

# EUSBSR PA CULTURE Steering Group Meeting Minutes

## 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:** 4 October 2023, 9:00 - 13:00 EEST

**Location:** Ministry of Culture of the Republic of Latvia  
K. Valdemāra iela 11a,  
Rīga, LV-1364, Latvia and online

## Participants:

1. Baiba Mūrniece, Ministry of Culture of Latvia
2. Elīna Drāke, Ministry of Culture of Latvia
3. Magdalena Kleszczewska, Adam Mickiewicz Institute, Poland
4. Franziska Kapteina, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein
5. Heili Jõe, Ministry of Culture of Estonia *[online]*
6. Tarja Hautamäki, Regional Council of Ostrobothnia, Finland
7. Kristine Lipina, Ministry of Culture of Latvia
8. Søren Beltoft, Agency for Culture and Palaces, Denmark *[online]*
9. Zuzanna Przykowska, Ministry of Culture and National Heritage of Poland
10. Daiva Parulskienė, Ministry of Culture of Lithuania *[online]*
11. Kaarina Williams, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein
12. Agnese Karlsonē, Baltic Region Heritage Committee
13. Pirjo Hamari, Baltic Region Heritage Committee *[online]*
14. Blagovestka Riiser, European Commission, DG Regio
15. Felix Schartner Giertta, Council of the Baltic Sea States Secretariat
16. Kazimierz Musiał, Council of the Baltic Sea States Secretariat
17. Krista Petäjärvi, Northern Dimension Partnership on Culture (NDCP)
18. Marcus Hagemann, Ars Baltica
19. Tom Schumacher, Baltic Sea Strategy Point

**Moderation and chair:** Baiba Mūrniece

## Agenda:

1. Welcome and Opening
2. PA Culture Briefing
3. Other News
4. Cultural Policy Session: Focus culture and sustainable development
5. Presentation of the PA Culture coordination workplan – to be approved
6. Closing remarks and possible steering decisions

### 1. Welcome and Opening

- *Baiba Mūrniece* opened the meeting. The main purpose of the meeting was to discuss the work plan of PA Culture for 2024. It had been prepared after the PA Culture SG meeting in March 2023.
- A short round of introductions followed. *Agnese Karlsonē* and *Pirjo Hamari* (Baltic Region Heritage Committee) and *Kazimierz Musiał* (CBSS) participated in a PA Culture SG meeting for the first time.
- *Baiba Mūrniece* continued by introducing the agenda of the meeting and gave the floor to the PA Culture coordinators.

### 2. PA Culture briefing

- *Magdalena Kleszczewska* presented recent activities of PA Culture coordination team, new Interreg small project with a link to PA Culture, as well as current open calls for the Cultural and Creative Sectors and Industries (see PP presentation).

### 3. Other news – news from Observers and SG Members

- *Kazimierz Musiał* presented activities of CBSS, including upcoming Project Support Facility (PSF) call.
- *Felix Schartner Giertta*, manager of the BSR Cultural Pearls project, presented recent developments in the project: 12 cities/towns were selected in the first round, 4 of them will be selected in December.
- *Marcus Hagemann* talked about the Creative Europe Programme and the difficulty of getting funding there. *Kaarina Williams* asked him if this is especially true for transnational projects. She also directed this question to *Blagovestka Riiser*, who confirmed that funding programmes tend to lack the regional perspective.
- *Pirjo Hamari* presented BRHC Work Plan for 2023-2024. She talked about the Committee's 25 years of operation and the Cultural Heritage in the times of crisis Forum in Gdansk (12-13.09.2023). Three working groups were established in Gdansk. *Blagovestka Riiser* inquired about the complementarity of BRHC actions with PA Culture actions. *Pirjo Hamari* answered that PA Culture is responsible for advancing policies while BRHC work is very practical, and in this sense they are complementary. BRHC could use policy guidelines from PA Culture. *Agnese Karlsonē* added that members of the Committee are representatives of ministries.
- *Krista Petäjärvi* presented the profile and work of NDPC: 8 ongoing projects – 3 Interreg BSR, 1 Interreg Central Baltic, Creative Europe, Swedish Institute. NDPC also became a member of the EIT Culture and Creativity consortium. She gave a brief overview of CCI4Change project, and Policy Brief "Creative Cross-Innovation for Sustainability project (2022-2023). *Daiva Parulskienė* enquired about the NDPC cooperation with Russia. The state is clear: cooperation is suspended, Russia has been excluded from NDPC membership.

