

EUSBSR PA CULTURE Steering Group Meeting

Policy area coordinators:

- Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein (MLLEV), **Germany**
- Adam Mickiewicz Institute (AMI), **Poland**

Date & Time: 14 Dec 2022, 13:30 - 16:30 CET

Location: Adam Mickiewicz Institute (AMI), Wielka Improwizacja Room
Mokotowska 25, Warsaw, Poland

Participants:

1. Robert Nilsson, Ministry of Culture of Sweden
2. Ewa Dębska, EUSBSR National Coordinator, Ministry of Foreign Affairs, Poland
3. Barbara Krzeska, Adam Mickiewicz Institute, Poland
4. Magdalena Kleszczewska, Adam Mickiewicz Institute, Poland
5. Franziska Kapteina, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein
6. Szymon Jałkowski, Ministry of Culture and National Heritage of Poland
7. Heili Jõe, Ministry of Culture of Estonia *[online]*
8. Monika Langiewicz, Ministry of Foreign Affairs, Poland
9. Kristine Lipina, Ministry of Culture of Latvia *[online]*
10. Zuzanna Przytkowska, Ministry of Culture and National Heritage of Poland
11. Milda Vakarinitė, Ministry of Culture of Lithuania *[online]*
12. Kaarina Williams, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein
13. Denis Merkulov, BSYP Youth Culture, CCI Contact Desk, Estonia
14. Julia Daitche, BSYP Youth Culture, Germany
15. Dominik Littfass, Council of the Baltic Sea States
16. Dace Resele, Northern Dimension Partnership on Culture (NDCP) *[online]*
17. Marcus Hagemann, Ars Baltica *[online]*

Moderation and chair: Robert Nilsson

Agenda:

1. **Welcome and Opening of the meeting. News from the Policy Area Culture**
2. **Overview of PA Culture projects – short presentation of new projects, support concept for PA culture projects, stakeholder outreach**
3. **New ideas – involvement of NGOs, BSYP Cultural Youth Working Group, stakeholder outreach**
5. **AOB**

1. Welcome and Opening of the meeting

The purpose of the meeting was to look back on the PA Culture activities in 2022 and forward to what will be happening in the cultural cooperation around the Baltic Sea in the upcoming year. It was also a good opportunity to kick-off the Swedish Presidency in the Steering Group, as well as introduce new PA Culture coordinators.

Barbara Krzeska, as the Deputy Director of AMI, welcomed all the guests.

Robert Nilsson opened the meeting and gave some organisational information.

A short round of introductions followed.

Robert Nilsson noted that the SG Members from Denmark and Finland could not participate in the meeting for various reasons. He also introduced the online participants to the internal rules of the meeting. He then continued by introducing the first item of the agenda of the meeting and gave floor to Magdalena Kleszczewska.

2. Overview of PA Culture projects – short presentation of new projects, support concept for PA Culture projects, stakeholder outreach

Magdalena Kleszczewska summed up the activities of PA Culture in 2022, noting that it had been a special year for EUSBSR (new financial perspective, Adam Mickiewicz Institute replacing the Ministry of Culture and National Heritage in the role of a PA coordinator). **The activities in 2022 included:** Roundtable in January, 1st SG meeting in March, supporting applications, Interreg application for PA support in March together with PA Secure, results of 1st call for small projects in June, kick-off meeting of Swedish Presidency in September, Annual Forum (roundtable), results of 1st call of core projects in September, talks about cooperation with BSYP, PACs meeting in Berlin in November, drawing plans for 2023, Info Day for cultural stakeholders on 15 December 2022 (other sources of funding for cultural stakeholders).

[SG Norway joining online (able to hear, not speak), Marcus Hagemann joining online]

Franziska Kapteina informed that PA Culture Steering Group is obliged to meet twice a year. SG Members were asked to act as EUSBSR PA Culture ambassadors, motivating national stakeholders, who are often hesitant to involve themselves in transnational projects. She then presented plans for the upcoming year:

- 1) Stakeholder outreach in order to acquire new potential partners for projects, focusing on grassroots level to involve NGOs; to do this by using local formats (events, workshops), actively contacting stakeholders; **SG Members were asked to help PACs communicate what PA Culture is;**
- 2) Development of digital communication – new formats of website, interesting newsletter; **SG Members were again asked to pass on the communication, and to subscribe to PA Culture SM channels** (follow and contribute);
- 3) Support of project development – matchmaking, thematic roundtables; stakeholder mapping and database; targeted advertisement of events; development events and workshops; **SG Members again asked to advertise;**
- 4) PA Culture project support – overview of four projects selected for funding in the 1st Interreg call:

- Arts on Prescriptions
- BSG-Go
- Baltic Sea Cultural Pearls (Lead Partner present – Dominik Littfass, CBSS);
- BaMUR (small projects)

Dominik Littfass added extra information on the Baltic Sea Cultural Pearls project.

