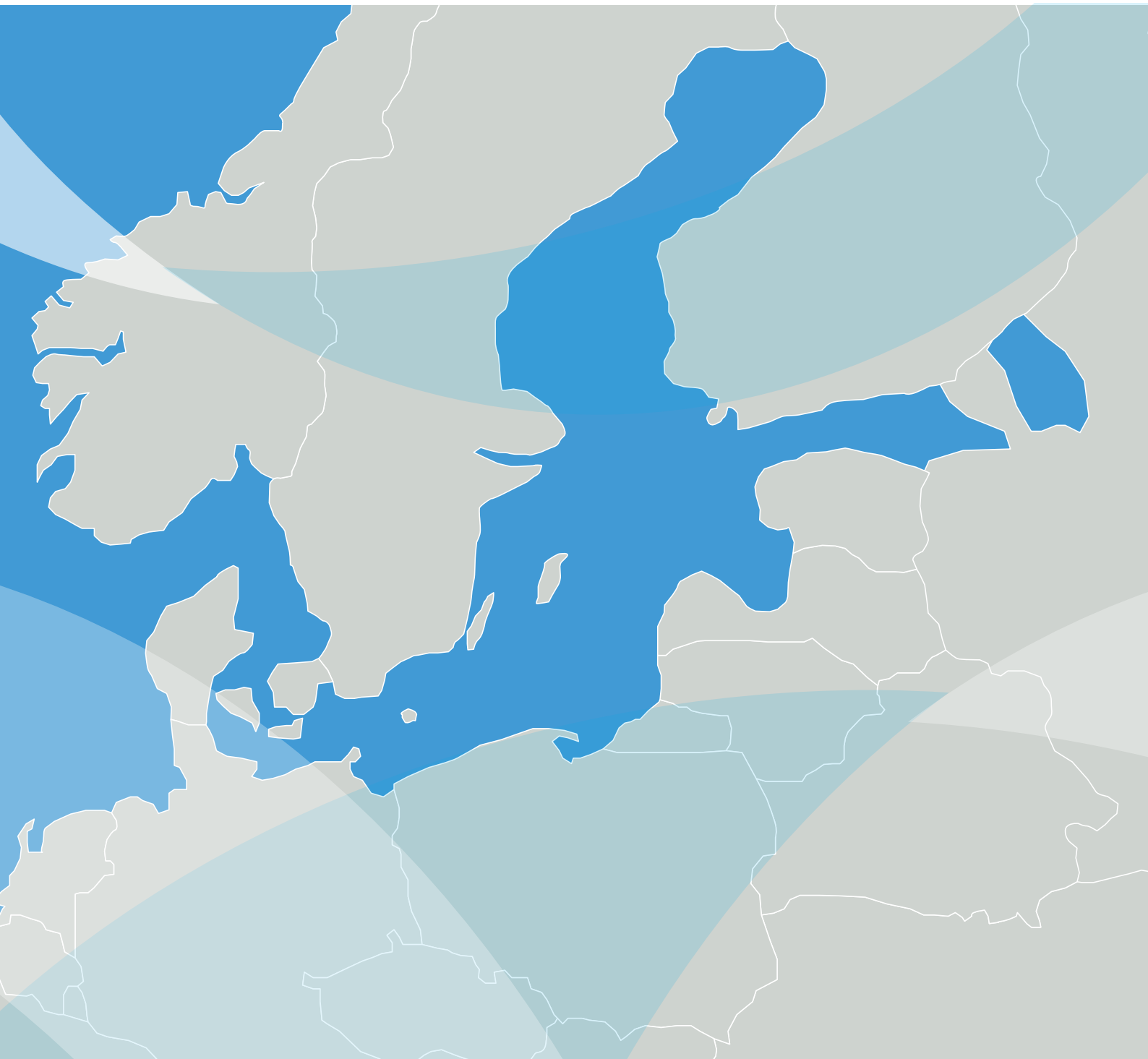


# REPORT

## POLICY AREA CULTURE

2015/2016



# CONTENTS

## Policy Area Culture & Creative Sectors

Introduction .....	2
Organising Structure .....	4
Actions and Objectives .....	6

## Achievements 8

### Activities

Presenting Formats .....	12
Dissemination Seminars .....	14
Strategic Project Development Workshops .....	15
Steering Group Meetings .....	18
Annual Forum Jurmala, Latvia .....	18
Cultural Gathering Gdańsk, Poland .....	18
Concluding event of the Polish CBSS Presidency Warsaw, Poland .....	19

### Flagships

How to become a PA Culture flagship? .....	20
Our Flagships .....	22
Baltic Game Industry .....	22
Baltic House .....	23
BalticLab .....	24
Baltic Sea History Project .....	25
BSR Integrated Heritage Management .....	25
Creative Ports .....	26
Cross Motion .....	27
Culturability .....	28
Maritime Heritage Atlas .....	29
Think Tank Transbaltic .....	29

### Financing Possibilities

Interreg BSR Seed Money Facility .....	31
Interreg Baltic Sea Region Program .....	32
Interreg South Baltic .....	32
Interreg Central Baltic .....	33
Creative Europe .....	33
CBSS Project Support Facility .....	34
Nordic Culture Point .....	34
Nordic Culture Fund .....	35
Swedish Institute .....	35

### Outlook 36

### Contacts 40

# POLICY AREA CULTURE

## INTRODUCTION

*Policy Area Culture & 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, Cultural and European Affairs of Land Schleswig-Holstein, Germany* have taken on the role as Policy Area Coordinators. They are supported in the implementation of its action plan by the BSR cultural initiative, *ARS BALTICA* and the *Nordic Council of Ministers*. Other BSR relevant stakeholders as well as ministries of culture from the BSR region are also supporting PA Culture 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 4.2 % to Europe's GDP. It is essential to promote these industries in order to make the most of these assets and showcase the BSR's commonality. 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 and will simultaneously enhance 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 co-operation 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. PA Culture strives to achieve its aims by showcasing and supporting the flagships through their development and implementation stages. Read more about the flagships in the flagship section.

“Culture is our main asset. Let’s put more pressure on the decision makers in our countries to strengthen culture as an asset.”

Darja Akhutina, NORDEN. Association for co-operation with Baltic Sea Countries, Saint Petersburg

## ORGANISING STRUCTURE

### Policy Area Coordinators

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

### Organising Partners

#### ● ARS BALTICA

The cultural network *ARS BALTICA* supports cultural co-operation 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 and its network enables close co-operation with the cultural initiatives of the region.

#### ● Nordic Council of Ministers

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

## ● 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 organisations dealing with cultural affairs. The SG contributes to decision making with regard to the further development of the Policy Area, its objectives, projects, co-operations 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 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)  
Baltic Sea States Subregional Co-operation (BSSSC)  
Council of Baltic Sea States Secretariat (CBSS)  
Monitoring Group on Cultural Heritage in the Baltic Sea States  
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 member are always welcome such as ministries of culture from non-EU BSR countries.

