

## **PA Culture – Culture & creative sectors**

*Coordinated by: Schleswig-Holstein (Germany) and Poland*

The Baltic Sea region has an outstandingly diverse and attractive cultural life and a cultural heritage of great value. The positive impacts of culture and creativity on economy, employment, regional development and social cohesion are proven. Bringing together the different cultural expressions and competences of the region increases the economic and cultural prosperity and profiles the Baltic Sea region as an attractive place to live, work and spend holidays.

The cultural and creative sectors (CCS) generate around 4.4% of total EU GDP and employ 8.3 million people or 3.8% of the European workforce proved remarkably resilient during the crisis.<sup>36</sup> As the cultural and creative sectors are highly attractive for young people creative activities contribute significantly to youth employment. Macro-regional cooperation in the cultural sectors can help eliminating barriers to growth and internalisation by linking creative entrepreneurs in networks and in creative hubs which favour synergies with education institutions and businesses, as well as by collaborating on organisational structures and CCS financing mechanisms. Bringing together complementary skills, services and products of the small and micro-sized enterprises dominating these businesses will support surpassing the threshold of supra-regional perception.

Being at the crossroads between arts, business and technology, the cultural and creative sectors are in a strategic position to trigger spill-overs and innovation in other sectors (such as regional development, education, tourism, regeneration of urban environment or remaking of sites and milieus). The innovatory force of culture and creativity has the potential to strengthen the Baltic Sea region as a creative and innovative region ready to address the challenges of the 21<sup>st</sup> century.

Culture has significant relevance as catalyst for innovation not only in various sectors of economy but also with regard to issues of social relevance and societal challenges such as sustainable development. A wide variety of know-how and approaches have been developed in the region using culture as a driver for social and sustainable development. Building up on this knowledge contributes to the innovation capacity of the Baltic Sea region.

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<sup>36</sup> The economic contribution of the creative industries to EU GDP and employment:  
<http://www.teraconsultants.fr/medias/uploads/pdf/Publications/2014/2014-Oct-European-Creative-Industry-GDP-Jobs-full-Report-ENG.pdf>.

All this shows that activities and projects of policy area ‘Culture’ are suitable to contribute to achieving the EUSBSR objective ‘Increase prosperity’.

The common cultural heritage of the region reminds us of our shared past and history. It is a valuable asset in respect of sense of belonging, citizen’s attachment to environment, cultural identity and, of course, of touristic attractivity. Macro-regional cooperation facilitates preserving the cultural heritage by exchanging know-how in a field of highly specialised experts and coincidentally contributes to saving public spending and enriching cultural environment.

Moreover, culture, the arts and the regionally linked cultural heritage are a source of shared values. Making the most of these regional characteristics and potential contributes to the EUSBSR objective ‘Connect the Region’. Building on these assets will boost territorial cohesion in general. At the same time these objectives will complete and enrich the portfolio of European culture.

Within the Baltic Sea region a wide range of inter-governmental and non-governmental bodies are addressing culture in the region, e.g. the cultural network ARS BALTICA, the Monitoring Group on Cultural Heritage in the Baltic Sea States (MG), the CBSS Senior Officials Group on Culture (SOGC), and the Northern Dimension Partnership on Culture (NDPC). Moreover, there are several regional organisations which touch upon cultural issues: e.g. the Nordic Council of Ministers (NCM), the Baltic Sea States Subregional Cooperation (BSSSC), the Baltic Development Forum (BDF) and the Union of the Baltic Cities (UBC). Another objective of policy area ‘Culture’ is to contribute to effectiveness of Baltic Sea region cultural cooperation and coherence between these networks in order to facilitate successful interaction, joint activities and a coordinated and strategic common approach.

**Targets and indicators**

A comprehensive system for the design, the monitoring and the follow-up of indicators and targets will be set up in 2015/16 under the responsibility of the policy area coordinators. The still missing baselines and statistics/data sources related to the below indicators will be defined.

<b>Objective</b>	<b>Indicator</b>	<b>Baseline</b>	<b>Target/deadline</b>	<b>Data sources</b>
Promotion of Baltic Sea region cultural and creative industries (CCI).	Percentage of CCI sectors of Baltic Sea region countries’ GDP and employment rate.	To be aggregated from national and Eurostat figures.	Positive influence on the GDP percentage and employment rate of the Baltic Sea region CCI sectors.	National statistics and Eurostat.

