



8th Steering Group meeting of EUSBSR PA Culture
Joint Meeting with Senior Official Group on Culture of CBSS, ARS BALTICA Organizing Committee,
Northern Dimension Partnership on Culture
13th June 2017 in Berlin, Polish Institute, 10.00 h - 12.30 h

Attendees:

1. Justyna Zielkowska jzielkowska@mkidn.gov.pl
2. Rugile Balkaite: Rugile.Balkaite@lrkm.lt
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21. Tarja Hautamaki Tarja.Hautamaki@obotnia.fi
22. Marianne Lehtimäki marianne.lehtimaki@outlook.com
23. Marcus Hagemann marcus.hagemann@arsbaltica.net
24. Tobias Koch tobias.koch@arsbaltica.net
25. Stefan Musiolik stefan.musiolik@jumi.landsh.de
26. Anja Uhlenbrok anja.uhlenbrok@jumi.landsh.de

Stefan Musiolik (PA Culture coordinator) welcomes all participants. Bernd Hemingway as deputy director of CBSS addresses and welcomes the meeting. Ilze Gailite-Holmberg as senior advisor of NDPC and Marcus Hagemann in the name of Ars Baltica also welcome the attendees.

I: BSR Cultural Dialogue: information about current and future activities in the Baltic countries

The attendees introduce themselves and - if applicable - present current and planned activities of their country or their organization:

Rugile Balkaite: Ministry of Culture of the Republic of Lithuania

Parliamentary elections were held in Lithuania last year. The Centre Left Party gained the parliamentary majority.

The key goals of the new Government are to make an Administrative Reform of the Government and to ensure the strategic role of culture in the Lithuanian public policy. Some of the main tasks are:

- To establish a department responsible for the analysis and monitoring of the cultural field within the Lithuanian Council for Culture;
- To prepare a model of formal and informal education based on art and culture;
- To ensure / to provide better access to and wider participation in culture for different social groups, especially in the regions (placemaking, community engagement, quality of cultural goods and infrastructure);
- To build the capacity in media literacy and strategic communication.

In general, the main priorities of the cultural sector are the rural development and the youth.

Kaunas, being the second biggest city in Lithuania will be the European Capital of Culture in 2022. Kaunas modernism architecture was inscribed on the Tentative List of UNESCO World Heritage Sites. Therefore the main goal in the draft Action Plan of the celebration of the ECHY in 2018 is to promote the integral concept of the Centenary of the Independence of Lithuania and the modernization of Europe through our common cultural heritage. The focus will be on the international conference regarding architecture of modernism and possible establishment of the International Network of Modernist Cities in Europe with a claim to settle the European Council's Cultural Route in the nearest future.

The OMC (Open Method of Coordination) Working Group on Sustainable Cultural Tourism was established this year. The majority of the EU Member States is involved in the process. The OMC is led by the EU Commission. It is expected that the guidelines for policymakers will be prepared by the end of 2018.

Edda Jokulsdottir: Deputy Ambassador of the Icelandic Embassy in Berlin

- *Culture has become important export product of Iceland*
- *after economic collapse of 2008: develop creative industries for the first time in Iceland*
- *During the last 16 years, Nordic embassies in Berlin organized yearly cultural events, last year conference about craftsmanship in the regional areas*
- *cultural collaboration of nordic countries in Germany could be blue print for Baltic Sea cooperation*

Alina Ivashchenko – NDPC, Ministry of Culture of the Russian Federation

- The NDPC organizes annually the NDPC Forum "Culture as the Factor of Growth". It is hosted in Saint Petersburg. The Forum is aimed at presenting creative industries of the partnership countries but not exclusively. Actually, the representatives of the CBSS

Secretariat are always invited to participate in the Forum.

- Synergies: Since the same people are also members of other working groups in the Baltic/Barents region it helps to be in touch and incorporate projects realized through different organizations.

Linn Martens, Nordic Council of Ministers

- Norway is chairing the Nordic Council of Ministers in 2017. Within the cultural sector they are focusing on, amongst other issues, the role of culture and civil society in integration and inclusion, culture and culture policy in the Arctic region, a roundtable meeting on media and film in a digital market.

- In 2017 Nordic culture and art is present at Southbank Centre in London at Nordic Matters. Nordic Matters features a big variety of performances, concerts, literature readings, architecture, design and crafts, as well as a number of seminars and talks with key cultural and artistic figures from the Nordic countries. Nordic Matters 2017 is curated and presented by the Southbank Centre.

