

ANNUAL REPORT 2019

The action plan for 2019 was based on the NDPC strategy for 2017-2020 and was inspired by insights and learning acquired from various NDPC events, studies, gatherings of CCI experts, as well as relevant policy guidelines and trends.

VISION OF THE NDPC. The creative Industries sector is a driving force in regional and international sustainable development and a cornerstone for cooperation in the ND area, establishing a collaborative framework across wide spheres of society.

MISSION OF THE NDPC. To contribute to social and economic sustainable development, innovation and cross-sectoral cooperation in the ND area by focusing on the operating conditions for cultural and creative industries (CCIs).

CENTRAL AIMS OF THE NDPC

- Facilitating development of sustainable and effective policies and incentives. Connecting and building synergies between CCI stakeholders and other relevant societal actors throughout the entire ND area;
- Bridging the gap between public and private funding and strengthening cooperation between the CCIs, policymakers and business communities.

These aims are not exclusive, but do complement each other. Further objectives can arise on the basis of these aims on a more relevant basis. The aims should be carried out by:

- developing national and regional policies and activities based on knowledge, communication and information exchange;
- developing and utilising networks at regional and national levels;
- supporting, developing and promoting collaboration projects;
- furthering CCI development and accessibility to culture and cultural heritage through opportunities presented by technological developments.

NDPC's FOCUS AREAS

- Networking at various levels, including policy makers, CCI intermediary organisations, stakeholders and international organisations, etc.;
- Knowledge activities: studies and research, exchange of best practices;
- CCI promotion, development, access to funding;
- Information exchange and communication.

BUDGET 2019

The total available funding was **EUR 304,347**, including financing that had not been used in the previous years.

The Partners' planned contributions' budget in 2019 was **EUR 119,950**.

MAIN OBJECTIVES 2019

The **NDPC's WORK ON CONTENT** was to be continued, based on conclusions and recommendations of the most recent NDPC studies – the study developed by the Northern Dimension Institute (NDI) – *“11 Dimensions: Cultural and Creative Industry Policy Development and Practices within the Area of the Northern Dimension Partnership on Culture”* and recommendations within the Mid-term Evaluation of the Northern Dimension Partnership on Public Health and Social Well-being and Northern Dimension Partnership on Culture financed by the EC.

When developing content for NDPC activities, CCI experts and networks were involved with the aim of organizing new or joint existing project formats and events that had a practical and measurable impact on CCI development in the ND region.

In 2019, NDPC planned synergetic collaboration with other organisations and networks with focus on CCI development and cross-sector collaboration. Among the projects that were supported and developed by the NDPC with this thematic focus were:

- NDPC Forum in St. Petersburg as the hackathon type event tackling issues of synergy between sustainability and CCI;
- workshop within the ND Forum/ Business with the focus on sustainability and synergies of creative industries and cultural tourism;
- the project Creating New Practices of Sustainability - Cross-Sectorial Creativity in the Era of Climate Change as the NDPC's flagship project;
- the project Refinery as the NDPC's flagship project;

- supporting the Mad City workshop in Riga on urban development and CCI's;
- MAD design summer school in Latvia on design and cultural heritage;
- supporting the international conference "Circular Economy in the Nordic-Baltic Region: How far have we come?" in Riga.

MAIN ACTIONS 2019

ADMINISTRATIVE TASKS, DEVELOPMENT

Legally Binding Agreement – the LBA ratification procedure was finalised by its ratification in the Norwegian Parliament in November. This gave the "green light" to the Ministry of Culture of the Republic of Latvia to proceed with the ratification of the Host Country Agreement in the National Parliament.

Establishment of a Board of Experts - in order to foster the development of the Northern Dimension Partnership of Culture, helping it to achieve goals and to strengthen its positions within the ND region, an Informal Board of Experts was established. The first meeting of the board took place in Riga in December. Experts from six countries (Latvia, Lithuania, Poland, Russia, Norway, Finland, and Sweden) were nominated. The tasks and objectives of the Board of Experts are defined by the Terms of Reference, agreed at the 33rd Steering Committee meeting.

The new Head of the Secretariat started her duties in April.

Mid-Term Evaluation Report (financed by EC) was accomplished by expert Judith Staines.

EC took the decision to award a grant of EUR 1.4 million to the Northern Dimension Partnership on Culture to implement its objectives. Funding will be managed from 2020- 2023 directly by EUNIC Global (decision made by EC) in cooperation with the NDPC as a co-applicant.

NDPC VISIBILITY, STUDIES AND NETWORKING

VISIBILITY

The structure of the NDPC web site www.ndpculture.org was improved, as a result of which its permanent development and updating are assured. The NDPC improved communication through Facebook and continues to develop its audience. In addition, the NDPC released three newsletters in 2019, with the primary focus on NDPC-related news, as well as other news on funding opportunities and events relevant to the NDPC. The newsletters have a regular audience of more than 700 recipients. Presentations about the NDPC's work and strategies were communicated during NDPC events, as well as at events and meetings in which the NDPC took part during 2019 (e.g. Union of the Baltic Cities and the Cultural Committee).

