

Creative Economy in the implementation of the Northern Dimension Policy

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Foreword

By Counsellor for Cultural Affairs Maija Lummepero

During Finland's EU Presidency in autumn 2006, Finland started a discussion preparing for the establishment of a Northern Dimension (ND) Partnership on Culture as a part of the Kajaani Process between the EU and Russia. The first Kajaani conference was arranged in autumn 2006, launching the preparation for the EU-Russia Culture Action Plan. The results of the first Kajaani conference that set the Kajaani Process in motion were compiled in the 2007 publication *The Kajaani Process - Processing the Results of the EU-Russia Expert Meeting on Culture*.

The preparation for the ND Partnership on Culture was continued under Finland's presidency of the Nordic Council of Ministers (NCM) in 2007. A second Kajaani conference was held in autumn 2007, with the questions concerning the establishment of a Partnership on Culture as its main theme.

The publication at hand compiles the results of the second Kajaani conference that map the desirability of the Partnership on Culture and its prospects as seen by the various operating groups in the ND area. The publication also contains the conference's key speeches and presentations on partnership and the documents that shed light on the context of the Partnership on Culture preparations.

This publication also presents the report *Why Establishing a Northern Dimension Partnership on*

Culture is Desirable, which is the final report of the committee appointed by the NCM for the assessment of the Partnership on Culture. At their meeting in St. Petersburg on 28 October 2008, the Ministers for Foreign Affairs emphasised the considerable potential for cultural cooperation in the area of the Northern Dimension, including the possibility to create a partnership, and decided to appoint an ND Ad hoc Expert Group composed of the ND partners to assess the feasibility of the Partnership on Culture. The Expert Group will submit its proposal on the establishment of the Partnership on Culture to the ND Steering Group on 21 September 2009. The ND Senior Officials Meeting will discuss the questions concerning the establishment of the fourth partnership at the end of 2009.

Furthermore, this publication presents the KreaNord initiative, which plays a key role in the preparation of the Partnership on Culture, its operational model and objectives. The common goal of the ND Partnership on Culture and KreaNord is to develop the cultural industries and to meet the challenges and prospects of globalisation on the cultural sector of the ND area.

As part of further preparations, the NCM and Finland's Ministry of Education will organise a 'third Kajaani conference', a Nordic cultural forum on the ND Partnership on Culture in Helsinki (Dipoli Congress Centre, Espoo) on 11–12 September 2009.

The focus of the forum is to develop the Partnership on Culture proposal in collaboration with the creative economy operators and increase cooperation with KreaNord, the joint initiative of the business and cultural sectors of the NCM.

The purpose of this publication is to help the reader become familiar with the context of the

preparation process of the ND Partnership on Culture and to open vistas to the new challenges presented to the cultural sector by the creative economy and globalisation. The ND Partnership on Culture will create new prospects and develop promising operational models that will answer these challenges.

Культурное партнерство в рамках «Северного измерения» - экономика и конкурентоспособность

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Выработанное совместной рабочей группой Северных стран на Сессии министров иностранных дел по вопросам «Северного измерения» предложение исходит из того, что за последние годы культура и творческие направления экономики приобретают все большее значение для мировой экономики в целом. Об этом красноречиво говорит статистика по развитию творческих направлений экономики за 2008 г., собранная как Обществом по торговле и развитию при ООН, так и статистика ЕС. Роль культуры в развитии экономики и обеспечении занятости населения постоянно растет.

Целью культурного партнерства в рамках «Северного измерения» является укрепление конкурентоспособности всей зоны «Северного измерения» при помощи совместных проектов. В условиях острой конкурентной борьбы на современном международном рынке во главу угла ставится качество. Глубокие культурные традиции стран «Северного измерения» и высокая концентрация в них квалифицированных работников творческих направлений, а также наличие развитых национальных культур создают предпосылки для развития экономически

целесообразных проектов по сотрудничеству в области культуры.

Совместная работа над проектами в области культуры обогащает культуру северных стран и территорий и обеспечивает ее многообразие, а также расширяет возможности населения данных регионов для участия в культурной жизни. Статистика свидетельствует о высоком спросе на культуру, в частности, в Северных странах, а также о значительных средствах, выделяемых из бюджета индивидуальных домашних хозяйств этих стран на культуру. Так, в 2007 году затраты шведского государства на культуру составили 2,2 миллиарда Евро, а индивидуальные домашние хозяйства Швеции потратили на культуру в том же году около 4,6 миллиарда Евро; в Финляндии в 2007 г. государственный сектор затратил на культуру около миллиарда Евро, а расходы индивидуальных домашних хозяйств в том же году составили 5,4 миллиарда.

По данным исследования финского Статистического центра, культура Финляндии имеет ярко выраженный негативный торговый баланс: финны приобретают намного больше культурной продукции и услуг других стран,

нежели продукции и услуг своей отечественной культуры. Поэтому важнейшей задачей культурного партнерства «Северного измерения» является налаживание такого культурного «производства», которое смогло бы соответствовать отечественному спросу на культуру на всей территории Севера.

Культурное партнерство ставит своей целью повышение конкурентоспособности всего пространства северных регионов в рамках глобальной экономики и организацию работы над

экономически и культурно значимыми совместными проектами с привлечением многоканального финансирования, в котором будут задействованы как государственный, так и частный сектора, а также международные финансовые структуры. Культурное партнерство по творческим направлениям экономики на территории «Северного измерения» стремится обогатить творческий потенциал Севера и, при этом, добиться прибыльности творческих направлений экономики.

Part 1

Conference on the Northern Dimension and Culture, 8–9 October 2007, Kajaani, Finland

Why a Northern Dimension Partnership on Culture?

*Introduction by Minister of Culture and Sport
Stefan Wallin*

I take great pleasure in my capacity as Minister of Culture and Sport in welcoming you here to jointly take the Kajaani process forward.

After the national election this spring, Finland got a new Government. It is a coalition of four parties: the Prime Minister represents the Centre Party, the Minister of Finance the National Coalition Party, the Minister of the Labour the Greens, and I myself represent the Swedish People's Party. All these ministers are also party leaders. Before my appointment as Minister, I was State Secretary at the Ministry of the Environment from 2005 to 2007, and then Minister of the Environment for three and a half months. I was very pleased to get the culture and sport portfolio in this new Government. You see, I think that culture and sport are sectors of the future and I want to heighten their relative weight in Finnish welfare society.

Today's theme touches upon the foreign policy section in the Finnish Government Programme.

We want to promote Nordic cooperation and the work of the Regional Councils. With Russia we shall develop bilateral cooperation and advance

EU-Russia cooperation. In perusing the Programme of the new Swedish Government, I detected similar weightings in their foreign policy.

When the Finnish foreign policy aims were formulated, I doubt that the primary consideration was culture or its potential for promoting these aims. Major policy lines generally leave culture in the margin, as an embellishment, as it were, or as an emblem of a civilised society. Its contribution in enhancing welfare and tolerance or boosting innovation potential or economic development does not usually come into the equation.

In foreign policy, culture and art are often seen as elements polishing the external image of a nation state. In a globalised world of rapid and wide communication, such image-polishing no longer works. The arts and culture live on their own terms. The public find their cultural and art experiences according to their own preferences, not on the terms of national promotion measures. It is quite another matter that high-quality culture and citizens' activity in cultural pursuits give a positive picture of a country.

Art and culture have their own intrinsic value as a channel for creativity. This is why all civilisations seek to create favourable conditions for artistic creation by supporting artists, art institutions and art education. Owing to such core investment, art supply is abundant and of a high level in our



Stefan Wallin - Minister of Culture and Sport, Finland

country. In this new millennium, we can note that our investment in culture and education gives value for money. There is a new kind of demand for artistic creativity. The post-industrial market economy, which serves increasingly sophisticated demand, needs endless quantities of content products: music, books, plays, films, games, mobile contents, dance events, cultural travel. Creative industries have demand and growing markets.

For people living in a post-industrial society, the significance of art and culture is self-evident. Art industries are recognised to have a role as one of the engines of creative economy. This is a natural juncture for making culture an active component of the Northern Dimension policy, which up to now has primarily focused on environmental and economic values.

In its EU policy section, our Government Programme records an aim to develop the Northern Dimension.

What do these policy lines mean in terms of culture? Not necessarily anything if those working within arts and culture see no implications in it for them. No one is asking the cultural actors to work for Nordic cooperation, for EU-Russia cooperation, for Northern Dimension partnership. They must find their own voice in these forums. Policy lines open up opportunities for active people who live in their time.

One excursion by culture into foreign affairs was the launch of EU-Russia cultural relations. In late June, I had the pleasure of meeting Mr Aleksandr Sokolov, the Russian Minister of Culture and Mass Communications. We were able to note that the construction of cultural cooperation between the EU and Russia began gained full momentum after the Kajaani expert meeting on EU-Russia cultural cooperation in 2006. A working group jointly led by Russia and the European Commission is preparing the first cooperation action plan in culture, and the first Permanent Partnership Council on Culture will convene on the invitation of the Portuguese Presidency on 25 October. This has made culture an important player in external relations policy between the EU and Russia. I don't think anybody could

foresee this before the EU-Russia Summit in St Petersburg four years ago, where the Four Common Spaces were adopted.

Your important task here is to formulate proposals for an action plan of EU-Russia cultural cooperation. Your proposals will provide basic material for the first EU-Russia Permanent Partnership Council on Culture. The proposals for the Council will be prepared by a joint working group. This group is led by the Presidency, the Commission and Russia and is open to all interested Member States. I would consider it expedient for all the EU countries interested in this cooperation to send a representative to the Working Group, because it is a direct channel of influence.

Finland has officially been a member of the Nordic family since the 1950s, but culturally we have always belonged there. We share the same values, which have evolved over centuries and which emphasise individual self-determination (we never had serfdom here in the Nordic countries), folk education across the board and cultural life based on national culture, parliamentarianism, democracy, equality and tolerance.