## ACTIONS AND OBJECTIVES

For the implementation of the *Policy Area Culture & 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 co-operation 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 co-operation**

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





PA Culture events always allow to get introduced to new people, Dissemination Seminar Riga

# ACHIEVE- MENTS

The *Policy Area Culture & Creative Sectors* strategy is in its fourth year of existence and continues to gain strength. Its primary achievement has been to showcase why the cultural and creative sectors are so important for macroregional integration and co-operation in the Baltic Sea Region.

## Connecting cultural and creative players in the region

All of PA Culture's activities are intended to facilitate co-operation between cultural players in the region and to provide them with a platform where they can develop and discuss their local and international initiatives. Moreover, the direct contact with key cultural players allows PA Culture to keep track of the ongoing needs of the cultural and creative sectors.

In 2015 and the first half of 2016 PA Culture organised and established three different categories of events that gave rise to thirteen individual events. The events, presented in detail in the next section, attracted a variety of attendees: from government representatives to freelancers, project leaders to students.

Three of the events were PA Culture Strategic Project Development Workshops. These workshops are a tool to communicate directly with projects who have received PA Culture flagship status and to support their development on the path to obtaining funding. External projects and speakers are also invited to attend the workshops in order to consult on issues and approaches. The *Dissemination Seminars* are an additional tool, allowing PA Culture to inform cultural players in the region of international co-operation and funding possibilities. Moreover, they allow certain flagships the opportunity to introduce themselves to the network. Both formats create room to find synergies and join forces in order to form international Cultural and Creative Sector (CCS) projects and establish better co-operation on existing projects.

Thirteen PA Culture Events included Dissemination Seminars in Copenhagen, Ascheffel, Warsaw, Vilnius, Stockholm, Helsinki and Riga and three Strategic Project Development Workshops in Germany, Denmark and Poland. Three Steering Group meetings were organised back-to-back with pan-regional meetings of policymakers at the EUSBSR Annual Forum in Jurmala, the Conference of the Ministers of Culture in Gdańsk of the Baltic Sea States and the concluding event of the Polish CBSS Presidency in Warsaw.

Another essential set of events are the international policy maker meetings such as the annual *EUSBSR Forums*, CBSS Polish Presidency meetings and the most recent *Conference of the Ministers of Culture of the Baltic Sea States* in September in Gdańsk, Poland. PA Culture participates in these events in order to highlight the value of cultural and creative sectors in the Baltic Sea Region. To create synergies PA Culture also organises its Steering Group meetings to coincide with these international events.

## Culture becomes more important on an international scale

Within the past years PA Culture has lobbied for Baltic Sea Region cultural co-operation and consequently, by taking advantage of available synergies, culture has gained more political weight in the region. Most significantly, the mentioning of PA Culture in the conclusion of the 9<sup>th</sup> *Conference of the Ministers of Culture of the Baltic Sea States* in Gdańsk in September 2015, illustrates the high level of appreciation of PA Culture's efforts:

“Ministers welcome and note with satisfaction: 1. the recent developments in regional structures of cultural co-operation, especially the establishment and development of the (...) Policy Area Culture of the EU Strategy for the Baltic Sea Region.”

Conclusions of the Conference of the Ministers of Culture of the Baltic Sea States, 2015

During the cultural Baltic Sea Region meeting in Gdańsk, the first of its kind since 2008, eleven suggested PA Culture flagships were confirmed by the EU Commission. Ten out of these eleven flagships are still ongoing: *Baltic Game Industry*, *Baltic House*, *Baltic Sea History Project*, *BalticLab*, *BSR Integrated Maritime Heritage Management*, *Creative Ports*, *Cross Motion*, *Culturability*, *Maritime Heritage Atlas* and *Think Tank Transbaltic*.

## Funding CCS in the Baltic Sea Region

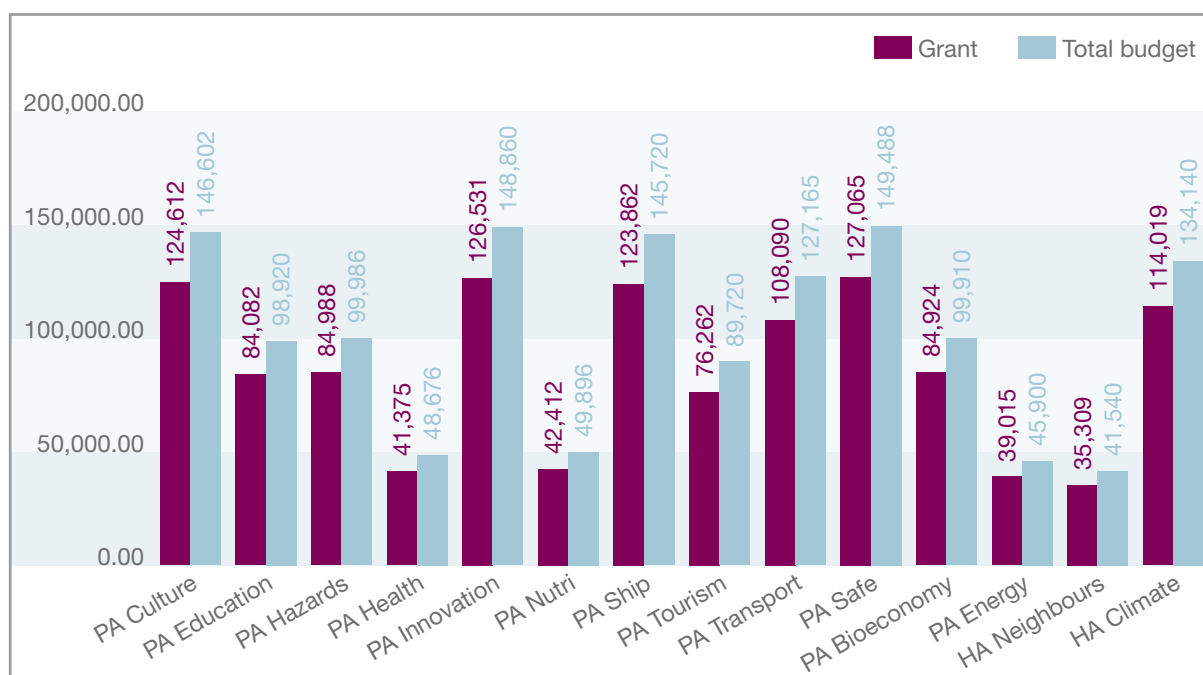
Another achievement during the last one and a half years was the increase in EU funding programmes for PA Culture and cultural and creative projects in the Baltic Sea Region. The *EUSBSR Seed Money Facility* proved to be an important tool for the implementation of projects in the cultural and creative sectors. Among the twenty-eight supported projects of the 4<sup>th</sup> Seed Money Call 2015/16 are two PA Culture flagships: *Creative Ports* and *BSR Integrated Maritime Heritage Management*. Another project that received seed money is a great cultural initiative, that has been supported by PA Culture: *DigArch\_Ich*, a project focussing on connecting digital archives of intangible cultural heritage.

