

Northern Dimension Partnership on Culture/NDPC

Main activities in 2013

SERVING AS A FOCAL POINT

Communication and information strategy

Following the NDPC Communication strategy there were developed two strategic documents:

"Communication and visibility matrix" The matrix set the main components of NDPC communication, including goals, content, target groups, resources, channels, timetable and responsibilities of the NDPC international network players. As a result, the NDPC communication action was furnished with concrete actions and improved its function for the benefit of cultural and creative industries operators in the Northern Dimension area.

"Communication and visibility calendar" The calendar contains concrete actions on the implementation of the NDPC communication strategy by the NDPC member-countries.

NDPC website and news letters

The website functions as a tool for the communication and information dissemination. The NDPC web-page as a focal point, maintaining a joint calendar of events, reflecting cooperation of the NDPC countries in the CCI sector, building links within the sector is functioning at www.ndpculture.org. About 300 news were published, four digital newsletters were distributed electronically to subscribers via the NDPC web-page and via national networks of 11 NDPC member-countries. PDF versions of the newsletters are available to download from the NDPC web-site <http://www.ndpculture.org/publications/newsletters> .

Information exchange and communication

Following the plan to promote the cultural and creative industries cooperation in the Northern Dimension area and the NDPC CCIP projects, the brochure "Creating for tomorrow" was published. The publication contains information about 12 NDPC projects. Additional information about partners in the projects and contacts permitting to join the networks were included. The purpose of the publication is to disseminate joint actions of EU and non-EU countries' operators in the sector of cultural and creative industries. The printed brochure was presented to the audience of the Saint-Petersburg Cultural Forum on 3-5 December 2013. The brochure will be disseminated at all international arrangements of the NDPC countries.

A digital version could be downloaded from the NDPC home page <http://www.ndpculture.org/blog/projects-in-the-northern-dimension-creating-for-tomorrow>

The Partnership continued to extent information about access to financing and the possibility to develop on an entrepreneurial level for cultural and creative industries operators in the Northern Dimension area. A new large set of articles on funding, financing and supporting structures (with links) became available on the www.ndpculture.org in 2013.

The Partnership initiated establishing a Working Group for Creative Industries within the Northern Dimension Business Council forums. And organized its first Round table discussion during the Business Forum "From trade to investment" on 4 April 2013 in Saint-Petersburg, Russia.

The increased information flow facilitated awareness on the CCI growth opportunities through the NDPC web channel and the Northern Dimension Partnership on Culture role and action.

SUPPORTING PRIORITY PROJECTS

Construction of the electronic platform for the NDPC CCIP program

The NDPC created the Open call application mechanism, based on the NDPC CCIP program, technically provided by "Mederra" company, having a unique technology. The complete application process cycle is done with one platform, the entity that can be easily harnessed to incorporate different multiple programs, if and when requested in the future, and within each of them, incorporate multiple application rounds. Due to the technical solution of an application form incorporated in the module, there can be multiple types of applications used side by side, creating different reporting forms simultaneously. As a result, this platform will be used in the years to come. The electronic platform featured: own programme identity and domain address; a link from the NDPC website to the EAPS login page (for applicants, located in different countries), all data collected in one database, all communication going through the platform ; application assessing by experts done online, (less travel needed for experts located in different countries); the whole application process is documented in one database.

Mederra created the version of a free standing platform, so that it could be easily attached to any web platform, which was important for continuity of operation moving the NDPC secretariat from Copenhagen to Riga in January 2014.

IT applications and texts to the electronic platform were written in a limited time, comprising all phases of the CCIP program module, from application to reporting.

NDPC Expert group

The ministries of culture of the NDPC countries nominated 4 experts to work on the evaluation of the NDPC CCIP projects:

- Agata Etmanowicz, Vice President, Impact Foundation, Poland
- Astrida Rogule, Senior Curator, National Museum of Art, Latvia
- Elena Zelentsova, Director, Creative Industries Agency, Russian Federation
- Tuomo Tähtinen, Executive Director, Music Finland, Finland (chairman of the Expert group)

The NDPC Expert group held two meetings during the year: the first meeting dealt with the NDPC CCIP program priorities and the CCIP platform working methods; Each expert was working from distance using the newly constructed electronic platform to evaluate applications, submitted to the CCIP program.

The second meeting held in February 2013, made a decision on the successful CCIP projects. The Expert group recommended to support totally 12 projects: 10 projects- partly from the EU grant and partly from the NDPC finance; 2 projects

with only NDPC funds. Justification of the decision of the NDPC Expert group, written by the Chairman of the Expert group, Tuomo Tähtinen was published at the NDPC home page, <http://www.ndpculture.org/blog/ndpc-approved-projects-for-the-ccip-program-2013>

Decision on financing of the NDPC CCIP projects

High interest in the NDPC CCIP program resulted in 56 applications from 10 NDPC countries, 12 projects got financial support from the Partnership.

The 14th NDPC Steering Committee meeting, held in Vilnius on 28th of February 2013 discussed that the amount of 10 000 EUR per application, stipulated by the EU rules is too little for one successful project and decided to add 100 000 EUR from the NDPC finance to the pool of the NDPC CCIP. In practice it implied that each successful application getting EUR 10t from the EU will be awarded the amount up to 10 000 EUR from the NDPC finance so that maximum grant for a successful application is 20 000 EUR.