We are strongly aware of all this in Finland, especially now that we are preparing the anniversary of the events that took place in 1808 and 1809. Finland's road to one of the most democratic states in the world did not start when the city of rulers changed from Stockholm to St Petersburg, as we are sometimes led to believe. On the contrary, the Western culture and legislation that had taken root in Finland over centuries were the reason why Russia saw it appropriate to grant extensive autonomy to its new Grand Duchy. The Russian law scholar Boris Nolde noted in the early 1900s that Russia annexed —"without closer customs inspection"— nations and regions which carried their whole cultural and legal heritage in their luggage.

Although the Russian rule was not as long as the Swedish rule, it guaranteed that Finland as a state is —to use a modern expression— a concrete manifestation of the Northern Dimension. Having said that, the cultural and judicial roots are clearly Nordic for historical reasons. Prize-winning

historian Max Engman has aptly said that the Skåne people in the southernmost part of Sweden will have to wait until 2330 before they can say they have been Swedes as long as Finns were.

This is a heritage we Finns should remember and strengthen. But at the same time we must look to the future and consolidate cultural cooperation with Russia. As I said, this is a strategy that comes naturally to us.

Nordic cooperation is a self-evident fact for us in all sectors, especially in culture. Over decades the Nordic countries have created effective art and culture networks, a cooperation culture.

This year Finland holds the chairmanship of the Nordic Council of Ministers. In terms of culture this means that I chair the Council of Ministers responsible for culture, which is composed of the ministers of culture of Denmark, Finland, Iceland, Norway and Sweden. Correspondingly all committees of senior officials have a Finnish chair for the year. This is the same practice as in the EU.

The Finnish Chairmanship Programme includes this seminar, which was jointly agreed upon by the Nordic countries. In Nordic cooperation we have sought synergy from EU cooperation for years. In 2006 the Nordic countries also adopted a joint Russia strategy and outlined cooperation with Northwestern Russia for the period 2006-2008. A Nordic-Russian action programme for cultural cooperation is under preparation, and the Council of Ministers of Culture convening in October will decide on its content.

Your other concrete task is to contribute to the content of the co-Nordic Russia programme in culture, which has already been discussed at the St Petersburg meeting last spring.

The Northern Dimension is part of the EU's external relations policy. Further, Northern Dimension policy is also — and above all— joint EU, Russian, Norwegian and Icelandic policy. The new framework document and the political declaration relating to it were adopted last autumn at the Northern Dimension Summit in Helsinki. This Summit, the first of its kind, convened all the heads of state concerned: President Putin from

Russia, Prime Minister Stoltenberg from Norway, Prime Minister Haarde from Iceland; European Commission President Barroso, and both President Halonen and Prime Minister Vanhanen from the EU Presidency. Geographically the Northern Dimension covers an area from Iceland in the west to the Ural mountains in the east, from the Arctic Sea in the north to the northern coast of the Baltic Sea in the south.

The Northern Dimension area has several regional councils: the Arctic Council the Barents Euro-Arctic Council the Council of the Baltic Sea States as well as the Nordic Council of Ministers all of which have a cultural dimension in their operations.

The agreed content of the Northern Dimension policy is the Four Common Spaces adopted for the implementation of the EU-Russia Strategic Partnership. As we all know, the fourth of these comprises research, education and culture.

Our two-day conference has a very concrete aim: to prepare content for EU-Russia cooperation on culture. And since the invited participants come from the area covered by the regional councils and networks of the north, it is natural that your proposals focus on cooperation within the Northern Dimension area. Despite its large size, the northern area is not alone in the world and therefore it is only proper that we are joined by representatives of pan-European cultural networks, who can explore ways suitable for them to cooperate with cultural actors in the northern areas.

Personally I value Nordic cooperation very highly. I am a Swedish-speaking Finn, which means that Swedish is my mother tongue. I have set it my goal to promote Nordic cooperation to the best of my ability.

In the Northern Dimension context, I see that the networks created and experience gained within Nordic cooperation will stand in a good stead. Now is the time to seize the opportunity which is offered practically on a platter by the Northern Dimension document and EU-Russia cooperation. Cultural actors in the north from Northwestern Russia to Iceland can, if they so wish, develop Northern Dimension Partnership in culture, which



Arctic Centre, University of Lapland.

would help raise culture alongside other sectors in the implementation of the Strategic Partnership. Prospects, which are also economically challenging, open up from content production in general and, for example, the commercialisation of our cultures for tourism purposes.

My tasks at the Ministry of the Environment convinced me of the feasibility of the Northern Dimension partnership as a cooperation structure. This is why I would like you to explore ways to apply the experience gained in the environment sector to the cultural sector. The Northern Dimension partnership in the social and health sector is different in structure. Overall, the partnerships can be moulded to suit each sector, drawing on experiences gained in other sectors, as well as developing their own features. In creating a Partnership on Culture we have our work cut out for us. It takes a shared will and capacity to work according to it. Culture is not given the same weight by all policy-makers as we do here. But I'm sure history will prove that culture is one of the engines for development in the new millennium.

The Kajaani process has proved its effectiveness in

speeding up EU-Russia cultural cooperation. It will be interesting to see if this second Kajaani meeting will do the same, if it will produce as feasible models for promoting the Northern Dimension Partnership on Culture as the previous Kajaani meeting for EU-Russia cooperation in culture. To promote this prospect, I would like to remind the conference the task ahead. I will be looking forward to the results of our conference. If you come to the conclusion that a Northern Dimension partnership is needed in culture and find modes for its implementation, I am ready to promote the matter. As the chair of the Nordic Council of Ministers responsible for culture, I will take the matter up, if needed, and the present EU Presidency Portugal can, if it so wishes, make use of the material and communicate the results to the ministers responsible for culture convening as the European Council. And I shall naturally continue my discussions with my colleague Sokolov on follow-up action.

The ball is now on your side of the court. In the spirit of the Kajaani process, your views will directly influence decision-making. Looking forward to your results, I wish you success and joy in your work.



Arctic Centre, University of Lapland.

What could the Northern Dimension Partnership on Culture be in practice?

Introduction by Director General Riitta Kaivosoja

In his address, our Minister of Culture Stefan Wallin assigned three tasks to this conference : 1. to offer material for the preparation of a EU-Russia cooperation action plan in culture and (2) for the preparation of the second action programme in Nordic-Russia cultural cooperation, and (3) assess the need and prospects for a Northern Dimension Partnership on Culture. It is my role here to present the third theme: Northern Dimension Partnership on Culture.

This is a pleasure for me. To begin with, I would like to tell you in advance the conclusion my presentation will arrive at. I think we should boldly start building a Northern Dimension Partnership on Culture. Raising the profile of culture in societal policy or international politics is a big challenge. Culture is often considered a “soft” sector, which has nothing to give in the hard realm of politics. Another

dismissal is to narrow it down to a national concern. And yet, what moves lorries in the dim light of dawn to take their loads to those waiting in queue: Harry Potter. What makes 10,000 people spend their night at the gates of the Helsinki Olympic Stadium: Metallica. And what is it that makes people stand in line to buy tickets only to be told “sold out”: Lucia di Lammermoore at the Savonlinna Opera Festival or the play Unknown Soldier in Suomenlinna. Here I used examples familiar to us Finns from last summer, but cultural trends are international, they move great masses of people and economic values. Culture does matter and culture does have influence. This was also noted by the EU Commission in its Communication of last May (242/2007), which concerned an action plan for culture in the internationalising world.

I have been responsible for cultural matters as the Director General for Cultural, Sport and Youth Policy at the Ministry of Education for three years now and I worked with culture in various other posts before that. The in-depth knowledge and experience this has given me of the art and culture sector has convinced me that culture will keep increasing its

impact on the national economy and that its true importance has been underestimated to this day because of lack of accurate data. In order to get a more precise picture, we have launched a review of the contribution of culture to the national economy. Our new Government stresses the development of the creative economy, and the EU has also recognised the need to assess the impact of culture. Thus, culture is at the rock-hard spearhead of development.

I have been involved in the Kajaani process from the outset. When we —based on our good experiences of bilateral cooperation— began to propose measures for developing EU-Russia cooperation, we got little, if any, understanding at our home base. When the former Minister of Culture Tanja Saarela submitted the Kajaani process publication to the representatives of the EU Commission, Russia, Germany, Portugal and Slovenia at a luncheon in March 2007, we could note that we had after all succeeded in raising the status of culture. Culture has become an active sector in EU-Russia relations.

My purpose in telling you this is to show that the cultural sector must work its own way to where future is being made. The Northern Dimension area is such an opening.

After a reform effected last year, Northern Dimension policy is common policy of the EU, Russia, Iceland and Norway, in which they are equal partners. This is the first key principle in the reform. The second one is that the Northern Dimension is a regional reflection of the Fourth Common Space adopted by the EU and Russia. The third, previously adopted principle is that the Nordic Council, the Arctic Council, the Barents Euro-Arctic Council and the Council of the Baltic Sea States implement Northern Dimension policy in their operations. The northern dimension, the work of the regional councils, Nordic cooperation and EU-Russia cooperation are thus interlaced.

In Nordic cooperation between Denmark, Finland, Iceland, Norway and Sweden, culture has always had an important place. Now Portugal, as the EU Presidency, is opening EU-Russia cooperation in culture by convening the Permanent

Partnership Council consisting of ministers of culture. The Nordic countries have conducted cultural cooperation with Northwestern Russia since the 1990s. The Barents Euro-Arctic Council and the Council of the Baltic Sea States have active cooperation in culture. The cultural field itself is carrying out a wide range of multilateral cooperation.

What, then, could be the aim of the Northern Dimension Partnership on Culture; or rather: why is it worthwhile to pursue a Partnership on Culture in the Northern Dimension?

In addressing the Renewed Northern Dimension seminar in Lappeenranta last May, our Minister of Foreign Trade Paavo Väyrynen noted: “Partnership could be a useful tool to enhance cooperation in other sectors. For example, cooperation in the field of research, education and culture could be promoted through partnerships. Cultural cooperation has already taken promising steps in that direction. A partnership is a flexible model, which can be tailored to meet different needs.”