- The ministers for culture in the Nordic Council of Ministers have recently established a funding program for children and young people, open to apply for funding for projects which target children and young people up to the age of 25 and where their cultural and artistic creativity and participation are in focus. There are two other Nordic funding programs: Nordic-Baltic mobility program and the Culture and Arts program. All of these are administrated by the Nordic Culture Point in Helsinki.

- Within the Nordic Council of Ministers there has been a focus on the UN Sustainable Development Goals, where the ministers for culture have had a focus on diversity and the role of culture in sustainable development.

David Ek, Ministry of Culture of Sweden

The Swedish Minister for Culture is also responsible for Democracy. The Swedish Government has high ambitions when it comes to the implementation of Agenda 2030 and therefore welcomes the focus of PA Culture on culture and sustainability. The Swedish Government recently introduced Sweden's first climate act.

The ambitions regarding Agenda 2030 relate, as for culture, not least to the 12th goal on sustainable production and consumption – for example when it comes to fashion. This is also in focus during the Swedish presidency of the Nordic Council of Ministers in 2018, where the biggest initiative will be connected to a Nordic platform on architecture and design for sustainability (SUSTAINORDIC) that will be active also outside the Nordic countries – might be a relevant partner for BSR actors.

Sweden is at the moment chairing the Northern Dimension Partnership on Culture and will also take over the presidency of the CBSS (including the group on culture) in July 2017 and of the Barents cooperation/BEAC (including the group on culture) in October 2017.

Alesja Lavrnovica, Ministry of Culture of Latvia, International Cooperation an EU policy Division

Latvia has already launched its Centenary program in the beginning of May this year. Next year in November Latvia will mark its 100 years of the independence, but the whole Centenary celebration is planned to take place for 5 years (2017-2012). Ministry of Culture is a main coordinating institution for the Centenary cultural activities. There are joint Centenary activities together with Lithuania and Estonia. Latvia is also involved in planning the activities and preparing for the ECHY 2018, establishing also common plans with the other Baltic states.

Lilita Sparane, Ministry of Culture of Latvia, Creative Industries Division

Many important activities are taking place in Latvia regarding the development of creative industries, and trying to push creative industries from blackboard to real activities and real work, mixing their potential with traditional industries and adding value to the new products and services.

We are happy that Latvia is involved in INTERREG Europe projects in the area of design for innovation and development of supporting models for creative start-ups. Also Latvia is one of the first countries within the projects consortiums, which has developed a Design-innovation ecosystem structure. Information material will be translated soon into English.

Developed Design ecosystems will help to convince all partners in other ministries and private sector to integrate design thinking methods and creative industries approaches into traditional industries, also working with public sector to integrate design thinking methods into public administration to reduce bureaucracy.

Last year Latvia has opened 15 regional Business incubators and one Creative Industries Business incubator, so now there is a new platform for start-ups and new networks.

Anita Bergenstrahle-Lind, Swedish National Heritage Board, Chair of Baltic Region Heritage Committee (BRHC)

Baltic Region Heritage Committee (BRHC)

- Regional cooperation between BSR states agencies on cultural heritage under the CBSS, involving also three Working Groups; on Underwater, on Coastal and on 20th c. built heritage.

The Monitoring Group on cultural heritage in the Baltic Sea States changed its name to Baltic Region Heritage Committee (BRHC) in March 2017.

New homepage: www.baltic-heritage.eu

The BRHC chairmanship follows CBSS Presidencies by a troika model. As Iceland has not nominated a member to BRHC, the Swedish Chairmanship started already July 2016 for 2 years. The priority of the Swedish BRHC Chairmanship is the 20th c. heritage, research and communication. The 6th Baltic Sea Region Cultural Heritage Forum From Post-war to Postmodern – 20th Century Built Cultural Heritage was held in Kiel, Germany, 28-30 September 2016. The Forum was arranged in cooperation between the Swedish National Heritage Board and the State Archaeological Department Schleswig Holstein under the supervision of the Baltic Region Heritage Committee. Live-streaming of the Forum <https://www.kiel-heritage-forum-2016.eu/home/videos-from-the-lectures/>

The conference report is available to load down as print on demand: <http://kulturarvsdata.se/raa/samla/html/10997>

The aim of the Forum was to raise awareness of the built cultural heritage of the post-war and postmodern period in the BSR. Together with the EUSBSR PA Culture and BSSSC, the BRHC has started to plan regional event focusing on the European Cultural Heritage Year 2018. The event is scheduled to take place in the beginning of 2018. More information is coming in autumn.