Proceeding from the CCIP program description, the grant covers up to 50% of a project cost. The rest 50% is to be co-financed by a project itself. Based on the NCM rules, hosting the NDPC, the CCIP applicants get 85 % of the grant as pre-financing payment. After a report approval, a project gets the rest 15%.

The list of the successful projects was made public through the NDPC home page: <http://ndpculture.org/blog/the-ndpc-steering-committee-approved-12-projects-developing-cultural-and-creative-industries-in-the-northern-dimension-area> .

Implementation of the limited amount of the NDPC CCIP projects

Implementation of the twelve NDPC CCIP projects started in summer 2013: projects facilitated creation of new open cooperation networks or stimulated existing networks in the Northern Dimension area. Their actions corresponds to the overall goal to achieve results locally, by means of developing and promoting cultural products and services of an added value.

The NDPC CCIP projects established open networks to become points of growth in the Northern Dimension area, within film and media cluster, development of entrepreneurship in cultural and creative industries and boosting educational processes in CCI:

1) Film and media cluster

Summer Outstanding Film Academy (The School of Film Agents)

International Conference "Financing of international creative documentary projects in the Northern Dimension area: cutting edge and trends".

Nordic-Baltic Collaboration Network of 3D & Visualisation

Filmteractive Festival Network 2013

2) Entrepreneurship in cultural and creative industries

Creative Business Cup Northern Dimension

AKKA, Sami showroom in the European Capital of Culture

Indigee 2 - Indigenous Entrepreneurship

Artterritory

House of Baltic Spirit

Estonia-Finland-Russia Music Industry Platform Partnership

3) Education in cultural and creative industries

OPEN NORTH. Launching Project of North European Creative Network and Think Tank

Nörd Camp 'Transforming Education Days' in Helsinki

Leaders of the projects maintained good connection to the NDPC secretariat, regularly providing news about the actions. The Nordic Council of Ministers additionally allocated assistance of a student-trainee to help with the NDPC CCIP electronic platform.

The call for the NDPC CCIP program was announced with a short notice: the announcement was made in mid- December 2012 and the deadline for submission of applications was 23 January 2013. There was a risk of limited amount of good quality applications, which was overcome by a high interest to the program.

The proposed projects will give the Partnership a good picture about the activities in the CCI sector and their current needs and how the Partnership could develop its work to support CCI activities and advocate for policy development in the whole ND area.

FACILITATING ACCESS TO PROJECT FINANCING

Seminar "Next financing mix"

Discussion of a sustainable balance between different sources of income for the CCI sector was the goal of the seminar" organised by the NDPC secretariat in Copenhagen on 13 September 2013.

The seminar started with the analysis of the income mix of the running NDPC CCIP projects. What is the business model at present and what is the desired model of future activity, what would be the consequences of a financing mix for a next project, these and other themes were discussed at the seminar. Possible and desirable instruments to support the projects for the cultural and creative industries in the Northern Dimension area were also touched upon.

The leaders of the successful NDPC CCIP program projects, who participated in the seminar got recommendations from the expert how to improve the financial sustainability of their projects. The results of the seminar were made public on the NDPC home page. CCIP project leaders were given an overview and further information on the NDPC CCIP program, aiming at increasing the economic and social values in the ND area.

Many of the NDPC CCIP projects started in August 2013 and the intermediate reports had to be submitted in December 2013. In fact, time to work on the projects' implementation and reporting was quite limited. By 15 December 2013 only 3 projects provided their reports. Therefore in this report it is too early to speak about results and achievements of the limited amount of projects, financed through the first NDPC Open call. The NDPC secretariat carried out the intermediate evaluation of the NDPC CCIP projects. Material could be found at the NDPC web.

Funding from EU

During 2013 the Partnership received EUR 200000 from the EU delegation in Russian Federation; the amount of EUR 100000 was paid as grants to the NDPC CCIP program receivers. The interim report and the request for the second part of the grant's transaction EUR 70000 has been forwarded to the EU delegation in Moscow.

Funding from Nordic sources

The Partnerships established successful cooperation with the Nordic Council of Ministers' "Knowledge building and networking program for the partners in the North-West Russia". The project "Financing and legislation in the CCI sector" created a cooperation platform between Nordic-Russia-Baltic partners. Project results are being summarized; concrete proposals on the development of financing and legislative instruments in the CI sector will be presented to legislators, policy makers and local authorities in the Russian Federation. The ongoing project "Creative industries networking points" is aiming at cooperation of educational institutions, centers for CCI for competence enhancement in the CCI sector.

Administrative issues

The NDPC as a part of the official Northern Dimension cooperation presented its actions - at the meetings:

3rd Ministerial Northern Dimension meeting in Brussels on 1 February 2013, Brussels,

18th Northern Dimension Steering Group meeting Brussels, 18 February 2013,

19th Northern Dimension Steering Group in Reykjavik, 13 June 2013

20th Northern Dimension Steering Group in Oslo, 18 December 2013,

- at parliamentary forums,

Barents Parliamentary Forum in Harstadt, Norway, 23-24 April;

Northern Dimension Parliamentary Forum, Arkhangelsk, Russia, 11-12 November.

Baltic Sea NGO forum in Saint-Petersburg, Russia, 17 April;