



Culture as a New Priority of the EUSBSR

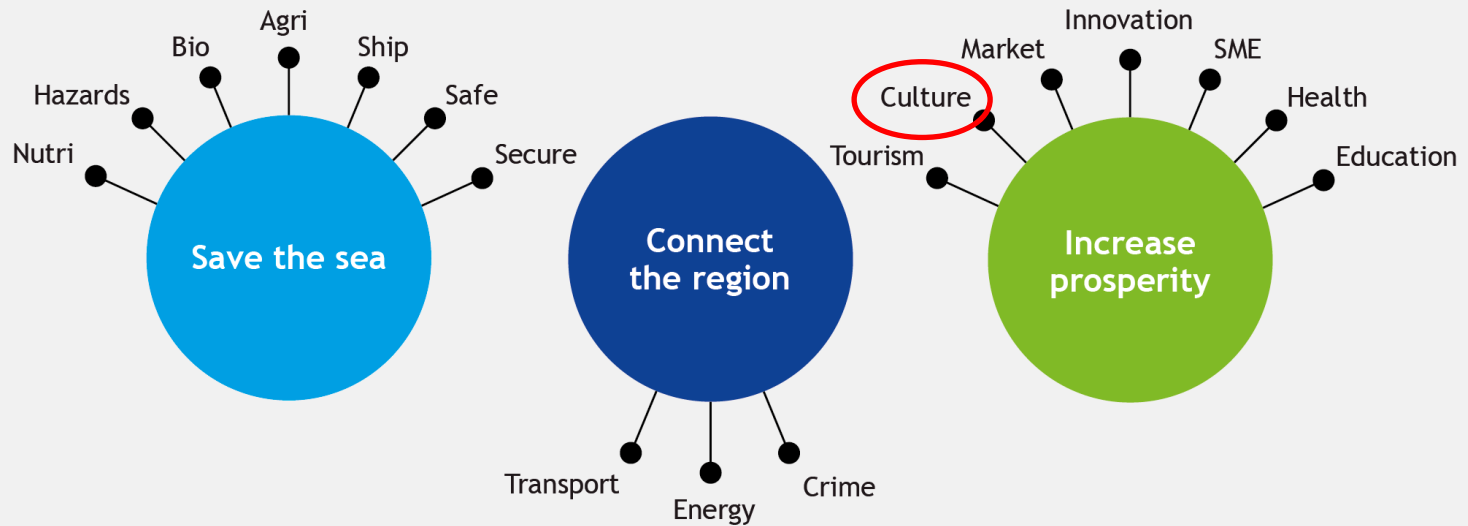
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Contribution by Stefan Musiolik



EU Strategy for the Baltic Sea Region

Objectives and Priority Areas



Horizontal Actions

Spatial

Neighbours

Involve

Sustainable

Promo



Why do we need a Priority Area Culture?

- There is no lack of actors and projects

But

- There is a lack of awareness and appreciation of cultural activities
- There is a lack of coordination between the different cultural institutions in the BSR
- There is a lack of financial support for cultural activities



Priority Area Culture – Coordinators & Supporters

Priority Area Coordinators:

- Poland
- Schleswig-Holstein



Supporter:

- ARS BALTICA Initiative for Cultural Cooperation around the Baltic Sea
- Nordic Council of Ministers





Priority Area Culture – **Aims & Goals**

1. Joint promotion and presentation of BSR culture and cultural heritage
2. Cooperation on cultural heritage
3. Joint promotion and presentation of BSR creative industries
4. Developing a common BSR cultural identity
5. Developing an efficient framework for BSR cultural cooperation

Aims and goals correspond with the “Actions” listed in the
📄 **EUSBSR Action Plan** under chapter Priority Area Culture



Priority Area Culture – Instruments



- Flagship projects
- Regular meetings of Flagship Project Leaders
- Steering Group comprising representatives of preferably all Baltic Sea States and relevant BSR Organizations
- PA Culture events (Kick-Off event 18 April 2013 in Berlin)
- Annual Fora of the EUSBSR



Priority Area Culture – Project examples

Flagship projects (projects already running):

- Art Line
- Co2ol Bricks
- The Baltic Sea History Project





Priority Area Culture – **Project examples**

Potential flagship projects (projects in development):

- Maritime Heritage Atlas Baltic Sea
- Baltic House
- The Virtual Academy of Baltic Cultural Heritage Management
- TAB FAB (Facilitate cooperation of educational institutions and enterprises in the BSR cultural and creative industries sector)





Funding instruments: **Seed Money**



Swedish Institute



In some BSR States own regional or national programmes



Funding Instruments:

Baltic Sea Region Programme

Status quo programming process

Baltic Sea Region Programme 2014-20:



Funding possibilities

- in the field of creative industries: good
- in the field of cultural heritage: limited
- In the field of culture: bad

ERDF programmes

- Similar situation (problem: draft Structural Fund regulations don't include culture as possible investment priority)



Funding Instruments for PA Culture projects



**Creative Europe
2014-20**



KreaNord



norden

Nordiska kulturfonden



Priority Area Culture –



- ❑ Identifying common concerns & interests of BSR cultural policy
- ❑ Bundling forces
- ❑ Lobbying for a better cultural policy framework (e.g. better access to



„If I had to begin the project of European integration again, I would start with culture.“

Jean Monnet, one of the founding fathers of the European Union



Thank you for listening!



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