EUSBSR PA Culture flagship project BalticRIM (Baltic Sea Region Integrated Maritime Cultural Heritage Management) :

The BalticRIM project is a result of a strategic process, which was elaborated by Pro BSR–project, which received the CBSS PSF-part-funding in 2014–2015. An overall strategy for regional heritage cooperation, action plan for maritime heritage and a flagship idea were elaborated. The regional expert Working Groups on Underwater Heritage and on Coastal Heritage were engaged in project activities. After that a seed money project together with MSP planners was launched in 2016, financed by EUSBSR Seed Money-programme.

The project got approval for BSR Interreg co-financing in May, though with reduction of the ERDF co-financing by 20 % of planned. This will result a new total budget of a bit more of 2,3 M € for a 3 year project. Project activities focus on developing tools for integrating the management of maritime cultural heritage resources into the emerging field of maritime spatial planning (MSP), thereby involving MCH-sector and MSP-planners, plus stakeholders for Blue Growth. Not only will the protection of maritime heritage be enhanced, a developed ability to use maritime spatial planning as a method for safeguarding shipwrecks and other heritage assets on the seabed also enables the development of these into possible tourist attractions. The structuring of the data on the marine cultural heritage makes it possible to exploit these resources, for example through the creative economy (cultural gaming etc.).

The kick off of the project is launched autumn 2017.

Marianne Lehtimäki, Monitoring Group on cultural heritage

The Monitoring Group on cultural heritage in the Baltic Sea States changed its name to Baltic Region Heritage Committee (BRHC) in April 2017. Marianne Lehtimäki is coordinating this. As Anita said, 20th century is on focus. Two other working groups, coastal heritage and underwater heritage. Working groups started in the year 2000, process of targeting started 2014. BRHC receives funding by PSF for this.

Gabor Schneider, Swedish Institute

Project manager for Baltic Leadership Programme (BLP) of Swedish Institute (SI): BLP is support for PACs or national contact points. This year 5 programmes: labour mobility, security, agenda 2030, cluster managers (new), fisheries (new), programmes are under constant development, next year might be new ones that's why SI joins Steering Group Meeting.

Kirsten Hermansen, Danish Agency for Culture and Palaces

Denmarks geographic priorities for the next four years are:

- 1) Our European neighbours; The Nordic and Baltic regions, United Kingdom and Germany
- 2) USA and
- 3) Asia; China, Japan and South Korea.

In 2017 Aarhus – Denmarks second largest city – is the European Capital of

Culture: <http://www.aarhus2017.dk/en/calendar/>

Last month The Ministry of Culture of Latvia and The Ministry of Culture of Denmark agreed on a Memorandum of Understanding for the period 2017-2020. The two parties will encourage cooperation between Danish and Latvian institutions, organizations and individual operators in the field of the arts and culture.

In 2018 – 2019 Denmark will be contributing in the celebrating of the 100 years anniversary for the independence of Latvia, Estonia and Lithuania.

In 2017 Denmark and Japan are celebrating the 150 years anniversary for our diplomatic relations – also in the field of arts and culture.

Maciej Hofman, European Commission, Directorate General for Education and Culture

1) Culture for Cities and Regions – a peer-learning project under supervision, financed through Creative Europe and implemented by EUROCITIES (in partnership with KEA European Affairs and ERRIN):

The aim of the project is to allow European regions and cities to share good practices on how to put culture, CCIs and cultural heritage in the local context. This comprehensive project includes a guide of good practices, study visits and coaching sessions for selected cities & regions. All results can be found online and all are encouraged very much to have a look at the website (the Catalogue of good practices is particularly well done – with focus on transferability tips). Everybody will find own cities and regions there too ☐

<http://www.cultureforcitiesandregions.eu>

2) Open Method of Coordination EU Member States' expert group on Promoting access to culture via digital means: policies and strategies for audience development:

The expert group was convened within the framework of the European Agenda for Culture and Work Plan for Culture 2015-2018. The report of the group shall be published and available in coming weeks (the main findings of the report were presented to the Cultural Affairs Committee of the Council). It will be discussed at lengths during the Estonian Presidency of the EU Council and will hopefully feed into the political debate & documents at the EU level. This document will also be discussed at the Presidency Conference in Tartu - <https://www.eu2017.ee/political-meetings/cultural-heritage-30-audience-and-access-digital-era>. Maciej Hofman will be happy to meet participants again in July, he will be there to present a study on audience development prepared on behalf of the European Commission: <http://engageaudiences.eu>).

