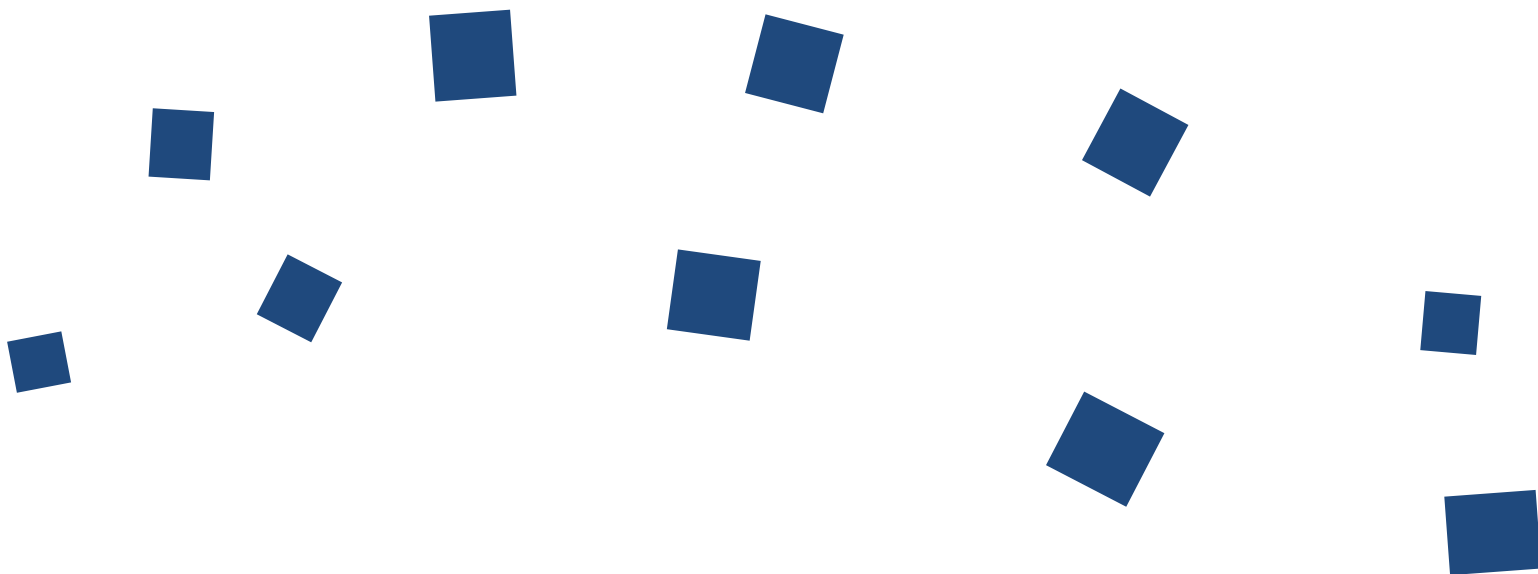




25
YEARS
2017



BUILDING CULTURAL BRIDGES AROUND THE BSR



25
YEARS
2017

ARS BALTICA

- **we support cultural cooperation within the Baltic Sea Region and beyond**
- **we advocate for the significance of arts and culture on the political level**
- **we promote cultural life around the Baltic Sea.**

BUILDING CULTURAL BRIDGES



25
YEARS
2017

AB ORGANIZING STRUCTURE

- 10 countries
- AB Organizing Committee
- AB Secretariat / guest offices
- CBSS

BUILDING CULTURAL BRIDGES



25
YEARS
2017

A large, diverse audience is seated in a dark hall, facing a stage. The audience members are of various ages and are dressed in casual to semi-formal attire. The stage is illuminated with blue light, and a few people are standing near the back of the stage. The overall atmosphere is that of a formal event or conference.

**CULTURE AS
A DRIVING FORCE
FOR A SUSTAINABLE AND
PROSPEROUS SOCIETY**

BUILDING CULTURAL BRIDGES



25
YEARS
2017

MAIN AIMS

Support and promote culture & creativity as

- Driver for mutual understanding
- Cross-Sectorial connecting force
- Driver for Sustainability
- Driver for Social Innovation

BUILDING CULTURAL BRIDGES



25
YEARS
2017

THUS WE HELP TO

- Increase Cultural Cooperation & Cultural Dialogue
- Activate potential amongst cultural actors
- Strengthen visibility of cultural projects
- Shape the cultural landscape of the BSR

BUILDING CULTURAL BRIDGES



25
YEARS
2017

MAINLY BY

- Networking > Connecting cultural players
- Political lobbying > Advocating for culture
- Media Upscaling > Knowledge transfer
- Partnering > Expertise for projects

BUILDING CULTURAL BRIDGES



ABN

AB NETWORKS

Different needs
Several networks
Thematic lines

www.arsbaltica.net

ABP

AB PROJECTS

Partnership
Initiator
Coordinator/Expertise

www.arsbaltica.net

PA-CULT

POLICY AREA CULTURE

Advisor / Expertise
Technical Support
Implementation

www.eusbsrculture.eu

ABM

AB MEDIA UPSCALING

Platform
News Format
Reach Out-Out

www.arsbaltica.net



PROMOTING CULTURE ON A POLITICAL LEVEL

POLICY AREA CULTURE IN THE EUSBSR

- Technical support / Media Support
- Evaluation / Expertise
- Format / Workshop Development
- Representation / Lobbying