What kind of partnership models are on offer, then?

One model is environmental partnership, within which the partners assess projects they want to promote. A fund was set up in 2002 to advance these partnerships. The condition for its establishment was that at least five partners invested in it and the overall founding capital came up to 100 million dollars. The NDEP Support Fund finances activities in two areas: nuclear safety and more traditional non-nuclear environmental investments, such as water, wastewater, solid waste and energy efficiency.

In financing environmental projects, the Fund avails itself of the EBRD’s experience in particular. Other major financing bodies are the European Bank for Reconstruction and Development (EBRD), the Nordic Investment Bank (NIB), the European Investment Bank (EIB), and the World Bank. The total sum so far allocated to environmental partnerships in loans and donations is over 2 billion euros.

Another model is the partnership in the social

affairs and health sector. This primarily operates as a network and not nearly with the same economic volume as the environmental partnership.

Let us recall once again the political aims of the Northern Dimension. They are (1) to promote regional development in the north, with due consideration of the special conditions and with recourse to the special potential there, such as cultural heritage; and (2) to promote overall stability in the area.

What could be the role of culture in pursuit of these goals? There is diverse cultural production in the Northern Dimension area which has great international interest. These products would be new, fresh for the international market. With a few exceptions, the population density in the area is low, and the distances are great. It would take special measures to ensure a supply of cultural products. The northern regions are a new tourist destination, with a great deal to offer to cultural tourism in the world.

Whereas the starting point in the two existing partnerships is to overcome problems, the principle underpinning the Partnership on Culture could be to focus on the potential and to refine products. Whereas the two other partnerships focus on Russia, we could start from the idea that the partnership projects have as many equal partners as possible, all of whom have something positive to contribute: high quality, knowledge, content. When we bring together cultural treasures from Russia, the Nordic countries and the other countries around the Baltic Sea, we make them visible for us and for others, we are rich together, we all benefit.

These stakeholders at least will be among the initiators of the Northern Dimension Partnership on Culture. The governments of these countries should be the founders of the partnership. Potential sources of financing would naturally be the Russian Government; the Nordic countries and the Nordic Council of Ministers, which has just reformed its cultural programmes; the Nordic Culture Fund; the Nordic Information Centre, which promotes creative economy; the Baltic states and the northern states of Germany; and naturally the European Commission.

In the northern Partnership on Culture, we could seek synergetic action models, for instance a project in which a partner, such as the Nordic Culture Fund, would express their intention to finance a certain project and for which the initiator would try to get additional partners in order to expand and strengthen it.

The northern Partnership on Culture should not take over independent decision power from anybody, but bring added strength to important projects.

In the northern Partnership on Culture, we could also try using the public-private model in a new way. For instance in Finland we have foundations which finance culture. Corresponding bodies are found in all of our countries. I think it vital that we invite such private sector financing bodies to take part in our cooperation from the outset.

In the northern Partnership on Culture, we should seek to step up the operation of existing networks, just like we are doing at this conference. Closer cooperation will enable us to identify and further develop macro-level projects relating to the Northern Dimension for which we are seeking investments. When we have a sufficient number of promising projects, we can convene a meeting of financing bodies to assess them and decide on financing. It is clear that the investors are interested in projects which have economic relevance and which represent an innovative sector of the creative economy.

The administration of the northern Partnership on Culture could be light in structure: the work would be led by a steering committee, which would convene a few times a year to deal with potential partnership projects proposed by the regional councils. When the projects have been evaluated, it would be the financiers' turn. Following the example of the EBRD, the Nordic Investment Bank could administer the fund of the Northern Dimension Partnership on Culture, if it is set up.

Even if the Northern Dimension cultural fund is a long-term objective, we can still proceed in the partnership by coordinating and reinforcing activities already financed by different funding

bodies. We would do well to look through the new ENPI programmes, co-Nordic programmes, the programmes of different governments and private-sector resources in order to find potential synergy.

To put all this more concisely, the Northern Dimension Partnership on Culture could proceed through three routes:

- seeking synergy from existing sources of financing
- seeking additional support for projects from international sources of financing developing a Northern Dimension Partnership on Culture fund.

Having said that, what would be the ultimate aim of cooperation and co-financing? I should stress that I am not an expert in this and I have no ready projects to offer. I am only tossing examples in the air. I assume projects like the following will interest investors, as well as being of the important for the Northern Dimension area and its cultures:

Visibility of cultural products from the northern region in the global market:

- A northern film festival which aims to stand alongside the Berlin and Cannes festivals as a sale event with a specific character of its own
- A Northern Dimension art fair, which would be developed to a high standard with the help of international curators. The fair could be held in different places in different years. A corresponding photography fair.
- Cultural supply for the Northern Dimension public
- Creating a network of digital theatres in the Northern Dimension area as an economically sound concept, with multi-use facilities.
- Increasing art education in the Northern Dimension area through the mobility of competent teachers
- Developing the compatibility of theatre technology with a view to facilitating visiting productions and generating co-productions and concept productions
- Opening theatres in the Northern Dimension area to groups coming from outside.
- Cultural products enhancing the attractiveness of the Northern Dimension area as a tourist destination
- Creating tour packages presenting Northern nature from Iceland to the Ural mountains and from

Greenland to the Baltic states

These are tentative ideas intended to stimulate discussion at the seminar. Let us keep the overall aims of this conference in mind: Expert contribution to the EU-Russia cooperation action plan in culture and to the co-Nordic cultural Russia programme. If the idea of a Northern Dimension Partnership on Culture has struck a cord with you, you can record your own ideas in both documents.

To end with, a few words on the content of the Partnership on Culture in general. The Northern Dimension Partnership on Culture can network people, gathering them under the same umbrella. Synergy is a key aim in Nordic cooperation and in the Northern Dimension. Synergy makes for effective projects. As concerns partnership projects themselves, it is essential that we jointly identify projects that can be expected to generate income and thereby interest among lenders and investors. Networking and a diverse earnings logic - these are the key words.

Opportunities are open and in your hands!

Part 2

Contribution of the Kajaani Conference to Nordic cooperation with Northwestern Russia (8–9 October 2007, Kajaani, Finland)

Presentations relating to the programme of cultural cooperation between the Nordic Council of Ministers and Northwestern Russia

*Presentation of points made in contributions at
the Conference*

The following section includes proposals, ideas and concrete contributions of the organisations and networks to the cultural cooperation strategy of the Nordic Council of Ministers with Russia that Finnish Ministry of Education has picked out from the speeches and discussions made at the conference on the Northern Dimension and Culture, which was held in Kajaani 8-9 October, 2007.

It should be stressed that the list mostly consists of quotations from the speeches and for this reason is by no means conclusive. The list doesn't attempt to cover all the possible fields and forms of cultural cooperation strategy of the Nordic Council of Ministers with Russia. It's main purpose is merely to present the views and future goals of the various actors in the field of culture concerning cultural cooperation strategy of the Nordic Council of Ministers with North-West Russia.

“Arctic council and its Sustainable Development Working Group (SDWG) is a network of 8 governments and 6 international indigenous

organizations. It has its own mandate and agenda, but it is not an organization that can negotiate or contribute directly to other organizations' strategies. SDWG's activities are based on projects, where experts from the Arctic countries or indigenous organizations take part. It is crucial that the Arctic governments and Arctic regional organizations (especially those participating in the Northern Forum) make their home-work: plan their co-operative activities at home – in the capitals or in their Northern regions.”
Sauli Rouhinen, Director, Sustainable Development in the Ministry of the Environment, Arctic Council's Sustainable Development Working Group

“Contribution of our Joint Working Group on Culture (JWGC) could be remarkable by taking into consideration 14 years of work and cooperation experience. In my opinion, Barents Euro Arctic Region (BEAR) could be as an experimental base for new officially accepted projects, including projects engaged by Denmark and Iceland. Members of the Joint working group on culture (JWGC) could exchange cooperation experience with other cultural administrations in other regions of our countries and cultivate recommendations on cooperation development to their own national Ministries on Culture and in the Nordic Council of Ministers(NCM). Nordic Council of Ministers could also participate in realization for new cooperation programme in BEAR 2008- 2010.”

Sergey Ershov, Chairman of the Committee on culture and art of Murmansk region and chairman of the Joint Working Group on Culture BEAR

“A strategy of the Baltic Sea multilateral collaboration should complement the Nordic cooperation. ARS BALTICA should take more proactive role in the multilateral cooperation in the region, and participate in the interregional cooperation, also with neighbouring countries (Russia and Belarus) as well as other regions (Barents region). Strategy should be reformulated for the visions and goals in cultural policy in the Baltic Sea Region, with the special impact on Russia.” Lidia Makowska, Secretary General, Council of the Baltic Sea States and project manager of ARS BALTICA

“The importance of including cultural heritage in the strategy should be stressed with “historic environment” as a wide concept. “Historic environment” can be anything, such as yesterday’s mobile phone or a 4000-year-old painting, the main thing is that it is formed by human hand. Today protection of the “historic environment” is possible only in co-operation with others and the role should be more concrete in the future by creating new fields of action.” Helena Edgren, Keeper, National Board of Antiquities and chairman of the Monitoring Group on Cultural Heritage in the Baltic Sea States

“In my opinion, we should turn self-criticism into self-improvement! The idea was always to design a flexible structure, more open and more user-friendly, so the same principle should apply, of course, to the strategy or Priority Area with Russia. Priority Area is now being linked to the Ministers of Culture Action Plan 2007-2009, which means, that the Action Plan is being evaluated and revised every year, and the same principle should apply of course to the Priority Area.” Jean-Yves Gallardo, Senior Adviser, Nordic Council of Ministers

“The main subject is exchange experiences. This is key. It’s necessary to establish Russian information office for future partnership. It’s important to create

conditions to spread the information and we need networking for North-West Russia. Cultural heritage is very interesting for Leningrad oblast district as well as for the whole North-West Russia and that should be renewed in the strategy. In the strategy an enhanced importance should be on cultural heritage, which means the need of consultancy, experience and monitoring.” Andrey Zonin, Director, Institute for Cultural Programs