Promoting creative entrepreneurship within the Baltic Sea region.	Number of enterprises in the Baltic Sea region cultural and creative sectors.	To be aggregated from national figures.	Positive influence on the number of enterprises in the Baltic Sea region cultural and creative sectors.	National statistics.
Preserving the Baltic Sea region cultural heritage across borders.	Cooperation projects aiming at a coordinated management of the Baltic Sea region cultural heritage.	n/a	Running cooperation projects.	Compilation by PACs.
Efficient framework of Baltic Sea region cultural cooperation.	Better coherence and cooperation between the Baltic Sea region cultural policy bodies, cultural networks and institutions.	Status 2012 (by then only one joint meeting of 4 of the Baltic Sea region cultural policy bodies 2012 in Greifswald).	Regular Steering Group Meetings of policy area 'Culture'; regular back-to-back meetings of Baltic Sea region cultural policy bodies; public Baltic Sea region Cultural Dialogue events (MLG approach).	Compilation by PACs.

Further important objectives of the policy area are difficult to measure: strengthening the cultural identity of the Baltic Sea region is an important factor for the cohesion of the region but intangible. Raising awareness for the Baltic Sea region as an innovative, culturally diverse and attractive place to live contributes to highlighting the Baltic Sea region as business location and tourist destination but it is hard to prove positive trends.

## **Actions**

### **1. Promoting the Baltic Sea region cultural and creative industries, encouraging creative entrepreneurship**

The cultural and creative industries (CCI) 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 Baltic Sea region is considered to be the world leader in certain creative industries areas. Many CCI sectors are characterised by a large number of micro-sized enterprises and self-employment with all related problems, e.g. as regards access to capital or marketing opportunities. Objective of the action is to strengthen the competitiveness of the cultural and creative sectors of the region through macro-regional cooperation.

Cooperation among Baltic Sea region countries' creative industries, exchange of ideas, know-how and experience will help to share the creative potential across the whole region and contribute to its faster and more coherent economic development. Pooling and complementing resources and joint marketing initiatives are suitable means to extend the range of products and offerings of small and micro-sized enterprises and can contribute to increase international visibility. Cluster approaches building on EU experience under CIP Programme (European Creative Industries Alliance) appear relevant options to build upon. Corresponding projects and activities are in the focus of action 1.

## **2. Promoting and presenting Baltic Sea region culture, using the innovative force of culture for societal development**

Objective of the action is to present the diversity, quality and attractiveness of culture and arts of the Baltic Sea region in its variety and complexity. Fostering cultural exchange and cooperation shall serve the cultural sector in itself and at the same time help promoting the Baltic Sea region as a rich and attractive cultural region. Joint presentation of cultural highlights like festivals and other events with a supraregional appeal are envisaged to improve the international awareness of the Baltic Sea region's creative and cultural profile and offerings.

Another objective of the action is to trigger spill-over effects and innovation in economy and society by cultural interventions. Activities promoting culture as a driver for social innovation and sustainable living shall strengthen civil society and its institutions. Mapping, building up, spreading and developing the knowledge on how to accelerate the positive spill-over effects of culture in the region will contribute to the innovation capacity of the Baltic Sea region.

## **3. Preserving and presenting the Baltic Sea region cultural heritage, strengthening the cultural identity of the region**

Overall objective of this action is to facilitate the sustainable, cross-sector management of 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 high non-material significance as well as a prominent economic value for the overall attractiveness of the region for inhabitants and tourists.

Transnational projects addressing the common cultural heritage, traditions and history of the region assist people in getting aware of regional cultural resources and provide inspiration and essence for CCS end-products, like for film-industry and games sector. The action aims at maximising the societal and economic value of cultural heritage through innovative and visitor-friendly presentations of heritage sites and museums, too. All these contribute to strengthen the regional identity.

Cross-border cooperation in cultural heritage issues has become increasingly important, e.g. in the course of cross-border infrastructure investments where cross-border management approaches are required or associated with challenges such as environmental protection requirements where integrated and innovative approaches are needed. Here, the Maritime Spatial Planning framework can be used as an effective tool for comprehensive cross-sector approaches.

Another objective of the action is to focus on the cultural and historic roots of the Baltic Sea region which are fundamental for the understanding and further development of present and future politics, coexistence and cooperation. Analysis and discussion of the common history can create a mutual understanding of different viewpoints on culture and history of the past and help to remove socio-cultural and socio-economic barriers negatively affecting regional cooperation.

#### **4. Developing an efficient framework for Baltic Sea region cultural cooperation**

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

The Steering Group of policy area 'Culture' involves representatives of the Baltic Sea region cultural ministries and of Baltic Sea region organizations addressing cultural issues.

Within the EUSBSR Annual Forum in June 2014 a Baltic Sea region Cultural Dialogue was launched by coordinators of the policy area 'Culture' involving representatives from the different levels of Baltic Sea region cultural cooperation (multi-level governance approach). In June 2015 the 3<sup>rd</sup> Baltic Sea region Cultural Dialogue is taking place as part of the EUSBSR Annual Forum. It is planned to continue the format regularly with events once or twice a year.