The presentation on the European Year of Cultural Heritage 2018. Here's also the link to the website:

https://ec.europa.eu/culture/european-year-cultural-heritage-2018_en

Maija Lummepero, Ministry of Education and Culture of Finland

- Finland is celebrating its 100 years of independence in 2017. The theme of Finland's centenary celebration year is "Together". With the help of a hosts of participants, Finland will draw up a lively programme covering the whole of 2017. Celebrations will go on in Finland and abroad. As an example, last weekend a big open air concert was organised in Tallinn as well as opening of the exhibition 100 items. In the end of September XVIII Finnish-Russian Cultural Forum will take place in St. Petersburg. It is regarded as the most important Finland's centenary event in Russia.

- This meeting today is an important continuation and follow-up to the joint meeting of regional actors (CBSS/Barents/NDPC/EUSBSR), which took place in Kotka, Finland, in May 2014. Several meetings of different cultural working groups took place in Kotka. In the recommendations of the joint meeting of regional WGs it was stated that such joint meeting should be organised at least once in two years. It was also stated that in order to be result-oriented, meetings should focus on different topical themes.

- Arts Promotion Centre Finland together with the Ministry of Education and Culture of Finland is preparing a regional project "Refinery of Sustainable Cultural Tourism Products in the Northern Dimension Area". The project will take into action results of the NDPC/EU mapping exercise: How could creative industries foster innovation in tourism in the Northern Dimension Area? Project is build up of three two-day sessions of service design workshops for participants from creative industries and tourism sector. Project will be mainly financed by MFA of Finland. All interested partners are welcome to contact Maija Lummepero in order to discuss possible further cooperation.

Agnieszka Grunwald, Ministry of Culture and National Heritage of Poland.

- The international Department of the Ministry is responsible for international cooperation in Culture, Baltic Sea Region cooperation is one of the main priorities. This year is focused on the multiannual programme devoted to celebrations 100 years independency of Poland in 2018. Multianual programme covers years 2016-2020, following the view that independence seen as a process rather than a single event.
- Organizing UNESCO Word Heritage Partner event in Krakow in July;
- Working on programme for ECHY 2018 gives new opportunities to cooperate with other countries.

Jaana Simula Union of the Baltic Cities (UBC), Cultural Cities Commission

- Festival Guide: UBC Cultural Cities Commission, Safe Cities Commission and Sustainable Cities Commission are producing a sustainable festivals guide for small and medium size city festivals. The guide is planned to be digital, and possible also in game format.
- Baltic Sea Cultural City 2020: The possibility of an BSR Cultural City is in making as the UBC City Kiel as the initiative taker. The focus is on sustainable culture. UBC Cultural Cities Commission is working on the matter together with City of Kiel.
- BSR CulturalPlanning – project received Interreg BSR seed money: The project BSR CulturalPlanning tries to create a tool for BSR for co-creating collaboration and innovation among citizens and between authorities on inclusive, sustainable development of city public space. Partners in this seed money project are: City of Pori (lead), NCM Latvia Office, Municipal Agency Riga City Architect's Office, Danish Culture Institute in Latvia, Pomorskie Region Poland and LaimikisLt Lithuania.
- Upcoming UBC meetings: 2017 UBC Cultural Cities Commission meeting in Kaunas 27.-29.9.
- UBC XIV UBC General Conference in Växjö with theme Leadership for the Future 24.-27.10.

Tarja Hautamäki, Regional Council of Ostrobothnia

Finnland 100: every region in FI has one person to coordinate the activities. More than 2460 events throughout the official Finland 100-programme.

Currently there is planning process until 2019 about how the Finish regions should be organized in future.

Ostrobothnia has been active in the mid-nordic area, Finland, Sweden and Norway, all regional memberships in cooperation are questioned right now.

Marcus Hagemann, ARS BALTICA

New format 'Ars Baltica Creative Dialogue' – ABCD- following the demand of the countries how Ars Baltica could contribute to read the interest in every country, peak performances might be good, but learning more about smaller events in the countries is necessary. Project funding by PSF was applied for, project will start in September. 22 events in 11 countries shall be held, starting with Aarhus in November, running for two years, hopefully with continuous adoption as an ongoing platform. Small format, each time between 30 and 50 players, focusing on sustainability and culture.