“The main contribution to the strategy should be firstly ensuring support for the cultural cooperation with the Nordic Council of Ministers (NCM) at the federal and regional level, secondly encouraging goal-oriented and targeted cooperation and thirdly creating favourable conditions for the constructive dialogue between NCM and Russian authorities.” Vladimir Bogush, Chairman of the Committee for culture of the Leningrad region Administration

“There is a need to identify partners. Finding partners is a one of the biggest questions at the moment. It is necessary to establish a networking database, where potential partners could find each other. We could exchange experience and offer predefined services. We are ready to offer our premises, where good gallery halls and well-trained personal exist together with defined funds, which we receive from Russian budget and from federal programs.” Tatiana Klerova, Director, Russian Cultural Centre in Helsinki

“European Union National Institutes for Culture (EUNIC) has a very vast operational potential. Current membership consists of 24 national institutes for culture and it’s intended to include national culture institutes from all EU- member states. The network of regional EUNIC clusters could be used as possible partners for common projects with Russia. Different national cultural institutes are already involved in cultural cooperation projects in Russia. In addition to that, EUNIC is trying to prepare clusters in Russia. When these clusters are operational they could help with projects of the upcoming Action Plan.” Claudia Rochel-Laurich, Deputy President, European Union National Institutes for Culture” Claudia Rochel-

Laurich, Deputy President, European Union National Institutes for Culture

“The Nordic Council of Ministers (NCM) enhances cooperation between Nordic and Russian partner organizations in the framework of the NCMs Russia program for 2006-2008 as well as the funding program for North West Russia 2007-2008. In the framework of these programs the NCM supports cooperation activities in four areas of society: public administration, education and research, economic development and civil society development. Cultural cooperation is considered as an important part in promoting civil society development in Russia. In 2008 cultural cooperation will be one of the focus areas in the NCMs funding program. As a rule, NCM supports cooperation projects with partner organizations from minimum 2 Nordic countries and one or more Russian partner organization. The emphasis is on long-term partnerships with visible results and minimum 30% co-funding from the Russian partners. These rules are applied to initiatives in the cultural cooperation as well. The NCM office in St. Petersburg is in charge of identifying and coordinating initiatives for Nordic-Russian cultural cooperation projects, informing and contacting Russian cultural authorities, organizations and NGOs as well as administrating approved projects and activities. The Nordic Council of Ministers enhances cooperation between Nordic and Russian partner organizations in the framework of the NCMs Russia program for 2006-2008 as well as the funding program for North West Russia 2007-2008. In the framework of these programs the NCM supports cooperation activities in four areas of society: public administration, education and research, economic development and civil society development. Cultural cooperation is considered as an important part in promoting civil society development in Russia. In 2008 cultural cooperation will be one of the focus areas in the NCMs funding program. As a rule, NCM supports cooperation projects with partner organizations from minimum 2 Nordic countries and one or more Russian partner organization. The emphasis is on long-term partnerships with visible results and minimum 30% co-funding from the Russian partners. These rules are

applied to initiatives in the cultural cooperation as well. The NCM office in St. Petersburg is in charge of identifying and coordinating initiatives for Nordic-Russian cultural cooperation projects, informing and contacting Russian cultural authorities, organizations and NGOs as well as administrating approved projects and activities.”Elena Khoroshkina, Head of Information Center in Arkhangelsk, Nordic Council of Ministers

“The main thing is to cooperate directly with artists and cultural actors. There is a need to hear artists in order to understand the main problem they have, what opinion they have in the sphere of culture and what kind of suggestions they have, that could help them to act in the cultural cooperation with others organizations, networks and artists.” Jónsdóttir Bergljót, Director of he Nordic Culture Point

“The main aim is to create pilot projects and partnerships in culture and arts. It should realise a process for creation of the multicultural programs in arts and culture and seek European, especially Nordic and Russian Partners, and funding sources, after which full-fledged projects will be created.” Ilkka Huovio, Docent, Finnish Institute for Russian and East European Studies (FIREES)

“An involvement in capacity building should continue, as it is very important. The main thing is to build up capacity in local cultural development such as in Kaliningrad and increase cooperation of cultural actors, especially with the European neighbours. Labforculture.org is one of the working areas, which consist of online information and a knowledge platform and it could eventually provide one of the maps in finding opportunities for cooperation.” Philipp Dietachmair, Project Officer, European Cultural Foundation

“On-the-Move (OTM) is a web portal which provides targeted information to support, encourage and advise artists and cultural operators on issues of international mobility. Users of OTM are growing fast and there is a great interest in mobility. On-the-Move.

org is a key information provider to the cultural sector and can promote international cultural cooperation opportunities through its channels.” Judith Staines, General Editor, www.on-the-move.org

“The cooperation with North-West Russia should be integrated into a total cooperation of the Nordic countries rather than establishing specific grand schemes. Nordic Council of Ministers decided, that cultural cooperation with North-West Russia should be linked to the Action plan for Nordic cultural cooperation 2007-2009. It is important, that the NCM secures support for cultural cooperation at both national and regional level. Mobility and network building, exchanging expertise and capacity building, which will guarantee a Nordic-Russian skills transfer and participation in new programmes that are also very important areas for cultural cooperation. Focus should also be trained on promoting cultural cooperation in the Nordic region and in North-West Russia, extending the spectrum of target groups of cultural cooperation in the Nordic region and North-West Russia and establishing long-term networks for professional stakeholders. By all these priorities in Nordic cultural cooperation they should also apply to cooperation with Russia.” Jean-Yves Gallardo, Senior Adviser, Nordic Council of Ministers

Priority Area: Cultural Cooperation with North-West Russia, Strategy Document

New context for Nordic–Russian cultural co-operation from 2007

The Nordic Region and Russia have worked together on culture since the early 1990s. Co-operation under the auspices of the Nordic Council of Ministers has taken the form of project funding and co-operation between institutions and organisations.

For more than a decade, various projects and funding schemes have helped to build bridges between the Nordic Region and Russia. Mobility,

exchange programmes and collaboration have helped those involved in culture to expand their horizons, encounter new sources of inspiration and establish networks and close bonds with their counterparts. The culture sector has generated a great deal of Nordic–Russian synergy.

In 2007, several processes have created a new context for Nordic-Russian cultural co-operation:

- A new structure, with new programmes that open up new forms of cultural co-operation.
- The launch of a new programme designed to build networks and increase Nordic–Russian mobility.
- The development of culture is a new and significant perspective in the EU's new action plan for the Northern Dimension.
- A number of regional and international organisations, e.g. the Barents Euro-Arctic Council, are also working on new action plans for cultural co-operation.
- Russian cultural life is currently undergoing major changes that will have important consequences for how it is structured and promoted.

These processes represent exciting challenges for policy development, and signify that 2007 is a transitional year for Nordic–Russian cultural co-operation. In order to follow up on the most significant changes and secure the involvement of the relevant stakeholders, it is important to prioritise communication and support within official bodies, organisations and the professional sphere. Both the Nordic Region and Russia have signalled their strong desire to continue to reinforce, adapt and rejuvenate cultural co-operation. The priority ‘Cultural co-operation with North-West Russia and Kaliningrad’ represents the tangible expression of this desire.

This priority also allows for the promotion of Nordic–Russian cultural co-operation at a higher international level, both in an EU context and with the rest of the world.

In May 2007, the Nordic Council of Ministers for culture decided that ‘Cultural Co-operation with North-West Russia’ would be linked to the Action Plan for Nordic Cultural Co-operation 2007–2009.

2. Support at national and regional level

It is essential that the Nordic Council of Ministers secure support for Nordic–Russian cultural co-operation from official bodies in the Nordic Region and Russia, at both national and regional level. This will facilitate the promotion of more goal-oriented and focused co-operation, allow for the involvement of local stakeholders, and raise co-operation to a sufficiently high level.

Constructive, ongoing dialogue about the scope of the priority was therefore initiated between the Nordic Council of Ministers and the Russian authorities.

A number of dialogue seminars in St Petersburg, Murmansk and Kirkenes-Nikel between 2005 and 2007 produced valuable insights into how this particular priority might be organised. The work on embedding support for the priority was completed by a seminar in St Petersburg in June 2007, held by the Russian network ‘North-West’, which comprises the following official cultural bodies from North-West Russia:

- Committee for Culture, Leningrad Region
- Committee for Culture, St Petersburg
- Department for Culture, Nenets Autonomous Region Administration
- Committee for Culture, Pskov Region
- Ministry of Culture and National Policy, Republic of Komi
- Committee for Culture, Murmansk Region
- Ministry of Culture and Public Relations, Republic of Karelia
- Committee for Culture, Cinema and Tourism, Novgorod Region
- Ministry of Culture, Kaliningrad Region
- Department for Culture, Vologda Region Administration
- Committee for Culture, Archangel Region Administration

Nordic–Russian dialogue about cultural co-operation has trained the spotlight on both overarching issues and on the specific needs of the stakeholders. This is reflected both in the priority and in the instruments it employs.

3. Areas of co-operation

3.1 Mobility and network building – opening more new doors

The most important issue is opening more new doors. In other words, what is the best way to rejuvenate mobility and residence schemes, and to integrate them into new programmes in a way that best serves the aims of Nordic–Russian cultural co-operation? The schemes ought to be extended to a wide range of target groups, both in the cultural field and in the areas of art education and training. This will help to build Nordic–Russian networks and generate new co-operation projects.

3.2 Exchanging expertise and capacity building – guaranteeing Nordic–Russian skills transfer

Seminars, conferences, courses, workshops and other professional meetings are considered to be some of the most effective methods for ensuring the further development of Nordic–Russian cultural co-operation. Important areas where there is a need for knowledge exchange and skills transfer include cultural tourism, the creative industries, culture management, and cultural co-operation at local level.