It's also due to PA Culture that the two flagships and *DigArch\_Ich* were at all able to receive funding by the *EUSBSR Seed Money Facility*. Due to its efforts in establishing cultural and creative sectors as crucial to macroregional co-operation and integration, PA Culture contributed to widening the scope of the Interreg V B Funding period 2014 – 2020 to include technological innovation as it did before, but also social innovation. This angle allows cultural players such as *Creative Ports* to receive funding for their innovative CCS projects. Nevertheless receiving funding for regular projects in the cultural field is still a big challenge for many players in the Baltic Sea Region.

“On a very practical level, what is missing is a sustainable financial programme dedicated to the cultural co-operation in the BSR - unfortunately, the Interreg Programme is more suitable for projects from the realm of creative industries or tourism, while Creative Europe Programme requires a wider focus than the region.”

Magdalena Zakrzewska-Duda, Baltic House

The Policy Area Culture & Creative Sectors were among the top four EUSBSR policy areas to receive seed money in 2013/14 with an amount of €191,000 of EU funds. In the most recent seed money call, three of the aforementioned CCS projects featured, with the Interreg Secretariat granting total funding of €125,000. In 2015/16 PA Culture moved up by one place in the list of approved seed money projects. Only *Policy Area Security and Innovation* was granted more funding from the *EUSBSR Seed Money Facility*. In addition to these developments, the flagship Cross Motion, led by the *Baltic Film and Media School* in Tallinn, was granted Interreg funding in the first *Interreg BSR* call for the three-year project period.



Total budget and facility grants per policy area and horizontal action of the 4th Seed Money Call (Interreg Secretariat Rostock, 2015)

## Contributing to the EUSBSR Objectives

Summing up the activities and progress of the past one and a half years shows that cultural and creative sectors including cultural heritage have received more attention than ever before in the Baltic Sea Region. Facilitating and supporting cultural co-operation and dialogue in the Baltic Sea Region contributes significantly to the three objectives of the EU Strategy for the Baltic Sea Region.

Accordingly, the *Ministry of Justice, Culture and European Affairs of Schleswig-Holstein* and the *Ministry of Culture and National Heritage of the Republic of Poland* have handed in a new funding application, distributing the responsibilities evenly between the two governments. The ministries want to continue down the road of dialogue and co-operation, naturally along with the other (cultural) players such as *ARS BALTICA*, *Northern Dimension Partnership on Culture*, *Nordic Council of Ministers*, *Union of Baltic Cities*, the *CBSS Senior Official Group for Culture* and the *Baltic Sea States Subregional Co-operation*.

Last but not least, PA Culture, by working together with *ARS BALTICA* is currently establishing itself as a digital platform, increasing the visibility of the cultural, creative and innovative opportunities in the region. Via its website, newsletter and Facebook page, the developments and progress within the policy area and its projects' will be documented more publicly and more transparently.

# ACTIVITIES

## PRESENTING FORMATS

“Culture and creative industries function as an important catalyst for innovations in various other sectors of the economy. Culture and the creative industries also provide important stimuli for the development of our social life and the sustainable development of our society. One aim of our work within the [Priority] Policy Area Culture is to take advantage and to exploit these so-called spill over effects.”

Anke Spoorendonk, Minister for of Justice, Cultural and European Affairs of Land Schleswig-Holstein, Germany at the Annual EUSBSR Forum in Turku, 2014.

PA Culture believes that maintaining a presence in the Baltic Sea Region is an essential step to fulfil one of the core objectives of the EUSBSR – connecting people in the region. This is achieved by disseminating information about what the strategy is working on and how potential cultural and creative actors can join PA Culture in its mission.

Accordingly, PA Culture has organised thirteen events in total throughout 2015 and the first half of 2016. Seven of these events were the so-called *Dissemination Seminars*, that provide cultural and creative players with information about funding possibilities and frameworks for co-operation in the Baltic Sea Region; naturally including PA Culture and its flagships. These seminars took place around the Baltic Sea, everybody interested was welcome and each seminar lasted about four hours.

The other events were three *Strategic Project Development Workshops*, that intended to support the existing flagships and development of potential flagships in order to advance cultural projects in the Baltic Sea Region. The workshops in 2015/16 were attended by invited participants, took place in Rendsburg, Copenhagen and Warsaw and included an overnight stay.

Additionally, PA Culture considers it extremely worthwhile to be present when cultural players and decision-makers from the region have a chance to meet. Accordingly, PA Culture participated in several events of an international scale and used the opportunity to also hold the the *PA Culture Steering Group* meetings. *The PA Culture Steering Group* involves representatives of the BSR cultural ministries and of BSR organisations addressing cultural issues.

In 2015 PA Culture participated in the annual *EUSBSR Forum*, which took place in Jurmala, Latvia. It allowed attendees to get updates from the total thirteen policy areas and to strengthen ties with all of the players involved. PA Culture also participated in the Cultural Gathering in Gdańsk in September 2015, which featured the first meeting of the *Ministers of Culture of the Baltic Sea States* in 7 years and featured a diverse and highly interesting programme. Most recently, the Steering Group Meeting took place in June 2016 at the concluding event of the Polish presidency of the CBSS in Warsaw.

On the following pages you will have a chance to learn more about the events in detail.



What are the options for cultural co-operation in the Baltic Sea Region, Dissemination Seminar in Helsinki



## DISSEMINATION SEMINARS

In total PA Culture has organised seven Dissemination Seminars in the region. The first set of seminars took place in spring 2015 with seminars in Copenhagen, Ascheffel in Schleswig-Holstein and in Warsaw. The second set of seminars took place a year later in Vilnius, Stockholm, Helsinki and Riga. The idea of the seminars is to spread information about PA Culture to an audience as wide as possible in the respective Baltic Sea countries.

Hosted by different cultural and governmental institutions in the region, such as the *Goethe-Institute* in Riga or the *Culture Point North* in Helsinki, the seminars welcomed the wider public to attend. This provided a forum for them to learn about PA Culture's objectives, the funding landscape in the BSR and to focus on supporting the development of cultural projects. In total about 300 people participated in the seminars and in order to showcase their projects and ideas, the PA Culture co-ordinators invited flagships, that are managed by some of the cultural institutions in the respective countries. Accordingly, attendees also had the chance to get personally introduced to at least one PA Culture flagship and the flagships could introduce their projects to a wider audience.

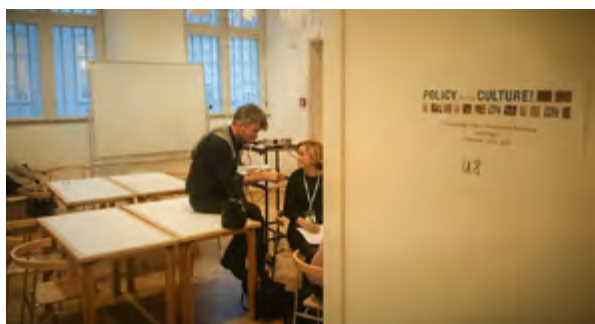
The seminars are a great tool to establish initial contacts, to connect the cultural and creative players in the region and to widen the network with the mission of making cultural co-operation within the EUSBSR even more prominent.



