

## **PA CULTURE SIMPLIFIED FLAGSHIP CRITERIA for the new period 2022-2027**

### **Information about the changes in comparison to previous programme period**

Within the framework of the previous Action Plan and the previous Interreg Programme the Flagship Status provided an extra bonus (financial and operative) to project applications, so it was a real incentive to get this label for a project.

Now, with the new Programme, this is no longer the case. The flagship status does not change the status of a project in the ranking of applications. However, the new Action Plan leaves it open to decide whether PA's want to continue with the Flagship status.

Despite the current lack of particular incentives, the Flagship label still will be used as a valuable communication tool for underlying the significance of particular projects, especially for project partners who present them to stakeholders on various forums. Also, selecting this kind of projects would help PA Culture to focus on priorities that would help to implement goals defined in our application and reporting to JS.

As PA Culture is operating with the close cooperation with its Steering Group body, the decision on granting the project such a status will be made through a formalized voting process – yet a simplified one compared against the previous periods.

In previous years there were 3 Flagship projects supported throughout the financing period. It is suggested that no more than 5 projects are to be selected as Flagships in the new perspective, but it may vary depending in the overall projects submitted to a particular funding programme that includes BSR within its priorities.

### **How to become a PA Culture Flagship - procedure**

- To apply for the flagship status, project partner should contact PA Culture Coordinators in a written form via email.
- It is also possible that PA Culture coordinators and/or Steering Group members may approach project developers with a proposal of becoming a flagship.
- PA Culture Coordinators screen the applications and make a recommendation to the PA Culture Steering Group (SG) for a decision.
- The SG voting for the flagship label does not require organizing SG meeting, as it may be done via email procedure.

- Coordinators supported by the Presidency send to the SG members project list with all necessary project description and ask SG members to vote through email: YES/NO/Abstain and provide any necessary comments if applicable.
  - In case of justified urgent issues the voting procedure can be shortened to less than 10 working days.
  - The lack of response by the given deadline equals casting a positive vote.
  - In case the SG member / PAC is also member of the project applying for the flagship status, he/she is excluded from the voting procedure.
- The voting procedure should last no more than 10 working days.
- PAC should summarize the results within no more than 3 working days after the voting is over.
- The Flagship label is given to projects that have been accepted by acclamation.
- Should any doubts about the votes happen to rise, the PAC may arrange consultations with SG members.
- SG Presidency shall prepare the letter of support for the projects which were positively voted on (signed either physically or electronically).

#### **General Flagship criteria**

- High impact on the BSR macro-region
- Meeting the objective of the EUSBSR

#### **Content-related criteria**

- Meeting the objectives of one or more actions of PA Culture, matching in particular the strands listed below:

#### **Action 1**

##### **Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship**

Objectives:

- Strengthening the competitiveness of the cultural and creative sectors of the region
- Upscaling the creative potential of the region through exchange of ideas, know-how and experience
- Sharing the creative potential across the whole region and contributing to its faster and more coherent economic development
- Triggering resource-efficient cooperation

**Flagship wanted** in particular in the following areas:

- Designing tools for the **support of small, micro-sized/individual enterprises** (pooling resources, joint marketing/export initiatives, facilitating access to capital or marketing opportunities)
- Promotion of **single sectors and inter-sectoral cooperation**
- Promotion of **sustainable products**
- Mapping, generating, pooling and sharing **knowledge, expertise and experience**

## **Action 2**

### **Promoting BSR culture, cultural diversity and European values, promoting culture as a driver for sustainable development**

Objectives:

- Presenting the diversity, quality and attractiveness of BSR culture and arts in all its variety and complexity
- Strengthening and supporting the European project and promoting European values
- Triggering spill-over effects and innovation in economy and society through by cultural interventions
- Fostering cultural exchange and cooperation
- Promoting the BSR as an attractive cultural region

**Flagships wanted** in particular in the following areas:

- Culture as a driver of **social innovation** (e.g. as regards integration, participation, urban development)
- Culture as a driver for **sustainable innovation**
- **Joint presentation** of BSR culture/cultural products (festivals, museums etc.)
- Presenting the BSR as a **culturally attractive region**
- Promotion of cross-sector cooperation (**culture labs**) bringing together academics and practitioners from the cultural and other sectors, offering access to (new digital) technologies and other shared infrastructure

## **Action 3**

### **Preserving the BSR's cultural heritage, strengthening regional identity**

Objectives:

- Increasing the societal and economic value of cultural heritage through innovative and visitor-friendly presentations of heritage sites and museums
- Strengthening the regional identity
- Focusing on the cultural and historic roots of BSR
- Preserving the cultural heritage of the BSR on land and under water
- Facilitating the management of the region's cultural heritage and promoting public interest in and access to these assets

**Flagships wanted** in particular in the following areas:

- Cooperation in the course of **cross-border infrastructure projects** which would endanger the cultural heritage
- **Joint presentation** of BSR cultural heritage / cultural heritage products (exhibitions, museums, touristic offer etc.)
- Pooling and joint use of **expert know-how**
- Raising **awareness for the cultural, historic and political past** / fostering mutual understanding for different views
- Strengthening **regional identity**

**Main tasks of PA Culture Flagship leaders**

- Ensuring implementation of the flagship
- Taking an active part in the PA Culture work (relevant meetings and conferences)
- Regularly reporting on the progress of the project to the PA Culture Coordinators
- Indicating substantial changes in the project alignment in content or partnership to PA Culture Coordinators
- Ensuring communication and visibility of the project and its results (including the use of the PA Culture logo on websites and publications)