

## **The revision of EUSBSR Action Plan**

After 10 years of active development of the EU Strategy for Baltic Sea Region (EUSBSR), the European Commission (EC) with all the relevant stakeholders has decided to launch the process of revision of this macro-regional strategy. EUSBSR has already achieved most of its goals, however Baltic Sea environment is changing. Therefore, there is need to adjust the EU approach towards new challenges and objectives within the region.

As the EUSBSR is based on multi-level and cross-sectoral cooperation, cultural aspect plays its role as well in this process. Due to coronavirus outbreak and lasting discussions on interesting proposals, the revision of EUSBSR Action Plan (AP) has not been finished yet. The EUSBSR has yielded important results in various spheres, but the new updated AP should reflect ambitions and emerging global challenges (i.e. climate change, pandemics, demographic changes and migration) and is supposed to be valid for next years.

The aim of PA Culture Coordinators in this regard is to acknowledge the importance of cultural life in Baltic Sea Region as one of the most efficient sector, which brings tangible results to local society. The coronavirus lockdown showed that culture and all of its aspects facilitate the well-being of people and therefore the role of culture should strengthen in the future. First of all, taking into account future Multiannual Financial Framework, the better access to funding programmes in this regard should be one of the priority. Moreover, new AP should empower stakeholders of cultural environment and increase their ownership by providing clarified roles and responsibilities, effective decision-making and reinforced results-orientation. Consequently, PA Culture becomes one of the most important Policy Areas and its status should not remain the same, but reinforced, also when it comes to visibility.

The core activities of PA Culture will still consist of overview and coordination of cultural and creative industries, promoting of Baltic cultural diversity and preserving its cultural heritage. We will try to engage as many potential actors as possible. The main idea of the revision of AP is simplification of actions of all PAs to be better understandable and feasible to implement.