Getting updated about recent project developments, Stefan Musiolik, PA Culture Coordinator from Schleswig-Holstein, Strategic Project Development Workshop Copenhagen



Having the chance to consult with funding experts one-on-one, Strategic Project Development Workshop Copenhagen



The time in between workshop sessions is very valuable for networking, Strategic Project Development Workshop Copenhagen



## STRATEGIC PROJECT DEVELOPMENT WORKSHOPS

The idea of the *Strategic Project Development Workshops* is to support the flagships and the potential flagships' development, in order to advance innovative and successful CCS projects in the Baltic Sea Region. Three of these workshops were organised in 2015 and the first half of 2016. The first one took place in Rendsburg, Germany on 19<sup>th</sup> and 20<sup>th</sup> May 2015. It was organised for PA Culture by *ARS BALTICA* just like the second workshop that took place in Copenhagen, Denmark in December 2015. The third workshop was organised by the Polish PA Culture Coordinators and took place in June 2016. Each workshop had its own thematic focus.

### > RENDSBURG, GERMANY

The initial *Strategic Project Development Workshop* took place in the premises of Nordkolleg Rendsburg, which is the home of *ARS BALTICA*, in May 2015. The workshop was organised in order to start practical strategic PA Culture seminars with participants from potential and already established flagships. For all attendees the seminar provided the opportunity to meet the PA Culture co-ordinating team, to get more familiar with PA Culture objectives, get informed about funding possibilities and to stimulate co-operation between the projects. Having nine projects and thirty participants present also allowed the co-ordinators to properly introduce the participants to the developments of the PA Culture strategy's activities in 2013/14.

### > COPENHAGEN, DENMARK

Ten flagships, one external project and a total of thirty-two participants including five funding experts gathered for the second PA Culture *Strategic Project Development Workshop* between the 10<sup>th</sup> and 11<sup>th</sup> December 2015 in Copenhagen. This workshop was specially designed to focus on the financial planning aspects of running CCS projects in the Baltic Sea Region and included sufficient networking time for the flagships themselves. The participating projects accordingly, had the chance to talk intensively to funding experts from the *Creative Europe Desk Denmark*, *Interreg* experts from Schleswig-Holstein, Mecklenburg-Vorpommern and the City of Hamburg and *Kulturförderpunkt* Berlin. The funding experts helped to assess the projects' current situation and analysed what are appropriate funding tools and if other options than Interreg and Creative Europe exist. Their expertise was highly appreciated by the representatives of the participating projects and they expressed their gratitude to the PA Culture team for providing the opportunity.

For the first time, a St. Petersburg-based project participated and Darja Akhutina represented the project *Common Map for Culture & Tourism* in the Baltic Sea Region.

“The [PA Culture] community provides valuable opportunities for exchange and networking, for the benefit of both our own project and the stakeholders across the BSR. (...) Communication in the network helped us to fine-tune the project strategy.”

Dr. Ines Klemm, Baltic Game Industry

## > WARSAW, POLAND

For the third *Strategic Project Development Workshop*, the topic of Public Space Design was chosen. Even though not all flagships deal with these issues, it became apparent how relevant public space design is for cultural and creative sector projects. The workshop took place in the Praga Museum of Warsaw, itself an outstanding example of how public space design is approached in Warsaw. Representatives of five PA Culture flagships were present, in addition to two local flagships and one project from Lithuania, all of whom introduced and discussed their projects. The workshop also provided the opportunity to consult with funding experts from the *Creative Europe Desk Poland*, *Interreg South Baltic Programme* and *Interreg Lithuania-Poland*. Finally, a local team of architects, artists and sociologists introduced their ideas about how to encourage and involve residents of the Praga district to use and design public space close to them.

The workshop provided a unique opportunity for the twenty-seven participants to have a practical experience, along with bringing PA Culture flagships together with local cultural players. The sharing of different ideas allowed for wider inspiration and reflection upon the projects.

## Conclusion

The experience of organising three *Strategic Project Development Workshops* gave the PA Culture team insight into the importance of networking. The team realised it was essential to allow time for the project representatives to discuss things with each other and to maximise the opportunity of all being in the same place for networking. Accordingly, during all of the *Strategic Project Development Workshops*, the flagships and external projects were provided with sufficient time to ponder on creating synergies between each other.

“The time in between was very valuable. The time in between was the best time. It’s always also a question of what can we [flagships] do for one another in the Baltic Sea Region?”

Torun Ekstrand, Think Tank Transbaltic

Reflecting upon the outcomes and the feedback resulting from the *Strategic Project Development Workshop*, the PA Culture coordinators have come up with some guidelines that should be considered when organising similar workshops in the future:

- Consulting directly with funding experts helps participants to develop their projects.
- Having a diversity of projects on different development levels, approaches and ideas present, inspires both participants and funders.
- Inviting a wider range of funding experts, if feasible, provides a more detailed overview of the funding landscape and possibilities.
- Preparing best-practice examples of how different projects, not only institutions can collaborate, shows how projects can support each other in their mission for an integrated Baltic Sea Region.
- Networking opportunities should always be respected and provided as they create the space for an important exchange of knowledge and experiences.
- Grouping successful projects with inexperienced projects is valuable to allow the exchange of best practices and solutions.
- Developing a framework where it’s easy to (co)work consistently together ensures smooth operation and productive engagements.

“Moving from competition to co-operation. These kind of events establish networks and co-operation and I hope that everybody else also takes advantage.”

Ralf Eppeneder, Creative Ports

## STEERING GROUP MEETINGS

### > ANNUAL FORUM JURMALA, LATVIA

“Stronger integration, forming synergies, increasing the visibility, and exchange of best practices were the key tasks of the Annual Forum.”

Organisers of the EUSBSR Annual Forum Jurmala

The EUSBSR Annual Forums are the essential meeting points for anybody engaged in transnational activities in the Baltic Sea Region. During June 15<sup>th</sup> – 16<sup>th</sup>, the EUSBSR Annual Forum 2015 took place in Jurmala, Latvia and was held under the theme: *Achieving E-Quality by Connecting the Region*.

Among the participants of the Forum in Jurmala were naturally PA Culture representatives, who used the opportunity to organise the Steering Group Meeting. Attendance was high: nineteen governmental and co-ordinating team members joined the meeting, in addition to fourteen flagship representatives who partially attended the meeting. This level of attendance was highly valuable for the PA Culture coordinators, as the Steering Group Meeting serves as the connecting link between cultural ministries and cultural players on an international level. The Steering Group Members can always provide the coordinating team with worthwhile hints and news from their countries, that PA Culture can take into consideration when drafting the programme ahead.

Beyond organising the Steering Group Meeting, some flagship representatives also participated in the Annual Forum programme. The session on *Culture and Creative Entrepreneurship*, organised by PA Culture in co-operation with the *Ministry of Culture of Latvia*, was joined by the *BalticLab* flagship co-ordinators Olga Knudsen and Mirjam Külm from the Swedish Institute and the Council of Baltic Sea States (CBSS) respectively.

