



NORTHERN DIMENSION
PARTNERSHIP ON CULTURE

Northern Dimension Partnership on Culture

Report 2012

BACKGROUND FOR THE PARTNERSHIP

The Northern Dimension Partnership on Culture/NDPC is a part of the Northern Dimension policy, which emphasizes cooperation between the EU and Russia with the participation of Iceland and Norway. The NDPC strategy follows the ND Policy Framework Document adopted in 2006 and the NDPC Memorandum of Understanding signed in 2010 by the European Commission and eleven Northern Dimension countries.

The NDPC strategy responds to the implementation of the ND Framework document by contributing to the social and economic development in the Northern Dimension area by focusing on culture-based creativity setting links between cultural and economic life, visibility of regional cultural identity and heritage.

The main task of the NDPC is to act as a focal point for information on policy development for cultural and creative industries in the ND countries, to advocate for regional cooperation and for access to financing for cultural and creative industries. The NDPC supports projects that highlight the goals of the NDPC.

Where the other ND Partnerships work directly with national ministries and authorities responsible for the development and policy in their respective sectors, the situation for the NDPC is different because of the cross sector character of cultural and creative industries.

The NDPC Secretariat is hosted by the Nordic Council of Ministers in Copenhagen. In 2012 the Steering Committee was chaired by Finland.

The focus for the activities in 2012 was to further the main tasks defined in the NDPC Strategy for 2012-2016:

1. Serving as a focal point
2. Supporting priority projects
3. Facilitating access to project financing

1. SERVING AS A FOCAL POINT

The NDPC serves as a focal point for cultural and creative industries in the whole ND area. Northern Europe has many national and international organizations for cultural exchange and cross border activities in cultural and creative industries. The NDPC cooperates with national and international organization to disseminate information about the cultural and creative industries and encourages operators, stakeholders and financial institutions to develop projects in the ND region.

A communication and information strategy was developed and implemented

A communications strategy including short-term and long-term goals was developed and implemented. The Partnership executes a tailor made communication strategy with the aim to raise public awareness of the Partnership as well as to strengthen the collaboration with media and stakeholders,

NDPC website

The NDPC website was launched in March 2012. The website functions as a tool for the communication and information strategy. The website contains information on the Northern Dimension Policy and the NDPC and links to national and international networks for cultural and creative industry and a joint calendar for cultural and creative industry events. 116 news were published in 2012.

NDPC News Letter

A NDPC News Letter was established. The news letter is distributed to subscribers. In 2012 five news letters were issued and in December 2012 there were 330 subscribers.

Information material

Information material as printed matters, roll-ups, power point presentations etc were produced and distributed to collaborating partners and stakeholders in the whole ND area.

2. SUPPORTING PRIORITY PROJECTS

The Partnership's main task is to highlight the possibilities offered by cultural and creative industries in the cultural, social and economical development of Northern Europe. NDPC supports projects which have an impact on the development of cross border cooperation in the ND area.

Evaluation of the results of projects implemented in 2011

In 2011 two projects were concluded, "Viking Route Heritage Sites in Russia" and "Music Industry in North West Russia". Both studies were funded by EU in 2011. The results of the projects were published in the ND member countries and are available on the web. Two seminars were organized in April 2012 in St. Petersburg to discuss the results and findings of the studies and to reflect on possible follow-up activities.

The NDPC obtained visibility in media in all the ND countries with the publication of the studies.

Support for projects to highlight the goals of the Partnership

The Partnership succeeded to get funds from the EU Delegation in Moscow and could offer grants to concrete projects selected through and open call in the first CCIP round.

Cultural and Creative Industries Platform /CCIP Program was launched

Selection criteria for CCIP projects were defined and the program was launched in December 2012. The main strategic focus and criteria was to establish CCI platforms and networks between EU and non-EU countries. Approved projects will be offered a possibility for promotion on the NDPC homepage in 2013.

Electronic application system

An electronic application system was created. It is an easy-to-use system which serves the applicants, the assessment and the administrative procedures in all phases from application to final report.

Expert Group

An Expert Group for the assessment of applications was appointed.