NDPC also worked with other organisations concerned with CCI development by providing information on its activities and work on project development (KEA Culture and Creative Industries Development Agency, Culture Action Europe, Arts Promotion Centre Finland, European External Action Service, EC Directorate-General for Education, Youth, Sport and Culture, etc.).

NDPC studies

- new project application (funded by the European Commission) "Cross-sectoral Cooperation and Innovation within Creative and Cultural Industries - Practices, Opportunities and Policies within the area of the Northern Dimension Partnership on Culture" was submitted and approved. The study will be launched in February 2020.
- following the Northern Dimension Future Forum on Culture: Creating a Better World through Cultural and Creative Crossovers which was held on November 15, 2018 in St. Petersburg, the Northern Dimension Institute issued the Policy Brief on Designing Innovative Public Services.

Throughout the year, continuous work was done seeking new ideas, new projects, and new developments in the CCI and CCI – cross sectorial field within the ND area.

NETWORKING AND KNOWLEDGE EXCHANGE ACTIVITIES

One of the central aims of the NDPC is network collaboration by all NDPC countries and stakeholders at all levels (national, regional, international) to facilitate CCI development and cross-sectorial development in the NDPC area, including exchange of knowledge and expertise by implementing events and activities.

In order to widen its professional network and take an active position in processes related to the development of cultural and creative industries sector at European level, the NDPC became a member of the Culture Action Europe network: www.cultureactioneurope.org and the European Creative Business Network www.ecbnetwork.net.

NDPC is also involved in projects on the basis of the associate partnership – *Urban Cultural Planning* (developed as a continuation of *Culturability* project, lead partner DKI Estonia, Latvia, Lithuania), *Baltic Sea Cultural Cities* project (supported by the Swedish Institute, with CBSS as a lead partner).

During 2019, the NDPC and the Secretariat took part in various regional forums, events and meetings to promote NDPC, to report and discuss visions of future development of CCIs, and to discuss possibilities of collaboration and common projects.

These meetings included:

- meetings of the EUSBSR Priority Area Culture and Creative Sectors Steering Group in Gdansk, June 2019;
- 10th EUBSRS Annual Forum in Gdansk, June;
- ND Future Forum organised by NDI in Helsinki;
- NDI Think Tank Action Steering Group meeting in Helsinki, November;
- ND Steering Group meeting in Reykjavik and Bodo (Norway), November;
- ND Parliamentary Forum in Bodo (Norway), November;
- European Creative Entrepreneurship Summit in Helsinki, September.

STEERING COMMITTEE MEETINGS

During 2019, three regular Steering Committee meetings took place.

The **32nd SC meeting** took place from February 28 - March 1 in Riga, Latvia.

The MAIN ISSUES for discussion were: recruitment of the NDPC Head of the Secretariat; NDPC Budget 2019; Host Country Agreement; and a meeting with the Representative of Embassy of Belarus to Republic of Latvia.

DECISIONS: the Host Country Agreement was finalised and the final version edited after the meeting; appointment of the Head of Secretariat – procedures.

The **33rd SC meeting** took place on June 5 in Rovaniemi, Finland.

The MAIN ISSUES of the meeting were: Host Country Agreement; NDPC annual Forum (St. Petersburg November); Establishment of NDPC's Board of Experts; other NDPC activities, projects to be supported by the NDPC in 2019;

DECISIONS: preliminary support of Internal Project application "Sustainable Artistic Practices" (Arts Promotion Centre); project proposal on NDPC's Action Fund should be elaborated; each country has to nominate a member for the new NDPC's Board of Experts.

The **34th SC meeting** took place during the 6th NDPC Forum on November 12 in St. Petersburg.

The MAIN ISSUES of the meeting were: NDPC's Informal Board of Experts; NDPC activities, eventual projects; budget 2020 (project); results of "Mid-term Evaluation of the Northern Dimension Partnership on Public Health and Social Well-being and Northern Dimension Partnership on Culture"; future EUNIC Global and NDPC cooperation within EC direct funding.

DECISIONS: employ an extra person at the office starting from 2020; agreement to the pay rise of the Head of the Secretariat; budget 2020 approved; mid-term evaluation report - produce amendments to the report and submit to the EC representation in Moscow.

PROJECTS

ANNUAL CULTURAL FORUM IN ST PETERSBURG ON 13 NOVEMBER (organised in cooperation with the Ministry of Culture of the Russian Federation)

On November 13, over 60 participants from 10 countries attended a one-day long hackathon in Saint Petersburg. During the event, participants developed innovative ideas for the creative and cultural industries sector that would help build a more efficient, inclusive and greener world.