CCL: Creative Climate Leadership. Project is already running, supported by Creative Europe. "Julies Bicycle" in London is Leadpartner, Ars Baltica takes role as spokesperson in BSR for implementing the idea of culture and climate. The project offers workshops where cultural players can participate.

Nordic Baltic Festival Platform: helps festivals in BSR to communicate better and create more synergies in collaboration.

BSR cultural mobility funding guide: is online now:

<http://www.ars-baltica.net/projects/bsr-cultural-mobility-funding-guide.html>

The reports are welcomed and commented by Bernd Hemingway: So much is going on, there are so many good activities, but usually nobody talks about it. Bernd Hemingway proposed to communicate the results of today's meeting publicly.

Funding issues:

The results of the last **INTERREG call** are presented by Stefan Musiolik (attached to this minutes). He introduces the strategy of the Land Schleswig-Holstein in the forthcoming process of preparing next INTERREG programme: one of the most important aims is to open a funding window for cultural projects.

Current INTERREG **seed money** call: all three seedmoney applications of cultural projects have been successful. The evaluation of the applications by Steering Group is considered as a helpful procedure for everyone. Both applicants and evaluators were given a good opportunity to learn.

CBSS project support facility (PSF) is presented by Bernd Hemingway (attached to this minutes).

This funding tool should be easy to use. Project should be transnational and lead to sustainability (=running over the period of PSF funding)

Budget is 1 Mio € for 3 years, up to now 25% of all applications lead to funded projects.

Contact CBSS secretariat in case of interest, information about the funding tool is online.

Room for improvement in applications showed up in financial sustainability; better baltic coverage; better (=not that unrealistic) budget calculation.

CBSS staff news: the new senior advisor for culture and education will start the job in September. The final decision will be made next week, so no more information can be provided by now.

Baltic Leadership Programme for Culture: Marcus Hagemann introduces his idea to build a BLP programme around culture and explains the development. Gabor Schneider points out that SI beside it's other focusses is open for tailor made culture programme. It is important that the programme contains the approach of sustainability. SI needs input about what needs are important.

- A short discussion is following –

BSR Mobility Funding guide: Marcus Hagemann introduces the current state, the development and the outlook of this project:

- The idea of creating a funding guide for whole area of cultural funding in the BSR is fine, but „too big“, as this sector is very large.
- Mobility is essential for cooperation as the first thing about it is getting people in touch.

- The mobility funding guide is based on information made available by „ON-THE-MOVE“ network. Although the yearly update of information will remain a big challenge.
- ARS BALTICA is seeking after ideas about persons who know about funding in their country and can deliver update.

Maciej Hofman mentions necessity of entering also information about legal aspects concerning visa, tax, social security etc.

Lobbying for better funding: Stefan Musiolik presents and introduces considerations about lobby work for better funding of cultural projects in the next programme period /multiannual framework of EU in the BSR:

- timeframe is fitting: political discussions about next financial period start now
- 2-page-statement-paper could underline the need for better funding of projects
- a first draft could be written by Marcus Hagemann, comments by everyone are appreciated afterwards,
- the document should present examples where culture influences other policy areas like innovation, sustainable development, social integration. It can hereby show it's trans-sectoral importance.

The idea is appreciated, the following aspects are raised in the discussion:

- the political requirements should focus on 3-4 main points,
- the paper should not have more than 2 pages, it is important to mention success stories where culture provides influence on other sides of society ,
- the paper has to justify the necessity of more money, data analysis can prove this justification. For example the social and economic impact of UN cultural heritage sites has been evaluated and proved some years ago.

European Cultural Heritage Year 2018: Maciej Hofman presents plan of the EC for ECHY 2018 (attached to this minutes). The following discussion about ECHY raises the following issues:

- Up to now, mostly national activities take place on national level.
- It is important to have transnational projects within ECHY-year.
- A project development workshop of PA Culture shall be held with focus on ECHY in the first months of 2018
- There will be a special call within ‚Creative Europe‘ programme for heritage projects

Any other business

- PA Culture will hold a project development workshop in Kaliningrad on Sept. 18th
- Next joint meeting will be held back to back the Annual Forum in Tallinn (5.-6. June 2018)

Minutes taken by Anja Uhlenbrok