### > CULTURAL GATHERING GDAŃSK, POLAND

The *Ministry of Culture and National Heritage of the Republic of Poland* invited all cultural practitioners from the Baltic Sea Region to the Baltic Sea Cultural Gathering that was held from the 15<sup>th</sup> to the 18<sup>th</sup> of September 2015 in Gdańsk. The gathering was organized as the opening event of the Polish Presidency in the CBSS within the framework of the ‘Creativity’ priority. The event consisted of the 16<sup>th</sup> meeting of the Ministers of Culture of the Baltic Sea States, working group meetings and the conference *Culture as a driving force for social and economic development of the Baltic Sea Region*.

PA Culture again took advantage of the possibility of being present and organized the PA Culture Steering Group Meeting back-to-back to the Gdańsk Conference; again the group was impressed with the high attendance. The Consul General of the Federal Republic of Germany, Mrs. Cornelia Pieper, joined the meeting as a special guest. She expressed her excitement about participating in the meeting and used the opportunity to underline the essential role of culture in bilateral and multilateral relations in the Baltic Sea Region. Moreover, all coordinators of thirteen EUSBSR Policy Areas and four Horizontal Actions met with the national EUSBSR Coordinators and the European Commission at a session specifically for exchanging information about recent developments.

The conference itself focused on showcasing the evidence around the impact of culture on society and the economy of the region and its development. During two days filled with discussions and workshops, participants tried to collect hard data as well as methods for enhanced communication between cultural, financial and administrative sectors that sometimes do not fully grasp the importance of culture for regional growth. Olaf Gerlach-Hansen, who's running the flagship *Culturability* with his colleagues from the *Danish Cultural Institute* and *Nordic Council of Ministers*, took care of a working group about *Culture and Sustainability*. Mirjam Külm and Olga Knudsen from the flagship *BalticLab* participated in the session, *Role of cultural and creative cross-overs – from challenges to solutions*. As a special treat, the participants had the chance to attend the opening concert at St. John's Centre and the opening of the *Baltic House* exhibition in the *Baltic Sea Cultural Centre*, which also is a PA Culture flagship.

### > CONCLUDING EVENT OF THE POLISH CBSS PRESIDENCY WARSAW, POLAND

In June 2016 the *Ministry of Culture and National Heritage of the Republic of Poland* invited the PA Culture team to the concluding event of its CBSS Presidency. The presidency lasted a year and its focus was to stress the importance of the cultural and creative sectors in the Baltic Sea Region in addition to sustainability and safety priorities. During the concluding meeting, that was held in the Royal Palace on the Isle in the Lazienki Park in Warsaw, attendants from various cultural ministries from the region were presented with the results of the presidency.

Due to the overlapping interests and present players, the *PA Culture Steering Group* meeting was held subsequent to this event. The coordinators from Poland Schleswig-Holstein informed the ministerial representatives about the current status of the flagships and PA Culture's most recent and upcoming activities. Moreover, the representatives from the cultural ministries informed the participants about recent changes in their countries.

The Steering Group Meetings have now been confirmed to take place twice a year and are being perceived more and more as a common platform and co-ordination body for BSR cultural co-operation. The high attendance during the meetings has shown the demand for regular meetings with all the relevant players present.



Opening concert of the Cultural Gathering in Gdansk

# FLAGSHIPS

## HOW TO BECOME A PA CULTURE FLAGSHIP?

The objectives of the *EUSBSR Policy Area Culture & Creative Sectors Action Plan* are implemented by means of flagships. These are projects which demonstrate the progress of the EUSBSR and serve as pilot examples for the four PA Culture strategy actions. To become a flagship, the project firstly needs the support of the PA Culture Steering Group, that needs to ensure that a 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 fulfill the following key criteria:**

1. Have a high macroregional 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



10 flagships

> 85 partners

4 actions

10 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. There are currently ten flagships, among which one has received Interreg BSR funding and two have received seed money funding from the *Interreg EUSBSR Seed Money Facility*. The others are currently in the process of applying for different funds, such as *Interreg*, *Erasmus+*, *Creative Europe*. Two flagships are already completed. More information about these flagships can be found on the PA Culture website.

## BALTIC GAME INDUSTRY

**PA Culture Action: Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship.**

The project *Baltic Game Industry* pursues an integrated approach that will result in an overall boost of the game industry in the Baltic Sea Region and establish it as a competitive global player. *Baltic Game Industry* puts its focus on four areas, namely; enhancing the framework conditions for game start-ups and SMEs; strengthening educational capacities in order to provide high-skilled workforce; empowering innovation and last but not least; bringing forward game-based approaches in non-game industries.

*Baltic Game Industry* will provide clear benchmarks as it strengthens the existing networks, introduces research with clear indicators, presents guidelines for start-up promotion, develops educational tools and concludes with recommendations for improvement.

**STATUS:** Under development.

**DURATION:** 36 months.

**PARTNERS:** Berliner Gesellschaft für internationale Zusammenarbeit mbH (Lead) | Den Danske Filmskole | Erhvervsakademi Dania | Tallinna Ülikool | Metropolia Ammattikorkeakoulu OY | HTW Berlin | Stiftung Berufliche Bildung | Krakowski Park Technologiczny sp. zo.o. | Zespół Szkół Łączności im. Mikołaja Kopernika | Uniwersytet Śląski W Katowicach | Spelplan-ASGD AB-Dataspelsbranschen



## BALTIC HOUSE

**PA Culture Action: Promoting and presenting BSR culture, using the innovative force of culture for societal development.**

*Baltic House* wants to put the spotlight on contemporary art and gather artists, activists, researchers, entrepreneurs etc. together, in order to discuss and reflect on topics of social and political relevance, that are addressed by the exhibited art. Moreover, *Baltic House* functions as an incubator for new ideas and projects, that the region can profit from.

The sustainable, interdisciplinary and participatory approach is crucial for *Baltic House* and forms the foundation for a promotion of Baltic Sea Region culture and a strengthening of civil society in the region.

**STATUS:** Under development. *Creative Europe* application planned.

**PARTNERS:** Baltic Sea Cultural Centre Gdańsk (Lead) | Cultura21 | Färgfabrikken | Gesellschaft für zeitgenössische Konzepte Schleswig Holstein e. V. | Laimikis.lt | Rauma Art Museum | The Latvian Centre for Contemporary Art in Riga



Getting familiar with the exhibits, Opening of the *Baltic House* exhibition

## BALTICLAB

### PA Culture Action: Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship.

*BalticLab* brings entrepreneurs and creatives in the Baltic Sea region together to prototype the future through joint initiatives. *BalticLab* consists of two curated and linked annual events: the large-scale *BalticLab Networking Weekend* and the smaller project-building *BalticLab Ideation*.

The aim of the programme is to create a community of entrepreneurs and creatives, who through collaboration and strengthened connectedness, empower the region to become more innovative, creative and prosperous.

