

# EUSBSR PA CULTURE Steering Group Meeting

## 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:** 30 March 2023, 13:30 - 16:30 CET  
31 March 2023, 9:00 – 12:30 CET

**Location:** Council of the Baltic Sea States Secretariat  
Momma Reenstiernas Palats Wollmar Yxkullsgatan 23,  
118 50 Stockholm, Sweden

## Participants:

1. Robert Nilsson, Ministry of Culture of Sweden
2. Magdalena Kleszczewska, Adam Mickiewicz Institute, Poland
3. Franziska Kapteina, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein
4. Heili Jõe, Ministry of Culture of Estonia *[online]*
5. Tarja Hautamäki, Regional Council of Ostrobothnia, Finland *[online]*
6. Kristine Lipina, Ministry of Culture of Latvia
7. Søren Beltoft, Agency for Culture and Palaces, Denmark
8. Zuzanna Przytkowska, Ministry of Culture and National Heritage of Poland
9. Milda Vakarinaitė, Ministry of Culture of Lithuania *[online]*
10. Kaarina Williams, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein
11. Blagovestka Riiser, European Commission, DG Regio
12. Dominik Littfass, Council of the Baltic Sea States Secretariat
13. Felix Schartner Giertha, Council of the Baltic Sea States Secretariat
14. Krista Petäjäjärvi, Northern Dimension Partnership on Culture (NDCP)
15. Marcus Hagemann, Ars Baltica
16. Aline Mayr, Baltic Sea Youth Platform, Council of the Baltic Sea States Secretariat
17. Tom Schumacher, Baltic Sea Strategy Point *[online]*
18. Anna-Maija Toivonen, PA Tourism *[online]*
19. Dörte Törper, Ministry of General Education and Vocational Training, Science, Research and Culture of Land Schleswig-Holstein *[online]*

**Moderation and chair:** Robert Nilsson

**Agenda:**

1. Welcome and Opening of the meeting
2. Introduction & News of the Observers and Youth
3. Cross PA Cooperation with PA Tourism
4. Project News: BSR Pearls, C4C, PA Culture Projects & Applications
5. News from the PA Culture
6. PA Culture Project Concept
7. Youth Cooperation
8. News from the EUSBSR
9. News from DG Regio
10. Outlook: Annual Forum 2023, Next PA Presidency [Latvia], Policy Implementation
11. Reporting and Formalities
12. Steering Group Profile and Activities
13. Networking & New Ideas
14. AOB

**1. Welcome and Opening of the meeting**

- Robert Nilsson opened the meeting. The purpose of the meeting was to discuss the work plan of PA Culture for 2023. It had been prepared after the PA Culture SG meeting in December 2022.
- A short round of introductions followed. Søren Beltoft introduced himself as a new SG Member from Denmark.
- Robert Nilsson continued by introducing the agenda of the meeting and gave the floor to the PA Culture coordinators.

**2. Introduction & News of the Observers and Youth**

- Krista Petäjäjärvi, a representative of Northern Dimension Partnership on Culture (NDPC), presented activities of NDPC: four ongoing projects (incl. Culture4Health project), Bootcamp: Creative Cross-Innovation.
- NDPC connects new areas, culture contributes to innovation.
- Dominik Littfass gave an update on CBSS activities such as CBSS Seed money.

**3. Cross PA Cooperation with PA Tourism**

- Magdalena Kleszczewska presented plans for cooperating with PA Tourism, Anna-Maija Toivonen presented the work and plans of PA Tourism.
- It was noted that PA Tourism Action 3: Protection and sustainable utilisation of cultural heritage and natural resources in tourism destinations is related to PA Culture Action 3: Preserving the Baltic Sea region cultural heritage, strengthening regional identity.

**4. Project News**

- Felix Schartner Giertta gave an update on the project BSR Cultural Pearls, Marcus Hagemann on the C4C application, and Magdalena Kleszczewska presented PA Culture Projects and applications.

**5. News from the PA Culture**

- Magdalena Kleszczewska presented current open calls for the Cultural and Creative Sectors and Industries.

**6. PA Culture Project Concept**

- Franziska Kapteina presented the concept and gave an example of assessment (scoring). Voting on the matrix and branding/ project selection will be taken through Google docs.
- SG members were asked to give feedback on PA Culture's work for the Interreg progress report.

## 7. Youth Cooperation

- Aline Mayr gave a brief update on the Youth cooperation. Baltic Sea Youth Platform will continue as the Baltic Sea Youth Forum. The calls for members are open.

## 8. News from the EUSBSR

- Tom Schumacher presented the structure and the role of the Baltic Sea Strategy Point (BSP) which is located in Turku and Hamburg.
- BSP is a support unit for the EU Strategy for the Baltic Sea Region establishing a more coherent way to communicate the Strategy, BSP is currently preparing Macro Regional Strategy Week.
- Interviews by the BSP with Policy Areas were conducted in November and December 2022.

## 9. News from DG Regio

- Blagovestka Riiser presented ERDF support available (by theme, country, fund) on the Cohesion Open Data Platform: <https://cohesiondata.ec.europa.eu/funds/21-27>, and different Interreg calls for proposals available on the website : [www.interreg.eu](http://www.interreg.eu) with all Interreg programmes. The platform builds capacities on how to use Interreg programmes. Riiser also presented the two ERDF 2021-2027 Policy Objectives that are relevant for PA Culture. These are:
  - Policy Objective 4 – A more social and inclusive Europe – Implementing the European pillar of social rights: Specific Objective 4.6. Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation
  - Policy Objective 5 - Europe closer to citizens and tools for integrated territorial development
- Riiser has suggested contacting the Directorate-General for Education and Culture (DG EAC) and inviting them to the next SG Meeting.

## 10. Outlook: Annual Forum 2023, Next PA Presidency [Latvia], Policy Implementation

- Kristine Lipina from the Ministry of Culture of Latvia presented the draft plan of the 14<sup>th</sup> EUSBSR Annual Forum to be held in Riga in October (organised by the Council of Riga, VASAB, Union of the Baltic Cities).
- Workshops will take place on 4<sup>th</sup> October – a call will be launched on 12<sup>th</sup> April.
- Networking villages will take place on 5<sup>th</sup> October – call to be launched on 24<sup>th</sup> April.

## 11. Reporting and Formalities

- A PA Culture report has been prepared for Interreg, a letter from the Steering Group members is needed for the report.
- The report will be submitted in April and May as there have been some technical problems with BAMOS+.

## 12. Steering Group Profile and Activities

- More input such as guiding points and more active involvement by SG members is needed.

- Swedish Policy on culture was presented by Robert Nilsson, it was agreed to get back to other national policies during the next SG meeting.
- It was asked whether a policy paper should be created in the future and if SG members will take on this task.

### **13. Networking & New Ideas**

- PA Culture had a talk with BSP about branding, networking, and project synergies.
- The discussion that took place in Warsaw on labelling was continued. A question was raised about the threat of branding the projects too early. It was decided that a label is useful when a project is delivered.
- Another question revolved around the branding for institutions.

### **14. AOB**

- Robert Nilsson gave an overview of the Swedish Presidency in the Council priorities such as artistic freedom and displaced artists.

**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 October.

*Robert Nilsson* described the meeting as very fruitful. After another round of feedback, he declared the official meeting closed.