



SEMINAR «LET'S COMMUNICATE- THE EUSBSR FOR THE BENEFIT OF THE REGION»

APRIL 27, 2017

NORTHERN DIMENSION PARTNERSHIP ON CULTURE

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The Northern Dimension Partnership on Culture

Established in 2010 as the fourth Partnership in the Northern Dimension Policy.

Members

The European Commission,

Ministries responsible for culture in:

Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, the Russian Federation and Sweden

Collaboration based on Memorandum of Understanding (2010/ 2015), a legally binding agreement is expected to be signed by six partner countries in 2017.



The Northern Dimension Partnership on Culture

❑ **New work strategy developed for 2017 – 2020.**

❑ **Vision**

Culture and creativity is a driving force in regional and international sustainable development and a cornerstone for cooperation in the ND area, setting a collaboration framework in wide spheres of society and facilitating social inclusion through means of culture and creativity.

❑ **Mission**

The mission of the NDPC is to contribute to social and economic sustainable development, and innovation and diversity in the ND area by focusing on the operating conditions for cultural and creative industries (CCIs).



The Northern Dimension Partnership on Culture

Key words:

Collaboration-

Networking-

Creating synergies-

Studies and research of CCI-

Exchange of information-

Developing knowledge based policies-

***In order to develop culture and creative sector
in the ND area.***



NDPC – Strengths and Challenges

Strengths: An organisation for collaboration in CCI in the wider Baltic Sea Region with a perspective *to stay*; representatives of the Ministries of Culture with knowledge on political processes and various national and international initiatives; representatives have authority to decide on development and change.

Challenges: With limited resources develop focused interventions with beneficial effect for CCIs:

- ☐ - Focused
- ☐ - Applicable
- ☐ - Measurable.

Foster cross- sector collaboration, innovation and creating spillover effects.

Foster tangible collaboration of CCI sector in the NDPC area with lasting impact.



Recent NDPC's Commissioned studies, reports 2014/2015 -2016

- ❑ **Manual for CCI Project Communication.**
- ❑ **Analysis and recommendations for CCI communication, strategy, NDPC project support by Have Communications, Denmark.**
- ❑ **Study on CCI policies in the NDPC area: *11 Dimensions : Cultural and Creative Industry policy development and practices within the area of the Northern Dimension Partnership on Culture*, by NDI- a very successful example of collaboration and insight into CCI policies.**
- ❑ **In 2016: MAPPING EXERCISE: HOW COULD CREATIVE INDUSTRIES FOSTER INNOVATION IN TOURISM IN THE NORTHERN DIMENSION AREA?** by Proman, an international consulting company of development collaboration, research financed by EU (reports available on www.ndpculture.org) .

Current and future focus

- ❑ The recent events organized by NDPC - focused on seeking touching points, CCI cross-fertilization with other businesses, looking for case studies and examples of best policies.
- ❑ In 2016 NDPC Forum - focus on digital contents and accessibility of culture; on digitization of cultural heritage; on advantages of creative clustering when developing CCI businesses; on cultural tourism, as well as creative gastronomy as potential driving force for regional development.



Practical Steps planned: 2017

- ❑ **NDPC Workshops** took place during ND Forum in St. Petersburg April 5-6: Creativity and Technical Innovation – the Added Value they can Contribute to Businesses, with experts from NDPC countries.
- ❑ **Project application** Creativity, Digital Innovation and Cultural Tourism: Synergies, Network and Capacity Building (CreaDigi&Tourism) for BSR Interreg Seed Money – together with Northern Dimension Institute/ Aalto University and National Association of Creative Industries of Lithuania.
- ❑ **Cross – border (LV- RU, involvement of NDPC countries’ experts) Project application** planned to be developed, based on conclusions of NDPC Forum of November 29, 2016, the workshop of creative gastronomy, CCIs and regional development. Project focus – connections between development of CCIs, local gastronomy and regional development – cross border pilot projects, training, cultural tourism, etc.
- ❑ **Creativity week Radi!** (Latvia, October 2017) supported by NDPC Steering committee, with involvement of NDPC experts.
- ❑ **4th NDPC International Forum November 2017**- the central CCI Forum in Russia as well as important event for the whole ND area.

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