IMPLEMENTING CULTURAL ACTION



EXCHANGE

- NETWORK BUILDING
- NETWORK MEMBER
- INFORMATION FLOW
- CREATING SYNERGIES

EXPERTISE

- AUDIENCE DEVELOPMENT
- FUNDING EXPERTISE
- PROJECT DEVELOPMENT
- PARTNER POOL

REACH-OUT

- MEDIA UPSCALING
- CROSS-BORDER
- CULTURE & POLITICS
- CROSS-SECTORIAL



25
YEARS
2017

ABCD - ARS BALTICA CREATIVE DIALOGUE / 2018-2019

MFG - MOBILITY FUNDING GUIDE / 2017-2020

CCL - CREATIVE CLIMATE LEADERSHIP / 2017-2019

NBFP - NORDIC BALTIC FESTIVAL PLATFORM / 2018-2019

CULTURAL ACTION



25
YEARS
2017

ABCD - ARS BALTICA CREATIVE DIALOGUE > 2018-2019

- 11 countries
- 22 ABCDs
- 2018/2019 Oslo and Bergen
- Connecting / Networking
- Expertise / Audience - Funding - Media
- Partner search
- Upscaling

CULTURAL ACTION



25
YEARS
2017

MFG – BSR MOBILITY FUNDING GUIDE / 2017-2020

- 11 countries
- Different funding systems
- Shared opportunities
- Added value
- Cross-border cooperation possibilities

CULTURAL ACTION



25
YEARS
2017

NBFP - NORDIC BALTIC FESTIVAL PLATFORM / 2018-2019

- Covering the whole BSR
- Meeting point / focal point of exchange
- Co-creation
- Workshops / Expertise / capacity building
- Economic driver
- Open network / shared knowledge

CULTURAL ACTION



25
YEARS
2017

- Sweden Festivals
- Finland Festivals
- Norway Festivals
- PLMF Music Trust Estonia
- Latvian Concerts
- Lithuanian National Philharmonic
- Reykjavik Arts Festival
- Harpa Concert Hall
- Festivals from the Central-Jutland
- Helsingor Theatre Denmark



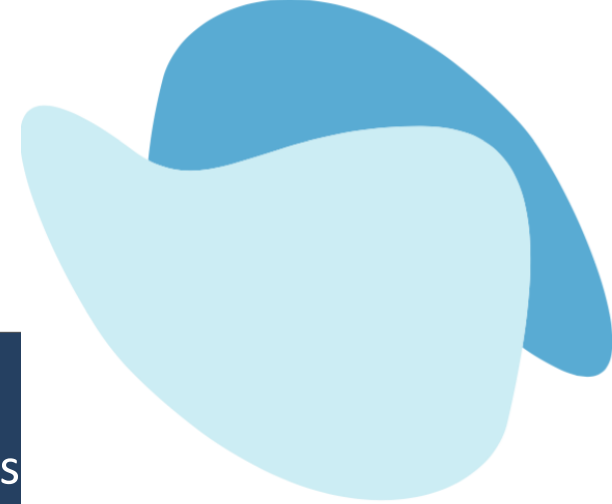
**NORDIC
BALTIC**
FESTIVAL PLATFORM

CULTURAL ACTION



25
YEARS
2017

- Increasing the innovation and managerial capacity of the festival organising institutions (novel business models ect)
- organising joint networking events (conferences, seminars, workshops)
- initiating residential visits (setting up a Fellowship Programme)
- move towards a joint marketing strategy (activities for the promotion of the festivals)



**NORDIC
BALTIC**
FESTIVAL PLATFORM

CULTURAL ACTION



25
YEARS
2017

<https://www.nordicbalticfestivals.org>



**NORDIC
BALTIC**
FESTIVAL PLATFORM

CULTURAL ACTION



25
YEARS
2017

CCL - CREATIVE CLIMATE LEADERSHIP / 2017-2019

- 8 networks / upscaling
- Throughout Europe
- Shared opportunities
- Workshops / Expertise / capacity building
- Culture & Sustainability / cross-sectorial
- Open network / shared knowledge

CULTURAL ACTION



25
YEARS
2017

Co-funded by the
Creative Europe Programme
of the European Union





Co-funded by the
Creative Europe Programme
of the European Union



CREATIVE CLIMATE LEADERSHIP (CCL)

A new programme for artists and cultural professionals to explore the cultural dimensions of climate change, and take action with impact, creativity and resilience

Julie's Bicycle
SUSTAINING CREATIVITY

pina



COAL
Art et développement durable

on the move



mitos21



Co-funded by the
Creative Europe Programme
of the European Union



- > Training
- > Mentoring
- > Events
- > Policy Labs
- > Networking

Julie's Bicycle
SUSTAINING CREATIVITY

pina



COAL
Art et développement durable

on the move



mitos21



Co-funded by the
Creative Europe Programme
of the European Union



www.creativeclimateleadership.com

Julie's Bicycle
SUSTAINING CREATIVITY

pina



COAL
Art et développement durable

on the move



mitos21



25
YEARS
2017

**“A free and vibrant cultural life is
the very basis for a vital and sustainable
democratic society.”**

Alice Bah-Kuhnke (Swedish Minister fo Culture and Democracy)

**THANK YOU FOR YOUR ATTENTION !
Marcus Hagemann / Head of Secretariat
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