**STATUS:** *BalticLab* is in its third year and is fully funded by the *Swedish Institute* and the *Council of the Baltic Sea States* as a permanent leadership and talent programme.

**PARTNERS:** Council of the Baltic Sea States Secretariat and the Swedish Institute (Lead)



Mirjam Külm and Olga Knudsen introduce the flagship *BalticLab* to the audience of the Dissemination Seminar in Stockholm

## BALTIC SEA HISTORY PROJECT

**PA Culture Action: Preserving and presenting the BSR cultural heritage, strengthening the cultural identity of the region.**

The *Baltic Sea History Project* is the first effort to create a collective view on history and culture in a European region. The project partners aim to create new social strategies and concepts to have a framework for a future intercultural dialogue about regional and transregional history, culture and identity. With the help of new documentation technologies (like Wikis, blogs etc.) the project goes beyond the limits of traditional methods of documentation (like books) and integrates new approaches.

The project started in 2011. With financial support of the German Federal Government and the *EU Culture Programme*, a first project partnership was established, a basic concept developed and one first pilot project implemented.

**STATUS:** Project under further development. The project applied for *Erasmus+* funding.

**PARTNERS:** Academia Baltica Lübeck (Lead) | Aue-Säätiö | Szczecin University | Tallinn City Archives | Fundacja Borussia | Oncampus GmbH | University of Latvia, Faculty of History and Philosophy | University of Tartu, Institute of History and Archaeology | Saint Petersburg State University | Södertörn University in Stockholm, School of Historical and Contemporary Studies | Folkbildningsförbundet | Danish Adult Education Association

## BSR INTEGRATED HERITAGE MANAGEMENT

**PA Culture Action: Preserving and presenting the BSR cultural heritage, strengthening the cultural identity of the region.**

The *Integrated Heritage Management* initiative refers to the EU Directive for establishing a framework for maritime spatial planning (MSP) and the *EU Integrated Coastal Zone Management (ICZM)* Protocol 10. It wants to strengthen its status by integrating international cultural heritage concerns to MSP and ICZM policies in the Baltic Sea Region. In order to achieve this, the project will develop best practices for shared information systems and focus on policies, management and decision-making processes regarding the integration of underwater and coastal cultural heritage.

Moreover, the project will develop a knowledge base and recommendations for planners and investors. By strengthening the understanding of the BSR's underwater heritage characteristics and integrating sustainable management to regional approaches, the project will make the maritime heritage of the BSR accessible for cultural and tourism businesses.

**STATUS:** Received funding from *CBSS Project Support Facility*. Received seed money from *EUSBSR Seed Money Facility*. Submitted *Interreg BSR* application.

**PARTNERS:** State Archaeological Department of Schleswig-Holstein (Lead) | Submariner | EEIG | Parks & Wildlife Finland | University of Turku, Cultural Production and Landscape Studies | Polish Maritime Museum Gdansk | Maritime Institute Gdansk | National Board of Antiquities Finland | Estonian National Heritage Board | Estonian Marine Institute | University of Tartu | Swedish Maritime Museums

## CREATIVE PORTS

### PA Culture Action: Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship.

There's a lot of potential for cultural and creative industries in the Baltic Sea Region that needs to be activated and strengthened. It is *Creative Ports*' ambition to improve entrepreneurial knowledge and to make it easier to access international markets. By bringing forty-five cultural and creative entrepreneurs together, *Creative Ports* has already set the ground for connecting the respective agents in the region in order to exchange good/best practices.

*Creative Ports* wants to boost mobility, knowledge transfer, networking and internationalisation of young cultural and creative professionals in the Baltic Sea Region and to promote existing institutions, networks and thus strengthen existing capacities.

**STATUS:** Three pilot workshops carried out in 2013/14. Seed money received, *Interreg BSR* application submitted.

**PARTNERS:** Goethe-Institut (Lead) | UBC | Swedish Institute | Helsinki Design Week | Council of the Baltic Sea States Secretariat | Starter Gdansk | Heinrich-Böll-Foundation Kiel | ARS BALTICA



Jacob Racek from Goethe Institute introducing flagship *Creative Ports*, Strategic Project Development Workshop in Warsaw

## CROSS MOTION

### PA Culture Action: Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship.

*Cross Motion* promotes the convergence between digital audiovisual content production industries and the sectors of education, tourism and health. Through inter-sector co-operation it is planned to develop 'cross innovations', that help facilitate the emergence of new markets and enable growth for SMEs, start-ups etc. So far the Baltic Sea Region lacks a framework for such inter-sector co-operation, thus *Cross Motion* will establish an inter-cluster network of partners.

*Cross Motion* will raise awareness among the region's relevant industries by organising a series of high visibility conferences, hackathons and networking events where we aim to showcase the best practices, success stories and promote co-operation across a variety of borders.

**STATUS:** Receiving *Interreg BSR* funding for a 3-year project period.

**PARTNERS:** Tallinn University, Baltic Film and Media School (Lead) | Estonian Digital Centre | TechHub Riga | Nebula Cluster, Lithuania | Aalto University Foundation | Media Evolution Southern Sweden | Filmby Aarhus | Media Cluster Foundation, Poland | Film Fund Hamburg Schleswig-Holstein | Oslo University, Department of Media and Communication



# CULTURABILITY

## PA Culture Action: Promoting and presenting BSR culture, using the innovative force of culture for societal development.

*Culturability* has brought 140 stakeholders from across the Baltic Sea Region together. Stakeholders are involved in the creative industries, urban development and social innovation. They all perceive culture as a driver for social and eco-friendly innovation.

By organising four workshops in the region, the stakeholders have come together and introduced their work and approaches to each other. *Culturability* enabled the participants to exchange knowledge and learn about good/best/next practices. *Culturability* thus functions as a platform supporting cultural and creative small and medium enterprises and other knowledgeable cultural actors. *Culturability* fosters cross-sector co-operation between cultural and non-cultural players and thus emphasises, that culture in a Baltic Sea Region, that has never been more open and cooperative, is a primary tool for bringing about social innovation.

**STATUS:** Phase I of project completed. Currently in phase II (01.04.2016-01.04.2017) to prepare next phase. Interreg BSR application submitted.

**PARTNERS:** Nordic Council of Ministers (Lead) | Ministry of Culture and National Heritage of Poland | Ministry of Justice, Cultural and European Affairs of Land Schleswig-Holstein | ARS BALTICA



Simon Drewsen Holmberg introducing the flagship *Culturability*, Dissemination Seminar Riga

## MARITIME HERITAGE ATLAS

**PA Culture Action: Preserving and presenting the BSR cultural heritage, strengthening the cultural identity of the region.**

The Baltic Sea Region has also in the past been strongly intertwined in terms of trade and cultural exchange. *Maritime Heritage Atlas* has been established in order to preserve and promote the maritime heritage of the Baltic Sea Region with modern means. It is planned to develop functional technological tools that increase the visibility of maritime heritage throughout the region.