The intention is to build upon the same ideas as those that arose from the Kaliningrad project (a co-operation between the Nordic Council of Ministers and the European Cultural Foundation), and export the concept to other parts of North-West Russia. The Kaliningrad project was partially funded by the EU ‘Tacis’ programme, which affords greater visibility in relation to the Northern Dimension and culture.

The Council of Europe’s ‘Creating Cultural Capital’ (CCC) concept may also provide inspiration and opportunities for skills transfer. Positive experiences of CCC from several areas in Russia can be used to generate new initiatives. The Nordic Council of Ministers has discussed the concept with the Council of Europe in recent years.

Courses and seminars for journalists are other tangible examples of progress in skills development

and mobility. The Nordic Journalist Centre (NJC) recently entered into discussions with NMRS and relevant Russian stakeholders on the best way for the NJC to contribute to the Nordic Council of Ministers' over-arching mobility programme for North-West Russia in the areas of co-operation on media and, in particular, in-service training for journalists.

3.3 Participation in new programmes/areas of co-operation

The study and the conclusions from the seminars indicate that joint programmes or priorities that are relevant for Nordic–Russian co-operation ought to be established. Creative industries and cultural heritage are highlighted as topical themes on the basis of current signals about future cultural priorities.

These priorities should, to the greatest possible extent, take their starting point in the new structure for Nordic cultural co-operation and in the opportunities presented by the new programmes. The art and culture programme, specifically the two modules about production-directed activity and skills enhancement, provides new opportunities for Nordic–Russian cultural co-operation, mobility and network-building activities.

Another important area for cultural co-operation is the work with the Saami communities and with indigenous peoples in Russia and the northern areas.

3.4 Instruments

A range of funding schemes is available to promote new cultural initiatives between the Nordic Region and North-West Russia, and to make this area of co-operation efficient and user-friendly. The following were initiated in 2007:

- Knowledge- and network-building programmes in the Nordic Council of Ministers' Russia programme
- A mobility and residence programme
- An art and culture programme

These schemes will be capable of supporting a wide range of initiatives, from pilot projects to major projects lasting several years, as well as

sub-programmes designed to ensure sustainable development in the culture sector.

4. Specific requirements

Dialogue with Russian stakeholders has helped to identify the following specific requirements for Nordic–Russian cultural co-operation:

The priorities in Russian policy development in North-West Russia are to:

- Increase the participation of Russian stakeholders in international fora and processes
- Prepare the way for innovation in the cultural field
- Develop new technology in the culture sector
- Protect cultural heritage
- Work on the regulation of intellectual rights
- Promote the establishment of new networks for international cultural co-operation between regions.

A broad spectrum of forms of co-operation in the cultural sector for the Nordic Region and North-West Russia have been developed since 2005 – e.g. innovative projects associated with new media, skills enhancement, participation in international projects for culture professionals, mutual raising of the profile of Nordic and Russian culture, and cultural-exchange programmes.

Future Nordic–Russian cultural co-operation ought to stress the following areas:

- Culture and tourism
- Culture and support networks in the creative industries
- Cultural co-operation at local level
- Cultural administration – i.e. cultural management for official bodies and stakeholders
- The promotion and protection of cultural heritage
- Sustainable development in the culture sector
- Cultural offerings for children and young people
- Art education

Focus should also be trained on:

- Promoting cultural co-operation in the Nordic Region and in North-West Russia
- Expanding geographic and cultural areas for cultural co-operation
- Extending the spectrum of target groups for cultural

co-operation in the Nordic Region and North-West Russia

- Establishing long-term networks for professional stakeholders
- Contributing to the development of new initiatives and approaches, particularly for the cultural heritage and creative industries

5. Nordic–Russian cultural co-operation in an international context

Future decisions made by culture ministers on priorities for Nordic cultural co-operation should also apply to co-operation with Russia. The Nordic Council of Ministers' Offices in St Petersburg and in Kaliningrad will act as important contact points in this regard.

Belarus is potentially an important area for the Nordic Council of Ministers' over-arching international work. The extent to which this might also be the case for cultural co-operation ought to be discussed as part of the ongoing process.

Other natural co-operation partners include the national Nordic cultural institutions that have been established in St Petersburg, e.g. the Danish Cultural Institute, the Finnish Cultural Institute, etc.

Co-operation with other regional and international organisations (e.g. the Arctic Council, Barents Euro-Arctic Council, the Barents Council, CBSS, the European Cultural Foundation, the Council of Europe and the EU, within the framework of the EU's Northern Dimension) can be prioritised as part of the cultural co-operation with Russia.

Guidelines for the Nordic Council of Ministers' co-operation with North-West Russia 2009–2013

The nature of the co-operation:

The Nordic Council of Ministers and Russia have been developing co-operation in North-West Russia since mid-1995. These guidelines shall be seen as the Nordic Council of Ministers' (NCM) starting point for the further development of this co-operation.

The NCM seeks closer co-operation with a focus on democratic societal development, open pluralist cross-borders relations and the promotion of conditions for economic co-operation and trade.

The NCM attributes great importance to these themes because:

- As a precondition for citizens being able to engage in dialogue and participate in society, democratic societies require constant attention to fundamental human rights and to the principles of rule of law. Efficient and independent social structures are crucial for ensuring freedom of opinion and for making citizens feel responsible for the society in which they live.
- Experience shows that an extensive and diverse network of cross-border contacts on all levels is a crucial way of ensuring mutual understanding between neighbouring countries, which in turn serves as the foundation for stability and development in a regional and global perspective,
- Promotion of the conditions for economic co-operation and trade is dependent on a regulated market economy, which can offset the advantages of free enterprise for individuals and companies with the necessary deference to the basic conditions for economic life. In this context, the legislative framework, physical infrastructure, safeguarding of sustainable development and the allocation of resources in order to generate welfare are of key importance.

The co-operation with North-West Russia is of particular significance, as Russia is the largest neighbour of both the Nordic Region and the EU. Developments in Russia therefore affect the stability and security in the Region. It is vital that the co-operation promotes Russia's participation as an active partner in the Region.

The Nordic countries and Russia are responsible for and share an interest in protecting the adjacent marine areas, not only as economically significant transport routes, but also as cultural heritage, tourist destinations and a marine environment with sustainable fisheries.

The NCM's co-operation with North-West Russia is closely linked to the EU's policies for co-operation

with Russia, especially the Four Common Spaces. The co-operation shall also be seen in the context of the EU's Baltic Sea Strategy. This guarantees that Russia plays an active role in co-operation in the Baltic Sea Region. In addition, the co-operation shall also provide particular support the Northern Dimension.

The co-operation with North-West Russia shall contribute to a strong Baltic Sea Region and support the aims stated in the Nordic Prime Ministers' press release from the meeting in Punkaharju in June 2007 and the Riksgränsen Declaration of April 2008.

The NCM's co-operation with North-West Russia shall be focused and be in areas where Nordic added value is generated in comparison with both bilateral co-operation and EU co-operation. Co-operation initiatives in the prioritised themes can originate from both Nordic and Russian partners.

As a starting point, the co-operation is regional in nature, and is focused upon the areas of North-West Russia that border either the Nordic Region or the Baltic States. The co-operation shall complement the national initiatives of the individual Nordic countries and shall, through closely co-ordinated activities, create synergies relevant to the work of other regional organisations – particularly the Council of the Baltic Sea States¹, the Arctic Council, the Barents Euro Arctic Council and Barents Regional Council. This will make it possible to organise particularly valuable activities in the Archangel Region.

The Russian partners are responsible for reporting back to the appropriate ministries in Moscow. The NCM Secretariat (NCMS) will keep the Russian Federation's Embassy in Copenhagen informed about general co-operation activities as a supplement to meetings between the NCM and the Russian authorities. Finally, every effort will be made to hold an annual meeting with the Russian Ministry of Foreign Affairs in Moscow. Dialogue with the Nordic Council about the cooperation will be continued.

The nature of the guidelines:

These guidelines will determine the activities of the NCM, and shall be seen as a starting point for the development of joint ambitions and activities between the Nordic countries and North-West Russia. The NCM consulted relevant official bodies in Russia during the drafting of the guidelines.

The Ministers for Nordic Co-operation (MR-SAM) and the Nordic Committee for Co-operation (NSK) have the overall responsibility for co-ordinating the joint Nordic elements of the co-operation. Ministerial councils and committees of senior officials shall ensure co-ordination with relevant Russian parties in the respective sectors.

Responsibility for the specific content of Nordic–Russian co-operation lies with the respective ministerial councils, while MR-SAM has overall responsibility. This ensures that the co-operation follows the principle guidelines laid down by MR-SAM, while the specific content can be defined by the relevant ministers.

The guidelines should not be regarded as a final product, but as a step in the ongoing process to further develop co-operation, between the NCM and North-West Russia.

Priority areas:

One priority will be to continue to build upon existing, effective and well-established co-operation in areas where further work is considered to be of mutual benefit, including in efforts to prevent and combat human trafficking. Promoting the Nordic Region is in the interests of all of the Nordic countries. Gender-equality principles are central and will be integrated into the co-operation.

The work on further developing the Nordic–Russian co-operation will have consequences for several of the NCM's areas of co-operation. However, it is necessary to identify the key themes for the co-operation, which will guide the work of the various ministerial councils. The Russian partners will be involved in the focusing and further

¹ Special consideration will be given to the structural reform of the Council of the Baltic Sea States, as per the prime ministers' decision in Riga, 4 June 2008.

joint prioritisation of specific areas of co-operation.

NCM has a special interest in developing certain key areas, especially the following themes:

- Education, research and innovation, including the creative industries.
- The environment, climate and energy, including environmental conditions in the Baltic Sea and other adjacent waters and the promotion of effective environmental technologies and sustainable sources of energy, where joint approaches to sustainable development may be possible.
- Promotion of conditions for economic co-operation and trade, including legislative co-operation, anti-corruption measures and the protection of intellectual rights and patents.
- The Northern Dimension's partnerships – especially the Partnership for Public Health and Social Well-being, with a particular focus on combating human trafficking and the spread of HIV/AIDS (which also takes into consideration the efforts being made in other forums, especially the work conducted under the auspices of the Council of the Baltic Sea States); the Environmental Partnership (mainly through NEFCO); and participation in the preparation of a prospective new partnership on culture².
- Promotion of democracy and civic society through co-operation on local government and good governance, co-operation between parliamentarians, co-operation between the media and journalists, and co-operation between NGOs.