Magdalena Kleszczewska informed about the deadline of the 2nd Interreg call. She talked briefly about the need for PACs to be informed about the project ideas by Interreg. She then reminded the assembly that, according to the Action Plan, projects should not be the only **implementation indicator**, but that **policy papers are required as well**.

Kaarina Williams named other funding programmes to be presented during the PA Culture Info Day with the aim to go beyond Interreg funding. She mentioned the Culture4Climate application in Creative Europe, where the consortium reached out to Danube Regional Strategy.

Magdalena Kleszczewska briefly mentioned the **PA cooperation with the BSYP Working Group Culture** and reassured that the PACs want the Youth to be heard.

Robert Nilsson opened the floor for reflections or questions to the coordinators. His own comments included the following points: **dissemination through country agencies is crucial; connection to NGOs and other actors is necessary;**

Ewa Dębska informed that she had been preparing **mailing list** of contacts in 16 Polish regions: science organizations, focal points, and asked to send important information (even about a narrow cultural event) through her.

Magdalena Kleszczewska then mentioned the **Baltic Sea Contact Point (BSP)** support and talked about the interview with the PACs in December and the idea of moving PA Culture to the main EUSBSR page.

Milda Vakarinitė declared Lithuania Ministry of Culture's willingness to disseminate information.

Dace Resele inquired about the PA target audience and if cultural actors knew EUSBSR.

Marcus Hagemann joined in and gave additional information about the Culture4Climate (C4C) application. He suggested that PA Culture should act as a focal point **connecting EUSBSR with other three macroregional strategies** and that projects should be used on the policy level.

Franziska Kapteina continued presenting the plans to support the PA projects. She informed that there had been considerations on the need to discuss a **new project concept**, since Interreg BSR terminated the flagship label. As for the brand name, she suggested "Lighthouses" or "Northern Lights". She asked the SG members if PA Culture should continue working with some kind of a flagship label in the future, and whether the selection procedure is needed.

She presented the PA ideas to support projects:

1. Individual support – one to one interviews with 4 projects funded in Interreg 2022,
2. group support – periodic project meetings to foster cooperation between the projects;

3. structural support – offer supporting material and foster connections and the support from within the countries of the project partners with a **help of the SG members**; special focus on possibilities of the alignment of funding
4. support of the public outreach (to advertise projects) - **done via PACs and SG members**;

Heili Jõe asked for **detailed information on the funded projects** (website, description).

Franziska Kapteina and Magdalena Kleszczewska replied that the information would be provided soon.

Kaarina Williams returned to the question of new project concept and enquired if there was a need to have a procedure for granting it, now that projects do not need the extra qualification of the flagship status for their INTERREG applications.

The scope of the concept was briefly discussed.

Zuzanna Przyrkowska remarked that flagship had been just a label for projects, and that PA could not find the way to support them (apart from networking). She enquired whether SG had new ideas, now that projects are mainly looking for money, which PA can offer only for small projects.

Franziska Kapteina again mentioned the **alignment of funding and the need to find ways to get additional money for projects**.

Magdalena Kleszczewska mentioned the funding rates in Interreg BSR, where own contribution is needed, and gave example the Polish Ministry of Culture's "Promesa" programme offering funding for co-financing.

Heili Jõe gave example of the **Estonian Ministry of Culture's fund for co-financing Creative Europe projects**, in which no extra selection procedure is required since the projects already have international dimension and thus deserve contribution.

Robert Nilsson mentioned the **Swedish Agency for Culture's project support**, and asked to elaborate on the question about the flagship concept/system for supporting projects.

Kaarina Williams explained that in the previous Action Plan and previous Interreg BSR Programme flagship status provided an extra bonus to project applications (fast track), and thus it was important for projects to get the flagship label. PACs pre-checked the quality of the projects and their compatibility with the Strategy. In 2021 the concept was abolished.