With this initiative *Maritime Heritage Atlas* wants to increase the interest in the cultural roots and links in the region and thus strengthen the regional identity. The project is a follow up of the *Maritime Atlas of South Baltic* running under the *South Baltic Programme 2008–2010*.

**STATUS:** The project will apply for funding from the *Interreg South Baltic Programme*. So far the project had been granted *EUSBSR Seed Money*.

**PARTNERS:** National Maritime Museum in Gdańsk (Lead) | Various other partners from from Finland, Lithuania, Poland and Sweden

## THINK TANK TRANSBALTIC

**PA Culture Action: Promoting and presenting BSR culture, using the innovative force of culture for societal development.**

*TTT* will establish an interdisciplinary collaboration to generate urban and regional development approaches. It will work through creating mobile, productive and creative Think Tanks in the BSR harbour cities, in order to develop new approaches to and capacities for community development. By organising joint international productions, workshops, research and knowledge exchanges, *TTT* establishes a platform for the realisation of its objective.

*TTT* will engage citizens in order to foster participatory approaches and will specifically address migrants, newcomers and young people. *TTT*'s results will be transferred to a Baltic Tool Kit for city developers and spatial planners.

**STATUS:** Under development. Planning to apply for *Horizon 2020*.

**PARTNERS:** Blekinge Institute of Technology (BTH) | Kulturcentrum Ronneby | Numerous partners from: Belarus, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland, Russia and Sweden.

# FINANCING POSSIBILITIES

## **Interreg BSR Seed Money Facility**

> [www.interreg-baltic.eu](http://www.interreg-baltic.eu)

## **Interreg Baltic Sea Region Program**

> [www.interreg-baltic.eu](http://www.interreg-baltic.eu)

## **Interreg South Baltic**

> [www.southbaltic.eu](http://www.southbaltic.eu)

## **Interreg Central Baltic**

> [www.centralbaltic.eu](http://www.centralbaltic.eu)

## **Creative Europe**

> [https://ec.europa.eu/programmes/creative-europe/contact\\_en](https://ec.europa.eu/programmes/creative-europe/contact_en)

## **CBSS Project Support Facility**

> [www.cbss.org/project-support-facility](http://www.cbss.org/project-support-facility)

## **Nordic Culture Point**

> [www.kulturkontakt nord.org/en/grants#deadlines](http://www.kulturkontakt nord.org/en/grants#deadlines)

## **Nordic Culture Fund**

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

## **Swedish Institute**

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



## INTERREG BSR SEED MONEY FACILITY

The *Seed Money Facility* grants funding on application, for the development of projects that contribute to the implementation of the actions and objectives of a Policy Area, or a Horizontal Action of the *EU Strategy for the Baltic Sea Region*. It was formerly known as the *EUSBSR Seed Money Facility*. Partners that receive seed money will draft a project plan that can be further developed into an application to any of the EU or national funding sources e.g. the *European Structural & Investment Funds* programmes 2014–2020. The plan has to include a description of activities and outputs, the composition of the partnership, the indicative budget and an analysis of funding possibilities.

The seed money funding is granted for a period up to one year. In addition, the projects are granted two extra months for managing all tasks related to concluding of a contract. The total budget of the project is up to € 50,000. Seed money will co-finance up to 85 % of the total budget. The partners have to contribute at least 15 % from their own sources. These contributions must not come from other EU funding sources.

The most recent call in February 2016 was the last call for applications organised within the framework of the EUSBSR Seed Money Facility. **Starting from the 2nd half of 2016, seed money support will be provided by *Interreg Baltic Sea Region*.** The first seed money call under the Interreg Baltic Sea Region will be open from 28 September 2016 to 15 February 2017.

You can find the factsheet here:

> [www.interreg-baltic.eu/fileadmin/user\\_upload/about\\_programme/Seed\\_Money/Seed\\_Money\\_fact\\_sheet\\_priority\\_4-1.pdf](http://www.interreg-baltic.eu/fileadmin/user_upload/about_programme/Seed_Money/Seed_Money_fact_sheet_priority_4-1.pdf)

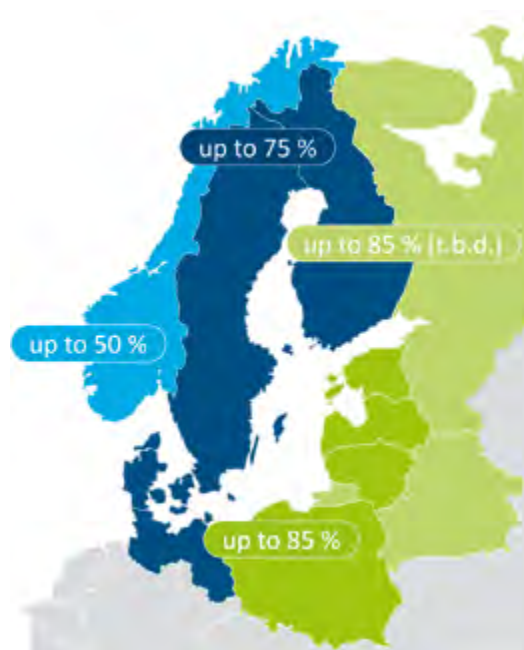
Website of Interreg BSR Seed Money Facility:

> [www.interreg-baltic.eu](http://www.interreg-baltic.eu)

## INTERREG BALTIC SEA REGION PROGRAM

Transnational co-operation in the Baltic Sea region continues in the funding period 2014–2020. *Interreg Baltic Sea Region* is an EU funding programme that facilitates transnational co-operation 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 & associations and enterprises.

The *Interreg Baltic Sea Region Programme 2014–2020* supports integrated territorial development and co-operation 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 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. The next call for applications will be launched on 2017.



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

Additional info:

> [www.interreg-baltic.eu](http://www.interreg-baltic.eu)

## 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 co-operation across the southern shores of the Baltic Sea. The Programme is a 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 co-operation”.

The total estimated Programme budget designated for the projects (excluding technical assistance) is € 78 million. The third call for proposals within the *South Baltic Programme* will be open between 2 November and 16 December 2016.

Additional info:

> [www.southbaltic.eu](http://www.southbaltic.eu)

## INTERREG CENTRAL BALTIC

The *Central Baltic Programme 2014–2020* is a funding programme financing cross-border co-operation 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 co-operation projects where partners from at least two countries are co-operating 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 and the project duration is limited to maximum two years. Projects that last longer and have a bigger ERDF budget are counted as 'regular projects'.

The next call for new applications is planned to be open for the first-step applications from 2 January until 27 February, 2017.

Additional info:

> [www.centralbaltic.eu](http://www.centralbaltic.eu)

## CREATIVE EUROPE

*Creative Europe* is the European Commission's framework programme for support to the culture and audiovisual 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 co-operation, platforms, networking, and literary translation. The Media sub programme supports audiovisual sector initiatives, such as those promoting the development, distribution, or access to audiovisual works. The Cross-Sector sub programme supports a cross-sectoral strand, including a Guarantee Facility and transnational policy co-operation.