- *Tom Schumacher* presented news from the Baltic Sea Strategy Point (BSP). Besides a brief overview over the EUSBSR reporting process, which included a new questionnaire about the PA activities in 2022 for the use of the National Contact Group (NCG), he also gave an outlook on the upcoming revision of the EUSBSR Action Plan, which will be a long process. He stressed that it is the EUSBSR's ambition to embed its priorities in line with EU funding. *Blagovestka Riiser* enquired when the results of the reporting are to be expected. *Tom Schumacher* answered that they could probably be expected in time with the next NCG meeting in November 2023.
- *Blagovestka Riiser* talked about the next programming period and the cohesion policy after 2027. The processes are already underway and PA Culture should look for opportunities to get involved. A good entry point would be the central question of how the next generation of the Macro-regional strategies (MRS) should look like. A good possibility is for example to suggest topics for next MRS week, as the Spanish presidency is in the planning process right now. A discussion about the next generation Interreg programme is to be held the following week.
- *Kaarina Williams* talked about the policy paper prepared during last perspective, which failed to get adapted due to some ministries uncertainties regarding their mandates to adopt such a paper. She stressed the issue that ministries are hesitant because they reckon that they do not have the mandate to engage in cohesion policy. *Baiba Mūrniece* picked up this string of thought and added that PA Culture should be visible and express its wishes for the next period perhaps with a non-paper or the like.
- *Franziska Kapteina* voiced her opinion that PA Culture needs a sharper profile. *Marcus Hagemann* added a need to show the power of interconnection with other Policy Areas and to strengthen the connection with NDPC. *Krista Petäjärvi* agreed that there should be a discussion on the similarities and overlaps but also the differences between PA Culture and NDPC.
- As an outcome, the need for strategy papers was voiced, not only to sharpen the profile but also as instruments for strategical lobbying of the priorities in the Policy Area Culture.

#### 4. Cultural Policy Session: Focus culture and sustainable development

- *Magdalena Kleszczewska* presented the EU policy frameworks for culture.
- *Baiba Mūrniece* started a discussion about Culture in sustainable development. She presented approaches to make culture more visible and to promote libraries and museums as Safe Spaces for dialogue and information literacy. In connection to this, she underlined the conception of culture as a global public good. Under the impression that there is no common understanding of sustainable development, even between policy-makers Latvia translated the UNESCO white paper on Culture 2030 indicators as a proposal for action. Toward the other SG members, she raised the question what else is and could be done when it comes to connecting sustainability and culture.
- *Zuzanna Przytkowska* noted that the subject at hand is very vast and leaves a lot of room for different aspects to be addressed. She presented examples of sustainable development in Poland, including the strengthening of cultural institutions outside cities, development of local communities, enhancing new forms of community as well as greenery in historical sites. She gave a brief overview of Cultural Routes of the Council of Europe 12<sup>th</sup> Annual Advisory Forum which was held in Łódź on 20<sup>th</sup>-21<sup>st</sup> September 2023. *Baiba Mūrniece* mentioned that BRHC will have a new working group on cultural routes.
- *Franziska Kapteina* posed the question, how ideas could be transferred on EU level.
- *Marcus Hagemann* introduced an initiative by the name of Culture4Climate that brought together many different German institutions to showcase their climate actions. The basic

idea behind that was not to start the law when it comes to change but to start off with the behavior of different actors.

- *Krista Petäjärvi* stressed the connection between culture and other areas such as security, health, etc. She stated that in this way, PA Culture could contribute to the bigger picture and general policies by acting as an umbrella level to make everything more tangible.
- *Tarja Hautamäki* in turn presented the document Sustainable Development Policy (60 pages) of the Ministry of Education and Culture of Finland and its administrative branch.
- *Tom Schumacher* inserted that culture contributes to the macro regional identity which is one of the great assets of the BSR.
- *Kazimierz Musiał* introduced the idea to think of culture as a verb rather than a noun. To identify its strong connecting points and its value it would be more helpful to not ask yourself what it is but what it does.
- *Franziska Kapteina* suggested to prepare a policy paper on the interconnection of sustainability and culture in the Baltic Sea Region (BSR) which could serve as a lobby instrument. She added that future papers could then concentrate on the connection between culture and other thematic areas such as health. This paper should include examples from the different countries of the region. In this context, she asked the SG members to provide the PA coordinators with examples from their countries when requested.
- *Franziska Kapteina* concluded that the PA Culture coordinators are in need of impulses from the SG to be more connected to the national policies and to be able to develop instruments to help the common cause to promote culture and cooperation in the BSR.

## 5. Presentation of the PA Culture coordination workplan – to be approved

- *Franziska Kapteina* presented the Work Plan for 2024. The SG unanimously approved it.

## 6. Closing remarks and possible steering decisions

- **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 in April. **Zuzanna Przytkowska** remarked that there will be an OMC meeting in Brussels on 17<sup>th</sup>-18<sup>th</sup> April. **Marcus Hagemann** suggested Tartu, European Capital of Culture, as a place for the next SG meeting.
- **Baiba Mūrniece** thanked the participants for the fruitful meeting. After another round of feedback, she declared the official meeting closed.