First call of project proposals

The first call for project proposals was launched in December 2012 and resulted in 56 applications. The proposed projects gave the Partnership a good overview of 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.

3. FACILITATING ACCESS TO PROJECT FINANCING

Culture and knowledge based products and services need access to financing and the possibility to develop on an entrepreneurial level. The Partnership sought after funding and financing sources, various schemes for CCI and identified both national and international sources in the cultural field, but also resources offered by agencies for technology and

innovation. The partnership advocates for financing for CCI and for awareness of the importance of cooperation between creative and traditional industries and sectors.

Funding from EU

The EU Delegation in Moscow ensured EUR 300.000 to be awarded as grants to approved projects in the CCIP program.

Funding from Nordic sources

The Partnerships sought actively for synergies in cooperation and agendas with the Nordic Council of Ministers, Nordic Culture Fund and other Nordic institutions in the field of culture and innovation.

The Nordic Council of Ministers /NCM approved two projects in cooperation NCM-NDPC.

Strategies to foster synergies between the CCI and the financial sector

The Partnership looked for new financial programs and sources for entrepreneurial development of cultural and creative industries and started a dialogue with financial institutions, agencies and foundations.

Other sources of financing were investigated, including mutually beneficial cooperation with the business community.

The Partnership initiated the establishment of a Working Group for Creative Industries within the Northern Dimension Business Council.

Information on various financing possibilities in the ND area was currently published on the NDPC homepage.

NDPC Conference in Warsaw December 2012

The conference's title was Financial Possibilities for Cultural and Creative Industries (CCI) in the Northern Dimension Area. The main theme was to start a dialogue and to gather opinions on how to bridge the gap between financial institutions and the CCI, but also how to develop public – private partnerships in the CCI sectors.

About 70 participants representing CCI, businesses, the financial sector, authorities from the ND countries, the Russian Federation and from Great Britain, Italy and the Netherlands attended the conference. The conference was executed in cooperation with the Ministry of Culture and National Heritage in Poland. Program, presentations and conclusions are placed on the NDPC homepage.

CONCLUSIONS

The NDPC is the newest Partnerships in the Northern Dimension cooperation. The year 2012 was the first whole calendar year when the Partnership had a Secretariat with one full-time senior advisor.

In 2012 the basis for NDPC actions was laid down, the NDPC strategy was developed with the mission to contribute to social and economic development in the Northern Dimension area by focusing on the operating conditions for cultural and creative industries. Communication and information strategy was defined and implemented.

The first practical results of the NDPC were achieved in the year 2012: the call for projects proposals was launched in the Northern Dimension area and the awareness of the NDPC goals were furthered to operators, networks, funding and financing institutions and to authorities in the member countries.

The NDPC is still at its launching phase and the following issues needing attention:

NDPC members' legally binding agreement and voluntary contributions must be discussed and decided as well as the development of a financial instrument of the partnership to support projects. NDPC members' commitment will secure a long term development of the Partnership on culture to contribute to the social and economic development in the Northern Dimension area.

List of dates and places of the NDPC Steering Committee meetings in 2012

The Tenth Meeting 20-21 February, in Helsinki, Finland
The Eleventh Meeting 7-8 June, in Riga, Latvia
The Twelfth Meeting 25-26 October in Berlin, Germany
The Thirteenth Meeting 3 December, Warsaw, Poland

List and place of ND meetings where NDPC chair/secretariat presented NDPC issues in 2012

The Sixteenth Meeting of the Northern Dimension Steering Group, 23 April, Berlin, Germany
The Seventeenth Meeting of the Northern Dimension Steering Group, 11 December, Moscow
The Conference of the EU Baltic Sea Non-State Actors and Local Authorities 8 February, Saint-Petersburg
The Third NDPC Forum, 29 March, Saint Petersburg
The back-to back meeting with the CBSS SO, 4 May, Greifswald, Germany
The meeting at the Ministry of Culture in Lithuania, 6 June, Vilnius, Lithuania
The meeting at the EU DG Education and Culture, 6 September, Brussels
The meeting at the Ministry of Foreign affairs, 26 October, Berlin, Germany

NDPC home page address

www.ndpculture.org