Ewa Dębska remarked that a new label should avoid Northern associations, since it is the Baltic Sea notion that unites all countries involved in EUSBSR.

Kaarina Williams noted that there is a new tool (small fund) in PA coordination budget, which can be used for developing projects ("seed money").

Franziska Kapteina suggested that money could be offered to projects developed within the planned Ars Baltica's development workshop.

Ewa Dębska inquired if the PACs were in touch with the projects (PIFs) submitted under the current Interreg BSR call.

Magdalena Kleszczewska informed that PACs were in touch with the Interreg Secretariat.

Dace Resele remarked that it was a good idea to have supporting workshops, and that at the end of the day these projects can get seed money;

Marcus Hagemann gave his remarks about a need for strategic approach to project development (ideation, partnerships and procedures).

Franziska Kapteina then made two propositions: First, she asked the *SG members to support* the PA coordination in making sure that **as many potential project partners from different Baltic States as possible** will join the **planned project development workshop in 2023**.

She also acknowledged that some kind of **selection procedure would be needed for project concepts**. She confirmed that the PA coordination is going to check which projects could fit into the conceptual frame and **prepare a metric for the next SG Meeting**.

3. New ideas – involvement of NGOs, BSYP Cultural Youth Working Group, stakeholder outreach

Robert Nilsson resumed the meeting after a quick coffee break, taking up the issue of **extending the participation of NGOs in SG Meetings**.

Franziska Kapteina noted that representatives of NGOs (NDCP, Ars Batika) and IGOs (CBSS) had joined the meeting as guests, and proposed that the **observer status of fixed group of NGOs and IGOs** should be put to the vote. The minutes of the meeting would be sent out to SG Members who could not participate, so that they have opportunity to veto the decision. She also proposed to **include the representatives of Youth in the future SG meetings**.

Dace Resele, Milda Vakarinaitė and Marcus Hagemann gave their **positive feedback** on the proposal.

It was then agreed that the present **SG Members will follow the silence procedure and the absent SG Members (Latvia, Denmark and Finland) will use the written procedure**.

The voting took place. There was unanimous consent.

Robert Nilsson then moved to the next agenda item, which was BSYP Cultural Working Group presentation.

Julia Daitche thanked PA Culture coordinators and AMI for the invitation and gave a brief **overview of the Cultural Working Group** – 10 people representing 5 states (Germany, Poland, Estonia, Lithuania and Sweden) – supported by CBSS.

Denis Merkulov gave an overview of 3 meetings of the Working Group which had been held so far. He informed that the Working Group believed they would **continue to meet within the Baltic Sea Youth Forum (BSRYF)**, i.e. after the end of Erasmus support for BSYP (12/2022).

Dominik Littfass noted that CBSS would like to ensure some continuity of the Working Group.

Ewa Dębska noted the financial **support for BSYP is currently on the agenda of the CBSS Committee of Senior Officials (CSO)**.

Kaarina Williams added her remarks on the financial support for the Youth participation in Annual Forums. It should be mandatory for organizers of Annual Fora to reserve a part of the budget for the Baltic Sea Youth Camp, which traditionally takes place before each Annual Forum.

Denis Merkulov mentioned that **BSYP WG Culture was preparing a policy paper**.

Franziska Kapteina suggested circulating it among the SG Members. She also addressed the idea of a Youth Festival.

Kaarina Williams informed briefly about the PACs cooperation with the Baltic Sea Strategy Point (launched in October) and the December conference “Fostering sustainable cooperation between

the Baltic Sea Region and Ukraine” hosted by the Swedish Presidency and the Swedish Institute. A brief discussion about the conference and the involvement of Ukrainian partners in EUSBSR followed.

5. AOB

Franziska Kapteina collected the feedback from SG Members and asked them to **put up ideas concerning cooperation with Ukraine.**

The date and venue of the next Steering Group meeting were discussed. It was agreed that the coordination and strategic facilitation SG meeting would be held at the **end of March.**

Robert Nilsson and Dominik Littfass **suggested that the meeting could be held in Stockholm,** the venue would have to be confirmed (CBSS premises or other).

Robert Nilsson described the meeting as very fruitful and expressed his hope for it to be a real kick-off of PA Culture work for 2023. After another round of feedback, he declared the official meeting closed.