



UMBRELLA 2.0 Awareness Raising Event, April 27 2021

How to engage more local actors to EUSBSR/SDGs and EU Green Deal topics in the Baltic Sea Region? Round Table format

Culture and Tourism

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OVERVIEW OF THE PRESENTATION

WHAT ARE OUR AIMS? Presentation of three main actions within PA Culture

HOW DO WE WORK? Presentation of running Flagship projects of PA Culture

HOW CAN YOU GET INVOLVED? Presentation of upcoming activities

POLICY Area CULTURE!



WHAT ARE OUR AIMS?

ACTION 1

Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship

- **Main objective** of the action 1 is to strengthen the competitiveness of the CCS (cultural and creative sectors) of the region through macro-regional cooperation.
- Fostering cooperation among BSR countries' creative sectors.
- Sharing creative potential across the whole region and contributing to its faster and more coherent economic development.
- Pooling and complementing resources and joint marketing initiatives as suitable means to increase international visibility.



➤ WHAT ARE OUR AIMS?

➤ ACTION 2

Promoting BSR Culture and European values, using culture for sustainable development:

- **Main objective** of the action 2 is to present the diversity, quality and attractiveness of BSR culture and arts in all its variety and complexity.
- Fostering cultural exchange and cooperation shall serve the cultural sector in itself and help promoting the BSR as an attractive cultural region.
- Activities promoting culture as a driver for social innovation and sustainable living shall strengthen civil society and its institutions.
- Triggering innovation in economy and society by cultural interventions.



WHAT ARE OUR AIMS?

ACTION 3

Preserving the BSR's cultural heritage, strengthening regional identity

- **Main objective** of the action 3 aims at increasing the societal and economic value of cultural heritage through innovative and visitor-friendly presentations of heritage sites and museums.
- Facilitating the management of the region's cultural heritage and promoting public interest in and access to these assets.
- Helping to make cultural heritage of the region visible as it has a high non-material and economic value for the overall attractiveness of the region for inhabitants and tourists.

POLICY Area CULTURE!

The header features the text 'POLICY Area CULTURE!' in a bold, blue, sans-serif font. The word 'Area' is smaller and positioned between 'POLICY' and 'CULTURE!'. To the right of the text are two vertical bars: one with vertical stripes in various colors and another with a colorful, pixelated pattern. Below the text and bars is a horizontal row of twelve small, square icons, each containing a different colorful pattern or abstract design.

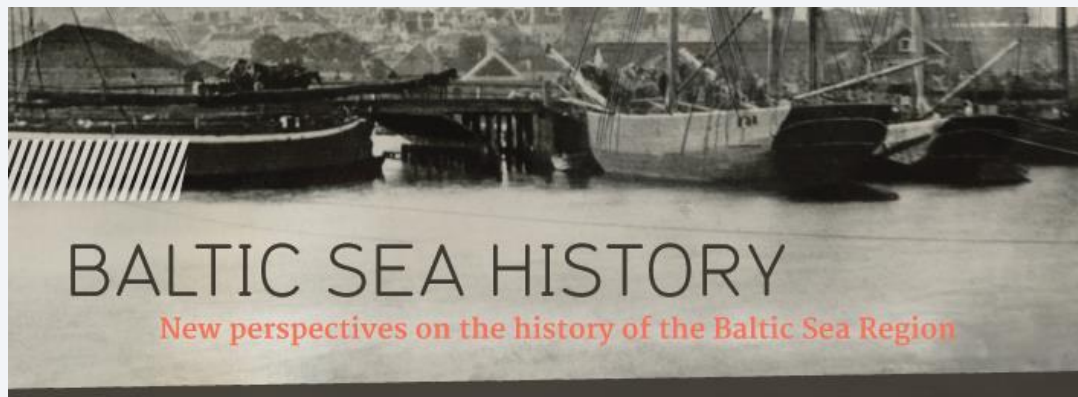
HOW DO WE WORK?

- We support our running flagship projects and initiate and develop new ones
- We regularly organize strategic project development workshops
- We network and liaise with other stakeholders and Policy Areas (e.g. PA Tourism)
- We give political impulses for a better funding framework for cultural projects (low threshold funding schemes, micro-funding, seed money)
- We encourage youth and civil society involvement in BSR cultural cooperation (e.g. EUSBSR Baltic Sea Youth Camp)
- We involve non-EU countries in PA Culture activities such as involvement of participants from Kaliningrad Oblast

POLICY Area CULTURE!



HOW DO WE WORK?



POLICY Area CULTURE!



HOW DO WE WORK?

- The Baltic Sea Cultural Cities and Regions BSCCR initiative aims to **complement other networks and titles to cities, regions**, e.g. European Capitals of Culture, UNESCO Creative Cities Network etc.
- The initiative proposes more **collaborative, inclusive, affordable and sustainable** model for **small and medium-sized cities** and **regions** in the Baltic Sea Area
- more about **co-creation than consuming** cultural offers as a spectator



Baltic Sea Cultural Cities and Regions Connecting Citizens & Cities through Culture



HOW DO WE WORK?

12th Strategic Project Development PA Culture Workshop

„CCIs in the BSR: Focus on recovery, resilience and sustainability,,

18 May 2021 in Szczecin with a possibility to participate online

- The coronavirus pandemic restrictions have a severe impact on condition of Cultural and Creative Industries (CCI) and all entities, who are dealing with cultural affairs. To overcome current and future uncertainty, it is essential to strengthen the CCI, in particular the sectors most affected by the crisis.
- The WS is devoted to the current situation of CCI in Baltic Sea Region. The results of the workshop will be, among others, an analysis of the CCI regarding an identification of the impact of coronavirus lockdown; the assistance (also public financial aid), which was given to the sector as well as an „adjustment” to the new reality



HOW DO WE WORK?

13th Strategic Project Development PA Culture Workshop

“Perspectives on Funding for Culture in the BSR”

Online on **8 and 9** June 2021 with a possibility to participate on site in Rendsburg, Schleswig-Holstein.

- Relevant funding tools for cultural projects will be presented during the workshop. An important part will be the Project Matchmaking sessions that will also give participants the opportunity to network and connect.
- The workshop will be run in a way that participating project initiatives can benefit as much as possible. Information about future projects or already planning one can be sent to Policy Area Coordinators in advance.

POLICY Area CULTURE!



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