

PA Culture – Developing and promoting the common culture and cultural identity

Coordinated by: Schleswig-Holstein (Germany) and Poland

The Baltic Sea region (BSR) has an outstandingly diverse and attractive cultural life and a cultural heritage of great value. To make the most of these assets it is essential to give a higher profile to BSR culture and creativity and to promote the BSR as a common cultural region.

Promoting cultural and creative industries will give the region a positive and attractive image, a feature which plays increasingly crucial role in attracting talented people, entrepreneurs and investors to the region, particularly in the light of the growing number of economic sectors with a high degree of virtual work processes and services.

A coherent framework of cultural cooperation in the BSR as an objective of the EUSBSR should be based on the wide range of inter-governmental and non-governmental bodies which are addressing culture in the region e.g. the cultural network ARS BALTICA, the Monitoring Group on Cultural Heritage in the Baltic Sea States, the CBSS Senior Officials Group for Culture (SOGC), and the Northern Dimension Partnership on Culture (NDPC). Moreover, there are several regional organisations which touch upon cultural issues: the Nordic Council of Ministers, the Baltic Metropolises Network (BaltMet), and the Baltic Sea States Subregional Cooperation (BSSSC). However, their work needs to be better coordinated in order to achieve effectiveness of the EUSBSR and bring an added value for the societies inhabiting the Baltic Sea region. Close collaboration with BaltMet and the Baltic Development Forum (BDF) in their role as horizontal action leader is agreed and necessary in order to use the existing expertise in the most efficient and synergetic way. The project content and the output of the priority area ‘Culture’ are a relevant element in the identity-building process that has to be communicated through professional branding platforms provided by BaltMet. There are close links to the priority area ‘Tourism’.

The creative and cultural sector plays a crucial role in fostering innovation. Strategic investment in culture and in the cultural and creative industries, in particular in SMEs, is vital for strengthening a dynamic creative society in the EU and for attaining the Europe 2020 Strategy objectives. Exchanges of experience and clustering forces and expertise in this sector will help make creative enterprises in the BSR more professional and competitive.

In addition, culture, the arts and the regionally linked cultural heritage are a source of common identity and shared values. Building on these assets will boost to the commitment of the region to the EUSBSR and to territorial cohesion in general. Making the most of these regional characteristics and potential enriches the portfolio of European culture in general. Development strategies should include the cultural and creative industries, as well as cultural aspects in a broad sense, in order to achieve positive spillover effects for the economy and society as a whole. Fostering such an integrated model means contributing to economic development and social cohesion in the BSR.

Recognising culture as a resource for creativity and innovation by integrating the creative and cultural sector in the EUSBSR will enhance its potential for economic growth and employment.

Targets and indicators

A comprehensive system for the design, the monitoring and the follow-up of indicators and targets will be set up in 2013, under the responsibility of the priority area coordinators. The still missing targets and deadline, baseline, and statistics/information sources related to the below indicators will be defined.

Objective	Indicator	Baseline	Target values/situation	Information sources
Promotion of BSR culture, cultural heritage and creative industries.	Percentage of creative industries of BSR countries GDP and employment rate.	Figures of 2012.	Increase of 10% by 2020.	National statistics and Eurostat.
Creative entrepreneurship within the BSR.	Percentage of new successful creative enterprises.	Figures of 2012.	Increase of 5% by 2020.	National statistics and Eurostat.
Efficient framework of BSR cultural cooperation.	Better cooperation of existing BSR cultural policy bodies. Better cooperation between the existing cultural networks and institutions.	1st joint meeting of SOGC, NDPC, Ars Baltica and the MG Cultural Heritage in May 2012 in Greifswald.	Regular joint meetings of BSR cultural policy bodies.	Compilation by PACs.

Actions and flagship projects

Action: Joint promotion and presentation of BSR culture and cultural heritage

The diversity, quality and attractiveness of culture and arts of the BSR and its rich cultural heritage shall be presented in all its differences and complexity. The aim is to strengthen civil society and its

institutions by more art and culture exchange within the BSR. Moreover, this will help promote the BSR as a rich and attractive cultural region.

