

# POLICY Area CULTURE!

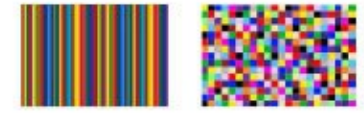


## **Value creation focused on culture, cultural heritage and creative industries**

Seminar based on the EU Strategy for the Baltic Sea Region

OSLO, 27/04/2017

# POLICY Area CULTURE!



**Exploit the  
advantages of BSR:**

**PROXIMITY**

**MOBILITY**

**INNOVATION**



**Which themes and subjects are relevant to focus on within a projects?**

**Action 1**

Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship

**Action 2**

Promoting and presenting BSR culture, using the force of culture for societal innovation

**Action 3**

Preserving and presenting the BSR cultural heritage, strengthening the cultural identity of the region



## Flagship projects of EUSBSR Policy Area Culture:

BALTIC GAME INDUSTRY  
BALTIC SEA HISTORY PROJECT  
BALTIC HOUSE  
BALTICLAB  
BSR INTEGRATED HERITAGE MANAGEMENT  
CREATIVE PORTS  
CROSS FAB  
CROSS MOTION  
CULTURABILITY  
MARITIME HERITAGE ATLAS  
THINK TANK TRANSBALTIC





# POLICY Area CULTURE!



## BALTIC LAB

Council of The Baltic Sea States & Swedish Institute programme



Bring together creative  
young entrepreneurs  
in the Baltic Sea Region

# POLICY Area CULTURE!



## CROSS MOTION

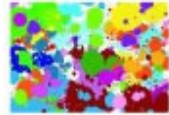
Lead partner: Tallin University, Baltic Film and Media School

Project Partner: Oslo University, Department of Media and Communications



Facilitating cooperation  
between screen  
industries and education,  
tourism and health  
sectors.

# POLICY Area CULTURE!



## Maritime Heritage Atlas of the Baltic Sea

Lead partner: National Maritime Museum in Gdańsk



The project aims to promote the maritime heritage of the Baltic Sea region and strengthen regional identity and through numerous promotional and educational activities to raise awareness for Baltic Sea heritage preservation.



# POLICY Area CULTURE!



## 5th PA Culture strategic project development workshop

12<sup>th</sup> of June 2017, Polish Institute in Berlin



Presentation of flagships  
and new projects

New ideas / visions

Possible new partnerships

Consultation with funding  
experts



# POLICY Area CULTURE!



***Thank you!***

Justyna Zielkowska, PAC Culture  
Ministry of Culture and National Heritage of Poland  
[jzielkowska@mkidn.gov.pl](mailto:jzielkowska@mkidn.gov.pl)