Instruments used in the co-operation:

The co-operation's value lies in both its quality and in the parties' commitment. The instruments used

² The Nordic-based international financial institutions NEFCO and NIB have an important role to play in the Northern Dimension Partnership for the Environment. They already work actively with HELCOM on the implementation of the Baltic Sea Action Plan. NIB will also be active in the new Northern Dimension Partnership for Transport and Logistics.

to implement specific elements of the co-operation will vary. They include:

- the Knowledge Building and Networking programme
- adoption of joint programmes of co-operation, action plans and declarations
- joint initiatives that can form the basis for promoting projects with special development potential, which can then act as "pathfinders"
- participation in the Northern Dimension's Partnership for Public Health and Social Well-being; support for the Northern Dimension Environmental Partnership; and participation in the preparation of a prospective new partnership on culture
- co-operation with non-governmental organisations within the NCM NGO programme for the Baltic Sea Region
- the inclusion of North-West Russia in joint Nordic-Baltic activities, e.g. innovation projects
- cross-border regional co-operation, including collaboration with the EU and the use of EU instruments. This includes Nordic/Russian co-operation as well as tripartite co-operation between the Nordic Region, North-West Russia and the Baltic states.
- co-operation with other regional stakeholders
- co-operation through the Nordic institutions
- the NCM's Arctic co-operation programme.

NCM and its offices and information points (which are a part of NCMS) are catalysts for Nordic–Russian co-operation. The offices co-operate closely with the Nordic diplomatic representations and co-ordinate joint Nordic initiatives. The offices identify trends and opportunities for Nordic–Russian co-operation in dialogue with the Nordic embassies. They promote everything that is "Nordic" and broadly profile Nordic co-operation. They also act as project administrators, including in joint Nordic–Russian projects, in joint Nordic-Russian-Baltic projects or in Nordic-Russian-EU projects and are

responsible for practical casework, quality assurance, etc. The heads of the NCM offices report directly to the Secretary General of the NCM. Meetings between the NCMS (Copenhagen), the NCM offices in St. Petersburg and Kaliningrad and the Nordic diplomatic representations take place twice a year. An annual meeting is also envisaged with the Nordic countries' embassies in Moscow.

Financial principles:

Fundamentally, Nordic-Russian co-operation is a partnership on an equal footing, and each party covers its own costs, though not in relation to initiatives to strengthen civil society. In special cases, the parties may collectively agree a different method of meeting costs.

For the Knowledge Transfer and Networking programme, MR-SAM decided at its 13 December 2007 meeting that there shall be a minimum 30% joint funding of the activities, but that this would not be associated with initiatives for strengthening civil society.

The co-operation shall not cover tasks that ought naturally to be covered by an individual partner's own national budget.

Timetable:

The guidelines will apply from 2009 to 2013, and will thus run alongside the EU's financial perspective. Regular evaluations will take place during this period.

Evaluation:

The co-operation will be continuously evaluated. MR-SAM will conduct an in-depth mid-term evaluation in 2011, particularly in the light of developments in the Northern Dimension. An external evaluator will participate in the mid-term evaluation, which will form the basis for

both discussion of the co-operation in MR-SAM and any amendment of the guidelines for future co-operation. A further evaluation will also be published in 2013.

The Ministers for Nordic Co-operation will continue to conduct an annual review, in general and in principle, of the development of the co-operation between NCM and North-West Russia on the basis of a brief report. Each ministerial council and relevant institution will once a year prepare a status report on the co-operation. These reports will outline the initiatives that have been implemented and evaluate the extent to which the political objectives have been met as well as whether it is desirable to retain or alter the political priorities. The reports from ministerial councils will also include a short description and evaluation of the coming year's activities.

The final status report will, following approval from MR-SAM, be sent by the Secretary General of the NCM to the Nordic foreign ministers. It will hereby be possible to create natural cohesion between the joint Nordic–Russian co-operation and other forms of co-operation between the Nordic countries and Russia, either bilaterally or through the other regional councils that are part of the informal Nordic co-operation. Evaluation of the co-operation should also be discussed at Nordic–Russian level, the specifics of which will be agreed between the relevant parties.

Individual initiatives and specific projects will be regularly monitored and evaluated, and the lessons learned will help to further develop the co-operation.

Profiling:

Profiling of the co-operation will also be done in line with the NCM's general profiling and communication strategies.

In future, both the sectoral ministers and the ministers for Nordic co-operation will increasingly highlight and promote joint Nordic activities in North-West Russia, in order to spread knowledge

about and create greater interest in the co-operation, and to raise its profile both in and beyond the Nordic Region. This task is also assigned to the NCM offices in North-West Russia and the NCMS in Copenhagen. The work will be done in collaboration with the Nordic diplomatic

representations, relevant Nordic authorities and Nordic institutions. The profiling of the co-operation will be expanded and co-ordinated with the Russian partners, who ought to be involved on all levels and as much as possible in the process of making the co-operation visible.

Part 3

Contribution of the Kajaani Conference to the creation of the Northern Dimension Partnership on Culture (8–9 October 2007, Kajaani, Finland)

Presentations relating to Northern Dimension Partnership on Culture

The following section consists of recommendations, ideas and concrete proposals on the Northern Dimension Partnership on Culture that Finnish Ministry of Education has picked out from the speeches of the conference on the Northern Dimension and Culture, which was held in Kajaani 8-9 October, 2007.

It should be emphasised that the list of the recommendations and proposals is by no means complete. The list doesn't attempt to cover all the possible fields and forms of cultural cooperation. Its main purpose is merely to provide background material for the future goals and possibilities for the further development of a Northern Dimension Partnership on Culture.

In the conference the following proposals were pointed out:

What could the role of organisations in the Northern Dimension Partnership on Culture be?

“The role of the BEAR could be central, because it has 14 years experience in this kind of activity.” Sergey Ershov, Chairman of the Committee on culture and art of Murmansk region and chairman of the Joint Working Group on Culture BEAR

“For the future collaboration it is very important to develop a strategy for the cross-border collaboration between the Kaliningrad regions, northern Polish regions and regions of the Baltic Sea and ARS BALTICA could serve as a consultant in those areas.” Lidia Makowska, ARS BALTICA Secretariat Coordinator, Council of the Baltic Sea States and project manager of ARS BALTICA

“We could share experience of cultural heritage cooperation in the Baltic Sea area. The Monitoring Group could also be as an instrument in preparing concrete project proposals covering different aspects in the heritage field.” Helena Edgren, Keeper, National Board of Antiquities and chairman of the Monitoring Group on Cultural Heritage in the Baltic Sea States

“Nordic Council of Ministers (NCM) may play a proactive role in the process of development and the Action Plan. Development of the Priority area has a great contribution to make to the Action Plan of the Northern Dimension.” Jean-Yves Gallardo, Senior Adviser, Nordic Council of Ministers

“Coordination Council on Culture of the North West Russia Association is able to coordinate and support the Northern Dimension Partnership on Culture on state and regional levels.” Vladimir Bogush, Chairman,

*Committee for culture of the Leningrad region
Administration*

“European Union National Institutes for Culture (EUNIC) has a very vast operational potential. Current membership consists of 24 national institutes for culture and it’s intended to include national culture institutes from all EU- member states. The network of regional EUNIC clusters could be used as possible partners for common projects with Russia. Different national cultural institutes are already involved in cultural cooperation projects in Russia. In addition to that, EUNIC is trying to prepare clusters in Russia. When these clusters are operational they could help with projects of the upcoming Action Plan.” Claudia Rochel-Laurich, Deputy President, European Union National Institutes for Culture”. Claudia Rochel-Laurich, Deputy President of the European Union National Institutes for Culture

“The Institute will increase the opportunities for culture and art communities and institutions to work and participate in intercultural dialogue by providing for their use modern, interactive channels for the creation and distribution of audiovisual and multimedia productions. The goal is to facilitate EU-Nordic and Russian networking. The channels will be available equally to groups working disciplines of high and popular culture and art, and to professionals and amateurs alike.” Ilkka Huovio, Docent, Finnish Institute for Russian and East European Studies (FIREES)

“Our role in the Northern Dimension is that we offer project support for European Cultural Cooperation.” Philipp Dietachmair, Project Officer, European Cultural Foundation

“On-The-Move (OTM) has the expertise to act as an assessor for international mobility programmes.” Judith Staines, General Editor, www.on-the-move.org

What kind of projects should be realised in the framework of Northern Dimension Partnership on Culture?

The following section consists of recommendations, ideas and concrete proposals on the Northern Dimension Partnership on Culture that Finnish Ministry of Education has picked out from the speeches of the conference on the Northern Dimension and Culture, which was held in Kajaani 8-9 October, 2007.

It should be emphasised that the list of the recommendations and proposals is by no means complete. The list doesn’t attempt to cover all the possible fields and forms of cultural cooperation. Its main purpose is merely to provide background material for the future goals and possibilities for the further development of a Northern Dimension Partnership on Culture.

