PA CULTURE FLAGSHIP CRITERIA

How to become a PA Culture Flagship

First steps

- Identify which action your potential flagship will contribute to
- Contact PA Culture Coordinators and apply for the flagship status in written form
- After positive assessment, PA Culture Coordinators will make a recommendation to the PA Culture Steering Group (SG) for a decision
- After approval of the SG, PA Culture Coordinators are authorized to confirm that the project has the potential to become a PA Culture flagship (e.g. by a support letter for project applications)
- After approval of the SG, PA Culture Coordinators will make a recommendation to EU Commission/DG Regio
- DG Regio will consider the proposal after consulting other COM services and makes a recommendation for the Group of EUSBSR National Coordinators
- As soon as the National Coordinators agree on the proposal, flagship status is granted
- The new flagship will be included in the Annex to the EUSBSR Action Plan

General Flagship criteria

- High impact on the BSR macro-region
- Meeting the objectives 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

➢ Triggering resource-efficient cooperation

Flagships 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 exper**ience

Action 2

Promoting and presenting BSR culture, using the force of culture for societal innovation

Objectives:

➢ Presenting the diversity, quality and attractiveness of BSR culture and arts

➢ Promoting the BSR as a rich and attractive cultural region

➢ Jointly presenting cultural highlights like festivals and other events of supra-regional significance

➢ Culture and creativity as drivers for societal innovation, e.g. in the fields of social innovation, sustainable environmental protection and healthy life

➢ Triggering spill-over effects and innovation in economy and society through cultural interventions

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 and presenting the BSR cultural heritage, strengthening the cultural identity of the region

Objectives:

- ➢ Facilitating the sustainable, cross-sector management of the cultural heritage of the region
- ➢ Ensuring and promoting public interest in and access to these assets
- ➢ Maximizing the societal and economic value of cultural heritage through innovative and visitor-friendly presentations
- ➢ Focusing on the cultural and historic roots of the BSR
- ➢ Strengthening the regional identity

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 offers 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)