

**POLICY** Area **CULTURE!**



12th PA Culture Strategic Project  
Development Workshop

CULTURAL AND CREATIVE  
**INDUSTRIES**  
IN THE BALTIC SEA REGION



# POLICY Area CULTURE!



DATE: 18 May 2021, 9:00-16:00 CET

VENUE: Szczecin Incubator for Culture

ADDRESS: al. Wojska Polskiego 90, 70-482 Szczecin

+ online presence possibility (ZOOM Platform)

The forthcoming edition of the Workshop is devoted to the current situation of Cultural and Creative Industries (CCI) in Baltic Sea Region.

The coronavirus pandemic restrictions measures, which were introduced in European countries, have a severe impact on condition of CCI and all entities, who are dealing with cultural affairs. To overcome current and future uncertainty, it is essential to strengthen the CCI, in particular the sectors most affected by the crisis.

CCI micro, small and medium-sized enterprises, non-governmental organisations and other actors have severely suffered, however they are responsible for reinforcement of cultural diversity and to a great extent they are its vital force. Therefore, they deserve more appropriate assistance to overcome negative effects of current crisis and stimulation in new way of distribution their potential.

Register [here](#) by 13 May



## Goals

The workshop is to result in an analysis of the CCI in the region regarding below-mentioned aims:

- to identify impact of coronavirus lockdown on CCI;
- assistance (also public financial aid) which was given to the sector;
- „adjustment” to the new reality: is there a new innovative approach?
- to identify how CCI can help to overcome coronavirus crisis in society;
- to identify how to support CCI in non-financial ways
  - what wide-ranging activities would be most helpful:
- promotion of CCI creativity, strengthening the demand for CCI offer, promotion of CCI creativity by the media.

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# Outcomes

Desirable outcomes of the Workshop are:

- comparison of the situation of CCI in Baltic Sea Region countries;
- collected best practices to share - how to overcome pandemic restrictions?
- CCI as an innovative power in difficult times;
- idea how to assist / stimulate the distribution of CCI products.

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## Programme

9:00 - 9:30	Registration
9:30 - 9:45	Welcome, introduction and presentation of a potential outcome
9:45 - 10:05	Key note speech: Governmental support for CCI in BSR. Example of Republic of Latvia Mr. Uldis Zariņš, Deputy State Secretary in the Ministry of Culture of Republic of Latvia
10:05 - 10:25	Key note speech: Cross-sectorial innovation. Results of research Dr Petya Koleva, culture and creativity expert, founder of Intercultura Consult Dace Resele, Northern Dimension Partnership on Culture (NDPC)
10:25 - 10:30	Menti meter – quiz
10:30 - 11:20	Panel discussion on value of the cross innovation in post-corona times – Petya Koleva, Dace Resele, NDPC cross-inno – Laima Gerlitz, Wismar Applied Science University (Germany) – Mathias Roos, Kreativum (Sweden) – Tarmo Tuisk, Tallin University of Technology (Estonia)
11:20 - 11:35	Coffee break

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# Programme

- 11:35 - 12:25 Panel discussion on the support of CCI
- Amalie Sørensen, Danish Cultural Institute in Estonia, Latvia and Lithuania
  - Paulina Kisiel, Gdynia Design Days (Poland)
  - Claudia Wondratschke, Hamburg Kreativ Gessellschaft (Germany)
  - Roma Surviliene, Vilnius City (Lithuania)
- 12:25 - 13:30 Lunch break
- 13:30 - 14:15 Panel discussion on best practices in dealing with pandemic
- Tamara Kamińska, Music Export Poland
  - Gunnar Liestøl, University of Oslo (Norway) TBC
  - Lubomira Trojan, Zamek Cieszyn (Cieszyn Castle, Poland)
  - Lena Janhila, HUMAK University of Applied Science /Creative Industry Business Service (Finland)
- 14:15 - 14:20 Presentation of the thematic tables
- 14:20 - 15:35 Break out rooms and thematic tables
- I. How CCI can help overcome corona crisis in the society?
  - II. How to support CCI in non-financial ways - promotion, strengthening the demand for CCI offer
  - III. Contribution of CCI to the New Green Deal
  - IV. Cross-innovation - the role of CCI in innovation process
- 15:35 - 16:00 Presentation of the key findings: Wrap up and conclusions

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