

Get Creative - Go Baltic

Culture and creative industries in the Baltic Sea Area

- drivers for economic growth and regional cooperation

3 April 2014

Venue: Goethe-Institute Brussels, Rue Belliard 58, 1040 Brussels

Moderator: Verner Kristiansen

Project café for Practitioners

This interactive session will showcase current good practices and examples of on-going cooperation activities and provide an opportunity to learn more about funding opportunities and to engage in ongoing and possible upcoming cooperation activities.

11.00 Welcome to the project café

Mikael Höysti, Head of Department for Culture, Nordic Council of Ministers

Merten Barnert, Chairman of the Informal Baltic Sea Group

11:05 *Moderator Verner Kristiansen presents today's program and participant expectations*

11.15 Creative Europe Culture subprogram - opportunities for Baltic Sea region stakeholders

Jolien Willemsens, Program Coordinator, European Commission Education, Audiovisual and Culture Executive Agency (EACEA) Culture Unit

11.30 Warm-up session on culture and creative industries in the BSR - a first dialogue among practitioners

11.50 Project village - experience exchange, networking, finding new partners?

13:00 Lunch

Seminar on Culture and Creative Industries in the Baltic Sea Area

13:30 Registration for the Seminar

14:00 Session 1: Political Panel on Culture and Creative industries

Promoting cultural and creative sectors for growth and jobs in the EU

Jan Trzuszczński, Director General for Education, Culture, Multilingualism and Youth

Culture and Creative Industries – Nordic perspectives

Mikael Höysti, Head of Department for Culture, Nordic Council of Ministers

Culture as a Priority of the EU Strategy for the Baltic Sea Region

Anke Spoorendonk, Minister for Justice, Culture and European Affairs, Schleswig-Holstein

Europe's regions and cities view on how to support a Creative Europe

Gábor Bihary, Member of the Committee of the Regions and Rapporteur for Creative Europe

Panel discussion and Q&A, input and feedback from practitioners in the project café

15:00 Coffee Break

15:30 Session 2: Culture and Creative industries for growth, jobs and prosperity: What are the key drivers?

a.) Why at all invest in culture in the Baltic Sea regions? Enlarging the marketplace!

Culture-driven growth as an investment priority in the Baltic Sea Region - The example of Umeå

Marie-Louise Rönmark, Mayor of Umeå and chair for the Capital of Culture steering group

Expanding the Boundaries of Creative Industries in the Kvarken Region

Linda Blomqvist – Selling – regional growth through culture

Do we need new partnership models?

Henrik Jansson, CEO Modeink – The Swedish Fashion Incubator, Borås

b.) Reinforcing cross-sectoral fertilization - are there spill over effects?

Culture for Sustainable Development in the Baltic Sea Region

Olaf Gerlach-Hansen, Danish Cultural Institute and project leader, Nordic Council of Minister project "Culture for Sustainable Development in the Baltic Sea Region"

The Cultural Health Box of books – one way to achieve a social sustainable health care system.

Eva Bojner Horwitz, Uppsala University, Center for Social Sustainability, Karolinska Institutet (KI)

Culture and Creativity – worth of investing! Experiences of Turku, European Capital of Culture 2011

Suvi Innilä, Senior Expert, Program Director, ECOC Turku 2011

17:00 Panel discussion and Q&A: Input and feedback from practitioners in the project café

Introductory remarks

Ingrid Walther (Head of Unit for ICT, Media and Creative Industries), Senate Administration for Economics, Technology and Research Berlin

17:30 Baltic Reception including Dinner Buffet