“Arctic cooperation – starting from Rovaniemi has produced a lot of successful projects, products, networks, etc. that can be used also in this framework.” Sauli Rouhinen, Director, Sustainable Development in the Ministry of the Environment, Arctic Council’s Sustainable Development Working Group

“In the framework of partnership should be realised capacity building projects for the administration officers on culture (directors and managers of theatre, museums, concert halls, etc.), projects directed for artists (for painters, writers, librarians, and including youth) and projects to point out identity and general cultural development and condition (status).” Sergey Ershov, Chairman of the Committee on culture and art of Murmansk region and chairman of the Joint Working Group on Culture BEAR

“Concrete projects are New Creative Management Capacities for Regional Cultural Cooperation between the Kaliningrad Oblast and the Baltic Sea States, initiated and led by European Cultural Foundation in Amsterdam, in collaboration with NGO Tranzit

Agency (Kaliningrad), the Ministry of Culture of the Regional Administration of the Kaliningrad Oblast, and the Association of Cultural Managers (Moscow), with consultancy with ARS BALTICA and “Culture & Arts” initiated in 2006 by the Educational-Methodical Centre in Kaliningrad and the Association of the Communes Euroregion Baltic in Elblag, in collaboration with Ministry of Culture of the Regional Administration of the Kaliningrad Oblast, having a financial support in two financial instruments: INTERREG III A Programme and TACIS, with consultancy with ARS BALTICA.” Lidia Makowska, Secretary General, Council of the Baltic Sea States and project manager of ARS BALTICA

“We do have already existing cooperation projects within e.g. Urban planning, Children and cultural heritage education or Preservation of underwater heritage could be developed even further with other organisations.” Helena Edgren, Keeper, National Board of Antiquities and chairman of the Monitoring Group on Cultural Heritage in the Baltic Sea States

“In the framework of the Northern Dimension Partnership on Culture projects and modules should define at authority level and in partnership between international organisations. Projects could be designed to serve as seed money to initiate new cooperation activities. One of the ideas could be to have a monitoring group in the cultural field.” Jean-Yves Gallardo, Senior Adviser, Nordic Council of Ministers

“In the framework of the Northern Dimension should be realised key projects. For example, we are planning to start a training programme for managers of musical festivals. It is a cultural industry and cultural tourism as well, and that kind of projects Northern Dimension need more.” Andrey Zonin, Director, Institute for Cultural Programs

“The projects that should be realized in the frame of the Northern Dimension Partnership on Culture are as follows: Maintaining and cultivating historical and cultural heritage; Creating and building up cultural capital – training, exchange of expertise,

organising festivals and competitions; Modelling and developing creative industries of the North -West of the Russian Federation.” Vladimir Bogush, Chairman of the Committee for culture of the Leningrad region Administration

“Projects should be based on development of small cities and villages, creative industries, and development of festivals, seminars and round tables, which could promote the North. For example, small city Solvichegodsk is now days well known by “humour festival”, and attracts to the town outsides support for developing and promoting this area. Projects which are increasing competence of people involved in culture, should also be realised in the framework of the Northern Dimension, such as for example “Center of competence”: designing a new mechanism for getting more competence and increasing collaboration in the northern countries in the culture sphere project.” Irina Gubina, Deputy Chair, Committee for Culture Arkhangelsk region Administration

“If we could create networks of partners and realize this activity, our role would be more concrete. Projects on touring art performances and guest performances should be more available and projects on planning festivals in Finland and Russia should be realised as well.” Tatiana Kleerova, Director, Russian Cultural Centre in Helsinki

“European Union National Institutes for Culture (EUNIC) could focus within the Northern Dimension Partnership on Culture on the 4 current themes which where already decided by EUNIC. EUNIC has the capacity to formulate major cultural themes and implement them by national cultural institutions.” Claudia Rochel-Laurich, Deputy President of the European Union National Institutes for Culture.” Claudia Rochel-Laurich, Deputy President, European Union National Institutes for Culture

“NCM may provide financial support to cultural cooperation projects in the framework of the existing funding program (see above). Cooperation activities may be developed, for example, in the following areas:

public administration, research and education, civil society. Projects should be long-term and sustainable, supporting group mobility activities, giving seed money for new cooperation initiatives. Setting up multilateral cooperation via NGO and Barents cooperation directions could be a good basis for the Northern Dimension policy.” Elena Khoroshkina, Head of Information Center in Arkhangelsk, Nordic Council of Ministers

“Strengthening Partnership on Culture, development of models for direct cooperation and the creation of cooperative networks to stimulate the enhancement of new substance and productions in arts and culture should be realised in the Partnership on Culture. Generating new modes of cooperation should be carried out with partner institutions.” Ilkka Huovio, Docent, Institute for Russia and Eastern Europe (RUSIN)

“Projects should be more concrete and cross-border mobility projects should be realised more. Projects also should be realised with cooperation with cultural NGO’s and public institutions and authorities. Such projects as Cultural Capacity Development in Kaliningrad that aims to building up institutional and individual management capacities for culture-based development in Kaliningrad and increase cooperation with Kaliningrad and its EU neighbouring countries, should be realised more in the Northern Dimension.” Philipp Dietachmair, Project Officer, European Cultural Foundation

“On-The-Move (OTM) already collaborates with partners in Russia, Finland and many other EU-MS. Programmes to support international mobility for artists and cultural operators should be an integral part of the Partnership on Culture.” Judith Staines, General Editor, www.on-the-move.org

“Here are five concrete ideas and projects that could develop co-operation in the framework of the Northern Dimension Partnership on Culture that are identified by University of Lapland together with Kajaani University Consortium. They are: (1) Established co-operation network by art and culture universities in the North, (2) Master program in cultural

entrepreneurship, (3) Use of Internet in culture co-operation, (4) European Film-culture Project and (5) Research and Innovation Centre on Cultural Entrepreneurship for EU and Russia to serve culture and art development of the whole Northern Dimension Area.” Paula Kankaanpää, Vice- rector, University of Lapland

“Projects including establishing cooperation networks and facilitating mobility of artists and cultural operators should be realised in the framework of Partnership on Cultures. In realisation projects, there should be concrete programs on cooperating.” Sergey Kazansev, Deputy Director of the Legal Support and External Relations Department, Ministry of Culture and Mass Communications of the Russian Federation

“On the initiative of St.Petersburg University, project to establish an international institute of Northern Dimension, scientific research centre, is very actual in the Partnership on Culture. In the framework of the ND should be realised project on cooperation with neighbour countries cities close by each other, like Vyborg and Lappeenranta. Project “Management musical festivals of ND” which aim is to increase skills of festivals organisers, establishing contacts and organising cooperative projects of ND should realised as well. Also a film festival without a permanent place of event is a good project, where filmmakers of North Europe could introduce their work in the region of the Northern Dimension. In the framework of ND should release a serial publication on fairy tales in the North named by “Fairy tales from the Northern Dimension”, which could be translated into every language in the ND region.” Andrey Avetisyan, Deputy Director of the Department of European Cooperation, Ministry of Foreign Affairs of the Russia Federation

“Projects should bring visibility of cultural products from the northern region in the global market and these projects could be: A northern film festival that aims to stand alongside the Berlin and Cannes festivals as a sale event with a specific character of its own, a Northern Dimension art fair, which would be developed to a high standard with the help of international curators and the

fair could be held in different places in different years, and a corresponding photography fair. Projects should also increase cultural supply for the Northern Dimension public and these projects could be: Creating a network of digital theatres in the Northern Dimension area as an economically sound concept, with multi-use facilities, Increasing art education in the Northern Dimension area through the mobility of competent teachers, Developing the compatibility of theatre technology with a view to facilitating visiting productions and generating co-productions and concept productions and Opening theatres in the Northern Dimension area to groups coming from outside. Cultural products enhancing the attractiveness of the Northern Dimension area as a tourist destination could be also realised in the framework of Partnership on Culture, for example Creating tour packages presenting Northern nature from Iceland to the Ural mountains and from Greenland to the Baltic states.” Riitta Kaivosoja, Director General, Department for Cultural, Sport and Youth Policy, Ministry of Education of Finland

A few suggestions on funding of the Northern Dimension Partnership on Culture.

The following section includes proposals, ideas and concrete contributions of the organisations and networks to the cultural cooperation strategy of the Nordic Council of Ministers with Russia that Finnish Ministry of Education has picked out from the speeches and discussions made at the conference on the Northern Dimension and Culture, which was held in Kajaani 8-9 October, 2007.

It should be stressed that the list mostly consists of quotations from the speeches and for this reason is by no means conclusive. The list doesn't attempt to cover all the possible fields and forms of cultural cooperation strategy of the Nordic Council of Ministers with Russia. It's main purpose is merely to present the views and future goals of the various actors in the field of culture concerning cultural cooperation strategy of the Nordic Council of Ministers with North-West Russia.

“It's necessary to finance projects together in the framework of the cultural cooperation. We have enough sources for cooperation and the main aim is to find partners and participating. Financial resources could be from the Russian Federation: Federal Target Programme «Culture of Russia 2006-2010» and Federal Budget, and of course financing could request from European Union: European Neighbourhood and Partnership Instrument (ENPI), «Culture 2007» Programme, «MEDIA» Programme.” Sergey Kazansev, Deputy Director of the Legal Support and External Relations Department, Ministry of Culture and Mass Communications of the Russian Federation

“In the cultural cooperation should focus on sharing of financing and responsibilities and reciprocity should enhance. One of financing sources could be from the Nordic Project Export Fund (Nopef) which supports Nordic investments in Russia and in the Baltic countries and gives loans and grants to Nordic SME's for their feasibility study expenses.” Tore Aas-Hanssen, Head of Department, Nordic Council of Ministers

“The groundwork in the Northern Dimension Partnership on Culture should be laid by governmental financing participants of Northern Dimension. The participation of sponsors such as banks and companies, who already have cooperation in the field of environmental or transportation cooperation, could be interesting.” Andrey Avetisyan, Deputy Director of the Department of European Cooperation, Ministry of Foreign Affairs of the Russia Federation

“European Union National Institutes for Culture (EUNIC) could be a platform for discussing possible common areas of action. EUNIC could initiate a process where its member institutes, the European cultural institutes in Russia and Russian Cultural Institutes in the EU member countries can develop together innovative forms of cooperation.” Claudia Rochel-Laurich, Deputy President, European Union National Institutes for Culture

