

# Let's Communicate

the EUSBSR for the benefit of the region

## Value creation focusing on culture, cultural heritage and creative industries

### SEMINAR BASED ON THE EU STRATEGY FOR THE BALTIC SEA REGION

**Date: Thursday 27 April 2017**

**Time: 10:00 - 15:00**

**Place:** Håndverkeren Conference Centre, Rosenkrantzgate 7, Oslo (*entrance via Kristian IV gate*),

Purpose of the seminar:

Increased knowledge about Baltic Sea Region Cooperation and the EUSBSR. Explore the possibilities for Norwegian actors to take part and benefit from BSR cooperation within the fields of culture, cultural heritage and creative industries with the purpose of growth and jobs.

Topic of the seminar is "Increased prosperity through culture", and we wish to;

- Look at the interrelation between the work in the different organisations, networks and platforms as well as financial programmes in the Baltic Sea Region and the EUSBSR
- Inform about and discuss Norwegian actors' possibilities for more active engagement and participation on the arenas and in concrete project activities in the Baltic Sea Region.

Target group:

Actors in Norway that works with/are interested in culture, cultural heritage, regional development/business development and international cooperation.

## PROGRAMME (pr 27.02.17)

*Moderator: Ann Irene Saeternes, Norwegian project leader for the Let's Communicate project, Eastern Norway County Network*

10:00 Welcome by the Ministry of Culture

10:10 Short presentation of the EUSBSR – framework, purpose and intentions by Peter Schenk, European Commission, DG Regio

Q & A

10:30 EU Strategy for the Baltic Sea Region and Culture and Creative Industries – introduction by Policy Area Coordinator Culture - Ms. Justyna Zielkowska, Polish Ministry of Culture and National Heritage

Q & A

11:00 Programmes, initiatives and arenas – possibilities for Norwegian actors in the Baltic Sea Region

- ARS Baltica - Marcus Hagemann  
<http://www.ars-baltica.net/>
- Northern Dimension Partnership on Culture - Ilze Gailite Holmberg  
<http://www.ndpculture.org/home>
- Monitoring Group on Cultural Heritage - Noelle Dahl Poppe, Directorate for Cultural Heritage, Norway  
<http://mg.kpd.lt/LT.html>
- EEA Financial Instruments - Ingvild Jacobsen, Arts Council Norway and Vegard Berggård, Directorate for Cultural Heritage, Norway  
<http://www.kulturradet.no/eos-midlene>
- Creative Europe - Thea Breivik, Arts Council Norway

Q & A

12:15 - 13:00 Light lunch

13:00 - 14:30

Three parallel sessions digging a bit deeper with regard to ideas and options for Norwegian actors. Focus will be on how culture, cultural heritage and creative industries can support growth and jobs as well as Norwegian actors' interests and Norwegian processes with relevance to the Baltic Sea Region cooperation and EUSBSR. How can Norwegian actors become more involved and connect themselves to the arenas and programmes around the BSR – to create added value?

- Culture (led by the Art Council Norway)
- Cultural heritage (led by the Directorate for Cultural Heritage)
- Creative Industry (led by the Art Council Norway in cooperation with Innovation Norway)

14:30 Summing up in plenary – road forward

15:00 End of seminar

The seminar will be held in Norwegian and English