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](https://ec.europa.eu/programmes/creative-europe/contact_en)

## CBSS PROJECT SUPPORT FACILITY

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

Every project applicant has to indicate the planned budget in an application form. Thereby, the planned costs must be divided into the following budget lines – personnel costs, travel and subsistence costs, subcontracting costs, other direct costs and administration/overheads. The total budget of the PSF may range from € 10,000 to € 50,000, in which projects must have secured a minimum of 10 % co-funding. Its continuance in 2017 is yet to be determined.

Additional info:

> [www.cbss.org/project-support-facility](http://www.cbss.org/project-support-facility)

## NORDIC CULTURE POINT

*Nordic Culture Point* is an official Nordic cultural institution. The organisation administers three Nordic funding programs, runs a cultural centre and library in the heart of Helsinki and arranges cultural events. The 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.kulturkontakt nord.org/en/grants#deadlines](http://www.kulturkontakt nord.org/en/grants#deadlines)

## 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 co-operation with partners in countries outside the Nordic Region. The project must be co-operative in nature, and involve exchange and/or interaction.

In order to apply for funding, please visit:

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

## SWEDISH INSTITUTE

The *Swedish Institute* actively supports regional development in the Baltic Sea Region in different ways. It awards project funding to Swedish state organisations and agencies, including universities and colleges, municipalities, regional councils and county councils, as well as business trade organisations and non-governmental organisations. The funding is intended to make it easier for agents of different countries and organisations 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. The application period is 15 April to 30 September 2016. SI accepts applications and takes decisions on an ongoing basis throughout the application period. A Swedish organisation must be the lead applicant. The partnership must comprise of Sweden and at least one eligible country from: Georgia, Moldova, Russia, Ukraine, Belarus. Organisations from other countries in the Baltic Sea Region – Norway, Denmark, Finland, Germany and Iceland – are welcome to take part in the project, as are other EU member countries, but without funding from SI. The project may last for no longer than two years and funds are available totalling SEK 350,000 (for one year) or SEK 700,000 (for two years). The minimum amount that can be applied for, regardless of the length of the project, is SEK 200,000.

Additional info:

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

# OUTLOOK

“It should be our main aim to create synergies and to join forces. We need to present the value of creative and cultural industries. We don’t have the best framework for funding, so the role of the PA Culture strategy will be to lobby for a better framework. In 2017 the next evaluation for EU funding takes place and we need to be present and prepared with our demands for the upcoming funding period after 2020.”

Stefan Musiolik, PA Culture Coordinator, Schleswig-Holstein

PA Culture wants to take advantage of established structures to increase the general awareness and dimension of culture in the BSR and to highlight the high relevance of culture. This is done through cultivation of projects related to knowledge, belief, art, morals, law, custom, technologies and any other capabilities and habits acquired by the peoples living in the Baltic Sea Region.

For the PA Culture team, it’s obvious that culture plays a crucial role in shaping peoples’ daily lives; even more so culture is an essential asset in all areas of activity with respect to collective productivity. Our common and ever expanding cultural heritage is the basis for creative developments, social innovation and integration.

All of these assumptions are shared by the PA Culture flagships. They are driven by the same motivation. They turn to the cultural and creative players on the shores of the Baltic Sea Region in order to transform their ideas to achieve actual cultural and societal progress. In order to support the flagships in following their mission and to continue working on the big picture, PA Culture will underscore following interlinked approaches:

## Events

Thirteen events were organised by PA Culture in 2015 and the first half of 2016. The number of people participating and the feedback by the participants proves that PA Culture is on the right path. Accordingly, the well-established *Strategic Project Development Workshops* will be continued, along with a presence at the upcoming EUSBSR annual forums and the organisation of regular Steering Group Meetings. Most prominently the *Strategic Project Development Workshops* intend to provide the space for working with the flagships and giving advice. The presence at the annual forums is essential as it allows PA Culture to maintain the dialogue with other Policy Areas and Horizontal Actions as well as other BSR stakeholders; to present cultural and creative innovations to a wide audience and to follow the development of the EUSBSR. Last but not least the Steering Group Meetings, that will continue to be organised twice a year, to provide a platform for intensive discussion and networking with the core players in cultural co-operation in the region. These meetings are extremely valuable, as they allow for co-ordination of national and international initiatives. Together these three types of events will improve and establish PA Culture’s collaborative network in a cohesive and sustainable manner. Additionally, PA Culture intends to collaborate with other remarkable cultural events in the region to present rich BSR culture as well as PA Culture to a wider public.



## Policy-Making

Building up on the PA Culture events, which enable PA Culture to meet and co-ordinate directly with a variety of governmental and non-governmental players, the co-ordinating team will always keep in mind that its mission is to establish a solid ground for the cultural and creative sectors and culture in general. Accordingly, a consistent funding framework for projects aiming at intangible assets, which might be off the beaten track of classical product or service development, is essential. Whereas PA Culture related projects receive funding from seed money funds, possible successor funds (e.g. *Interreg*, *Creative Europe*) need to make more room for a macroregional ‘window’, which qualifies cultural projects already receiving funding to access additional funding opportunities to enable them to proceed with further development of their innovations.

In order to succeed at doing that, PA Culture emphasises that all relevant bodies and groups related to the cultural sector need to be integrated. PA Culture activities need to be anchored in the whole region and the expectations of the relevant BSR cultural stakeholders have to be met. Moreover, this integrative approach is a way to orchestrate strong developments, co-ordinate specific initiatives, exchange knowledge and experiences as well as join forces with other cultural players for lobbying.



Run on the registration lists; PA Culture events are popular, Dissemination Seminar Riga



## Dialogue

**“We want to establish PA Culture Ambassadors, that actively disseminate the PA Culture mind-set, ideas and spirit as well as the need for cultural co-operation through their own partner connections with other BSR countries.”**

Malgorzata Moch, Ministry of Culture and National Heritage of the Republic of Poland

Closely connected to the above-mentioned approaches, PA Culture wants to provide the space for sufficient dialogue about the cultural and creative sectors and their potential. Accordingly, PA Culture Ambassadors will be introduced. Events/organisations/institutions/persons that identify strongly with the PA Culture strategy and objectives will act on behalf of PA Culture’s mission. Additionally, the PA Culture Ambassadors will give advice to the PA Culture Coordinators or the Steering Group about recent developments, demands and activities.

PA Culture acknowledges that an active and vital presence in the media is necessary to bring about the intended outcomes. Besides its presence at different events, the online potential will be activated and used to increase the visibility of the cultural, creative and innovative potential in the region. Via its website, newsletter and Facebook page, the progress within the policy area and its projects will be documented more publicly and more transparently.

**“An active and vital #PACulture presence on the internet is necessary to bring about the intended outcomes for #BSRCulture in the #BalticSeaRegion.”**

Marcus Hagemann, ARS BALTICA

# CONTACTS

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

[www.eusbsrculture.eu](http://www.eusbsrculture.eu)

[www.facebook.com/policyareaculture](https://www.facebook.com/policyareaculture)

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