Flagship projects

- **Art Line.** This project touches the issue of art in public and digital space. The aim is to create a collaborative network between art institutions and academia in the region, to involve the public in the discourse regarding contemporary art, and to create a common South Baltic identity that is communicated to the public through the project and its resulting artifacts. It involves 14 partners from Sweden, Poland, Germany, Russia and Lithuania. ‘Art Line’ receives financial support from the EU South Baltic Programme. Lead: Blekinge Museum in Karlskrona/Sweden. Deadline: December 2013.
- **Co2olBricks.** The main goal of the project is to identify ways of reducing the energy consumption of historic buildings without damaging their cultural value. The cross-professional partnership of Co2olBricks is developing new strategies for protecting the cultural heritage. The project is necessary as up to now most energy-saving technologies are not applicable to heritage buildings. As brick is a widespread building material in the BSR, the techniques developed and demonstrated in pilot projects are transferable to the whole region in order to safeguard the unique historic architecture of the Baltic Sea region. Lead: Free and Hanseatic City of Hamburg. Deadline: December 2013.

Potential flagship projects

- **Baltic House.** The aim of the project is to create an opportunity to experience the diversity of the contemporary art in the BSR countries and to make it more accessible to a wider public. The core of the project is a continuous display of contemporary art from BSR countries in a mobile art pavilion. One of the main long-term effects will be to promote BSR culture outside the region and to develop cultural skills within the region. Lead: Baltic Sea Cultural Centre in Gdańsk. Deadline: 2016.
- **Cultural Hansa.** The project aims to link the existing BSR potential in innovation and tradition, creativity and research in a sustainable way. As first project partners the European Capitals of Culture (ECoC) of the region are foreseen in order to save their achievements and to actively use their expertise for future cooperation with, for example, Baltic Sea port and Hanseatic cities of the region. As a multi-sectoral and multilateral network incorporating local authorities, universities, commercial enterprises, existing networks and projects at BSR level and NGOs, the ‘Cultural Hansa’ is meant to be a tool for promoting the innovative and creative strength of the BSR and a catalyst for regional development. Withing the EUSBSR the ‘Cultural Hansa’ could form a link between the priorities of tourism, education and

culture. Lead: ARS BALTICA/Sønderborg Municipality, Denmark. Deadline: to be determined.

Action: Cooperation on cultural heritage

An important objective is to preserve and further develop the cultural heritage of the region and to ensure and promote public interest in and access to these assets. The cultural heritage of the region has a significant economic value for tourism and for the overall attractiveness of the region.

Potential flagship projects

- ***Baltic Heritage Atlas***. This is a continuation of the ‘Maritime Heritage Atlas of South Baltic’ project created and developed in frame of South Baltic Programme. Originally, the project involved 13 partners from four countries of the South Baltic coast. The range will now be extended to all Baltic Sea countries to connect the whole region, promote its rich heritage and strengthen regional identity. The project, in its second stage, includes numerous promotional and educational activities promoting Baltic heritage within BSR and beyond as well as raising awareness about preservation of Baltic heritage and building regional identity. Lead: Central Maritime Museum in Gdańsk. Deadline: 2015.
- ***Baltic Sea Maritime Museums’ Network***. The aim of the project is to initiate permanent cooperation between Baltic Sea Maritime Museums and to establish the regional network. Cooperation between countries and museums started some twenty years ago, and the time has come to establish permanent cooperation between maritime museums. Project started in 2012 in Gdansk and should be revised after every 3rd year. Lead: Polish Maritime Museum, Gdansk. Deadline: 2015.
- ***The Virtual Academy of Baltic Cultural Heritage Management (AcaBa)***. The concept envisages the creation of a supra-regional umbrella for professionals in BSR cultural heritage affairs. The project aims to develop a network of experts leading up the way to a virtual academy on cultural heritage management, and to build up advanced research and training courses. Lead: Stiftung Schleswig-Holsteinische Landesmuseen/CBSS Monitoring Group on Cultural Heritage in the Baltic Sea States. Deadline: May 2014.

Action: Joint promotion and presentation of BSR creative industries

The creative industries are starting to be seen as one of the major drivers of the economy. They are also gaining importance for regional development. In particular, the BSR is considered to be the world leader in certain creative industries areas. Cooperation among BSR countries’ creative industries; exchange of ideas, know-how and experience will help to share the creative potential across the whole region, which contributes to its faster and more coherent economic development.