Everyone who was interested in the topics and wished to gain new knowledge and insights was invited to join the open workshops that were organized parallel to the hackathon event. Participants in the open workshops had a chance to meet an additional mentor **Tatu Marttila**, a post-doctoral researcher at the Department of Design, at Aalto University, who talked about the inter-professional and transdisciplinary design action.

NORTHERN DIMENSION FORUM/ BUSINESS ON 4 APRIL (organised in cooperation with the Northern Dimension Business Council)

The round table discussion “Sustainability and Synergies of Creative Industries and Cultural Tourism” took place within the Forum. The discussion was moderated by Elena Bogdanova, Director, “Kizhi” Open-Air Museum and Dace Resele, Head of Secretariat, Northern Dimension Partnership on Culture (NDPC).

With the help of case studies about the Synergies between Creative Industries and Cultural Tourism, the Round Table focused on an analysis of how these two sectors create products that encourage the development of human capital, social inclusion, strengthen connectivity, support responsible innovation and contribute to the development of the region.

The geography of participants encompassed: Russia: Saint Petersburg, Leningrad Region, Arkhangelsk, Moscow, Latvia, Finland and Lithuania.

INTERNAL PROJECT: CREATING NEW SUSTAINABILITY PRACTICES

The project promotes cross-sectorial creativity in the era of climate change as a creative response for supporting sustainable development. It consists of four modules: Social Sustainability, Environmental Sustainability, Economic Sustainability, and Cultural Sustainability.

ACTIVITIES:

- Conference “Living Heritage in Nordic countries” and “The World Saving Clinic” took place in November, where a practical tool- the wheel chart of sustainability and intangible cultural heritage was created.
- The first meeting of Nordic -Baltic Creative Incubators’ took place. It gathered 11 Incubators’ representatives from NDPC’s partnership countries. It was decided to develop the network’s activities and submit a project proposal at the Nordic Culture Point project open-call and a joint discussion group on the Slack platform was created for operational decisions.

PROJECT PARTNERS: Arts Promotion Centre Finland, Ministry for Foreign Affairs of Finland, Ministry of Education and Culture of Finland

This project is ongoing.

INTERNAL PROJECT: REFINERY

The aim of the project is to enhance the collaboration between the tourism and creative industries within the Barents and Baltic Sea regions in order to create sustainable cultural tourism products and services to the area. Activities were supported by the NDPC in 2018 and the project was extended for another year.

ACTIVITIES:

- The platform meeting of the project Refinery of Sustainable cultural tourism products in the Northern Dimension Area took place in Finnish Lapland from June 1 to 3. The main themes of the session were continuous development and sustainability. The meeting started with a two-day Field Trip to Inari which was held in collaboration with two major events: The Cumulus Rovaniemi 2019 Conference and The Arctic Arts Summit.
- A storytelling workshop was held on November 8, 2019 in Helsinki. The Story Workshop (25 participants) used the StoryTree-method developed by Story Designer Anne Kalliomäki.

PROJECT PARTNERS:

Arts Promotion Centre Finland, Ministry for Foreign Affairs of Finland, Ministry of Education and Culture of Finland

OUTCOME:

Many try-outs or pilot projects – not necessarily born but developed in Refinery workshops – have been already made or are about to take place in the near future:

- e.g. Art Vehicles - Culture Tourism bus trips were piloted during Inversia festival, February 2019 and Tromso Insomnia festival October 2019 (Organized by Muu ry);
- Särestöniemi events: Yoga and writing retreats in Särestöniemi museum during summer 2019;
- Salla War and Reconstruction Museum: Historic walking tours to be connected to the museum's exhibition in 2021, historic tour to Salla region pre-history and sacred places in summer 2020;
- Rovaniemi Village Concerts for travellers: pilots in January-February 2020. There is also an ongoing collaboration project initiative "Cultural Paths" which is currently seeking funding from the Nordisk Culture Fund and later also considering the Kolarctic CBC Programme.

OVERALL OBJECTIVES 2020

1. Establish cooperation between NDPC and EUNIC GLOBAL when working with direct EC Funding to NDPC, elaborate and submit activity programme;
2. Draft and finish NDPC Strategy 2021-2024;
3. Encourage cross-sectoral cooperation and innovation organising workshops, supporting networking, capacity building events;
4. Endorse experts of the EC-financed study “Cross-sectoral Cooperation and Innovation within Creative and Cultural Industries - Practices, Opportunities and Policies within the Area of the Northern Dimension Partnership on Culture”;
5. Develop the NDPC Secretariat and devise and implement administrative procedures for the optimisation of its operations and its further development;
6. Work on the NDPC’s visibility and communication.