Potential flagship projects

- ***Facilitate cooperation of educational institutions and enterprises in the Baltic Sea Region through the Next-level creative hub.*** Located in Riga, the creative hub Tabakas Fabrika provides a multi-disciplinary space where versatile support is available to cultural and creative industries operators. A newly founded creative platform will facilitate interregional exchanges of innovative educational models and best practice in entrepreneurship and will promote cooperation among SMEs and educational institutions in the cultural and creative industries. The goal of the project is also to create institutional support for young creative professionals to start-up their businesses. Tabakas Fabrika will also function as a space for exhibitions, concerts, festivals, screenings, performing arts shows, conferences, seminars and laboratory workshops. Tabakas Fabrika creative hub plans to replicate and develop this initiative in the other countries of the BSR. The actions taken within the hub, in a longer time perspective, are going to result in the higher competitiveness of regional products and services in foreign markets and faster economical development of the region. Cooperation partners: Finland, Sweden, Estonia, Lithuania, Norway, Denmark, Germany, Russia, Poland. Lead: Latvia, Ministry of Culture. Deadline: 2015.
- ***Knowledge, experience and information exchange on creative industries in the Baltic Sea Region.*** The Baltic Sea region will gain from establishing a platform on cultural and creative industries, as these can be an important factor for regional growth. The project will first of all identify issues of common interest and thereafter concentrate on knowledge, experience, information and excellence exchange on an operational level, for example serving as a support for creative start-ups and newly established enterprises. The Nordic Council of Ministers is due to take the lead on the project, with involvement from existing initiatives in the field, such as KreaNord. NDPC is also a relevant player. The project should also be seen in relation to possible spillover-effects from the cultural and creative industries on society as a whole, i.e. in relation to sustainable development. Lead: Nordic Council of Ministers (tbc). Deadline: to be determined.
- ***Building up a network of creative industries in the BSR.*** Lead: NDPC (tbc). Deadline: to be determined.

Action: Developing a common BSR cultural identity

The Baltic Sea region is not a uniform entity with a shared history and culture. It is made up of different political, economic and cultural structures with all their diverse means of expression, and individual and collective memories. The aim is to create a mutual understanding for different political views and ways in the present and for different viewpoints on culture and history in the past. This will help to make people aware of regional traditions and of the need to strengthen and develop the regional cultural identity.

Flagship projects

- ***The Baltic Sea History Project.*** This project is the first attempt to create a mutual understanding of history and culture in a European region. Academic views and individual perceptions and experiences meet in innovative ways. Within the framework of an intercultural dialogue common regional history, culture and identity are (de)-constructed. With the help of the wikipedia concept, the Baltic Sea History Project breaks down the barriers between (academic) books and the internet. The project receives funding from the EU's Culture Programme and the German Government. Lead: Academia Baltica. Deadline first project phase: June 2014.

Action: Developing an efficient framework for BSR cultural cooperation

The objective is integration and cooperation between BSR cultural policy bodies, with a view to develop synergies, joining forces and avoiding duplication of its activities. Joined forces of main BSR cultural actors will strengthen cultural cooperation, foster regional development and contribute to social cohesion.

Potential flagship projects

- ***Cultural share point.*** Improved communication and collaboration between the existing cultural networks and institutions. The goal of the project is to strengthen cultural cooperation to make it more efficient through a regular exchange of practices and information. Within this project there will be regular meetings of all major cultural BSR players and other BSR bodies involved in cultural affairs. The meetings will allow advanced exchange of information on their achievements and future plans. Furthermore, the project will also enhance mutual support in communication with the public and promote key projects and initiatives. Integration and cooperation between the main bodies of BSR cultural policy should be fostered, e.g. by promoting back-to-back meetings (with joint sessions). In the longer time perspective, *Cultural Share Point* project would create a platform for more effective and efficient cooperation between BSR bodies. Lead: Poland's Ministry of Culture and National Heritage/ARS BALTICA. Deadline: to be determined.
- ***Baltic Sea Region cooperation with a focus on culture as a part of sustainable development.*** The objective of the project is to include a broader perspective of culture contributing to societal development in future BSR cooperation and to produce practical proposals for cooperation. The project will have a high impact on the cultural cooperation in the region in order to think long termed sustainable development. The project will be carried out in cooperation with the coordinators of the priority area 'Culture', Schleswig-Holstein and Poland, involving partners in the whole region. A mapping and workshop in the first quarter

of 2013 will build the basis for a concrete cooperation project including a structure of partners, organization and financing mechanisms. The long term aim is to develop knowledge on cultural capacities to societal development in order to concretize how culture can contribute to improve economic and social life. Developing indicators and actions on culture as the fourth pillar of sustainable development are possible concrete outcomes. Lead: Nordic Council of Ministers. Deadline: to be determined.