“We could start from the idea that the partnership projects have as many equal partners as possible, all

of whom have something positive to contribute: high quality, knowledge, content. When we bring together cultural treasures from Russia, the Nordic countries and the other countries around the Baltic Sea, we make them visible for us and for others, we are rich together, we all benefit. These stakeholders at least will be among the initiators of the Northern Dimension Partnership on Culture. The governments of these countries should be the founders of the partnership. Potential sources of financing would naturally be the Russian Government; the Nordic countries and the Nordic Council of Ministers, which has just reformed its cultural programmes; the Nordic Culture Fund; the Nordic Information Centre, which promotes creative economy; the Baltic states and the northern states of Germany; and naturally the European Commission.” Riitta Kaivosoja, Director General, Department for Cultural, Sport and Youth Policy, Ministry of Education of Finland

“The Fund supports cultural cooperation taking place both within and outside of the borders of the Nordic Region. Contributions can be granted to e.g. conferences, concerts, tours, exhibitions, festivals, general education, higher education, and research. The Fund considers a project to be ‘Nordic’, if a minimum of three Nordic countries (Denmark, Iceland, Finland, Norway and Sweden) or self-governing areas (Faroe Islands, Greenland, and the Åland Islands) are involved – either as participants, organizers, or as subject areas. This is the main criterion for whether or not a project is accepted. Private persons, associations/networks, organisations, as well as private and public institutions may apply for contributions. For participation in Nordic/international events, the organizer of the event, not the individual participant, should apply as well. The applicant may live/work both, inside or outside of the Nordic countries. As a rule, the Fund’s contributions do not exceed 500.000 DKK / EUR 67.000 to one and the same project. First and foremost, the Fund provides part of the funding and usually contributes a maximum of 85% of the project’s total costs.

“The remaining ‘own investment’ may be covered by other sponsors, by profit earnings from sales/royalties, or own financial investments.” Karen Bue, Director, Nordic Culture Fund

“European Cultural Foundation support for European cultural co-operation that is predominantly for NGOs, doesn’t mean that public institutions are excluded if they are coming in partnership with independent organizations. Our grants are 15000-30000 and the system in operation is very similar to the Nordic Culture Fund.” Philipp Dietachmair, Project Officer, European Cultural Foundation

“On financing, high political commitment is a key for success. In my opinion, if there is a will – there is a way to put together very complicated financial solutions. Firstly preparation time is usually underestimated: from the first meeting, when you agree with financing a project to the completion, it easily takes three years. Secondly, all the partners have to participate and there have to be commitment that projects could be fulfilled.” Jaakko Henttonen, NDEP Manager, European Bank for Reconstruction and Development

“It became clear, that the system of funding is a jungle. It’s very difficult to know which financial instrument would be the best for individual projects. And therefore an information point, kind of financial clinic, where this information would be easily found, is warmly welcomed. Then we all in the ND area would know where to go for this information.” Helena Edgren, Keeper, National Board of Antiquities and chairman of the Monitoring Group on Cultural Heritage in the Baltic Sea States

“Financing should be executed from regional level. This association have no it’s own budget and the budget on culture is on regional level. Fortunately at the moment we have sources (money) for culture and cultural cooperation.” Andrey Zonin, Director, Institute for Cultural Programs

Part 4

Contribution of the Kajaani Conference: The upcoming EU-Russia Cooperation Action Plan on Culture (8–9 October 2007, Kajaani, Finland)

The following section includes proposals, ideas and concrete contributions of the organisations and networks to the cultural cooperation strategy of the Nordic Council of Ministers with Russia that Finnish Ministry of Education has picked out from the speeches and discussions made at the conference on the Northern Dimension and Culture, which was held in Kajaani 8-9 October, 2007.

It should be stressed that the list mostly consists of quotations from the speeches and for this reason is by no means conclusive. The list doesn't attempt to cover all the possible fields and forms of cultural cooperation strategy of the Nordic Council of Ministers with Russia. It's main purpose is merely to present the views and future goals of the various actors in the field of culture concerning cultural cooperation strategy of the Nordic Council of Ministers with North-West Russia.

“The AC/SDWG can not directly contribute to the Action Plan. SDWG has of course projects and products that are relevant for the Action Plan. Especially important is the participation of Arctic indigenous peoples in the projects and activities (particularly the Sámi people and Raipon – Russian association of indigenous peoples of the North). A good source book is the Arctic Human Development Report (AHDR) of the Arctic Council. Our intention is to produce new volumes in the future. It is a building

in the Arctic identity formation.” Sauli Rouhinen, Director, Sustainable Development in the Ministry of the Environment, Arctic Council's Sustainable Development Working Group

“In the EU-Russia Cooperation Action Plan a section for cooperation in BEAR could be included and subjects of BEAR- cooperation could be as an example platform for other EU countries in the projects realisation”. Sergey Ershov, Chairman of the Committee on culture and art of Murmansk region and chairman of the Joint Working Group on Culture (BEAR)

“Our contribution could be the proactive attitude of ARS BALTICA in the multilateral co-operation in the region, and more participation in the interregional co-operation with partners such as Russia. Seeking for synergies and new financing possibilities, in correlation with different institutions of both governmental and non-governmental character, active in the BS Region, e.g. ministries of culture, arts councils, CBSS, Nordic Cultural Point, INTERREG IIIA Secretariat in Vilnius, INTERREG III B Secretariat in Rostock, Secretariat of the newly established Baltic Sea Program 2007-2013, should be mentioned as well. The innovative approach in perceiving the contemporary role of culture in the close correlation with the civil society could be included in the content of the upcoming Action Plan.” Lidia Makowska, Secretary General,

Council of the Baltic Sea States and project manager of ARS BALTICA

*“To the content of the Action Plan, within the cultural heritage, should be included an area of special actions, e.g. prevention of illegal export/import of cultural objects, or illegal archaeological excavations and protection of underwater heritage.”
Helena Edgren, Keeper, National Board of Antiquities and chairman of the Monitoring Group on Cultural Heritage in the Baltic Sea States*

“I have three bullet points to the content of the upcoming EU-Russia Cooperation Action Plan: exchange of experience, transfer of knowledge and development of a toolbox. These proposals would be capable of supporting wide range of activities and initiatives from pilot projects to major projects lasting several years, as well as subprograms. The whole idea is to strengthen the cultural operators so that they can participate in the international forums, projects and networks.” Jean-Yves Gallardo, Senior Adviser, Nordic Council of Ministers

“The Coordination Council for Culture of the “North-West” Association has the following proposals regarding the future Action Plan: To set up a coordination body for the cultural cooperation between NCM and the North-West of Russia, e. g. a forum or a congress that can be held annually either in Russia or in a NCM country and to define concrete directions of the cultural cooperation in the Action Plan, e. g.: Stimulating international cultural ties between regions and creating the necessary underlying conditions; Mobility and connections – new opportunities; Building up cultural capacity, enhancing exchange of expertise and knowledge.” Vladimir Bogush, Chairman of the Committee for culture of the Leningrad region Administration

“Our concrete contribution to the content of the Action Plan is that we could continue as an intermediate in progression of cultural initiatives and projects.” Tatiana Kleerova, Director, Russian Cultural Centre in Helsinki

“EUNIC could be a platform for discussing possible common areas of action. EUNIC could initiate a process where its member Institutes, the European cultural Institutes in Russia and Russian Cultural Institutes in the EU member countries can develop together prospective forms of cooperation.” Claudia Rochel-Laurich, Deputy President, European Union National Institutes for Culture

“Contribution to the upcoming Action Plan could be that the Finnish Institute for Russian and East European Studies develops a EU (+Norway and Iceland) – Russian cultural cooperation along the lines worked out by the resolutions and recommendations agreed upon at the Conference on the Northern Dimension and Culture in Kajaani October 2007.” Ilkka Huovio, Docent, Finnish Institute for Russian and East European Studies (FIREES)

“European Cultural Foundation initiates, develops, informs and support cultural cooperation actions across EU and its neighbourhood and our contribution to the EU-Russia cooperation could be our grants programmes.” Philipp Dietachmair, Project Officer, European Cultural Foundation

“On-The-Move (OTM) can circulate information on the EU-Russia Cooperation Action plan to the cultural sector through the web portal and invite contributions from its partners and site users.” Judith Staines, General editor, www.on-the-move.org

“This document should be a flexible instrument, but at the same time maximum concrete and exact. This is a difficult process and we do not want that an Action Plan would be too much politicized. Russia needs a dialog with EU on a practical level. To the EU-Russia Cooperation Action Plan should be included concrete events and projects and positive experiences where regional cooperation could be needed in the realisation EU-Russia cooperation. We are ready for the technical consultancy with EU concerning on convergence with European standards in the broadcasting field. Russian Federation has already acceded to a convention with Council of Europe on border zone television and

is planning on its ratification.” Sergey Kazansev, Deputy Director of the Legal Support and External Relations Department, Ministry of Culture and Mass Communications of the Russian Federation

“When we talk about EU-Russia cooperation, we are talking about the whole area of the EU and Russia, and this new form of cooperation is not a substitute but rather the settlement that is already going on. The cooperation will remain and will continue to give rise to very influential actions, such as you are achieving now within the Northern Dimension. We are trying to move a step forward talking about the cooperation amount union and all its 27 member states with the Russian Federation and avoiding fragmentation or re-enforced cooperation, which always leaves some partners aside and out of the process. It is our duty, as a Portuguese presidency, to be as inclusive as possible and launching a PPC, which shows a political will of all the involved bodies that are 27 Member States of EU, Russia and European Commission.” Patrícia Salvação Barreto, Director General for Planning, Strategy, Evaluation and International Relations, Ministry of Culture, Portugal

Conclusions of the Conference on the Northern Dimension and Culture in Kajaani

Representatives of the Nordic and Baltic countries, the Nordic Council of Ministers, the EU Presidency Portugal, the European Commission, the Russian Federation, the regional councils and different cultural organisations and networks activating and supporting cooperation in the field of culture convened in Kajaani on 8 and 9 October 2007.

The purpose of the conference was to continue the Kajaani Process by:

- assessing the need and prospects for establishing a Partnership on Culture in the framework of the renewed Northern Dimension,
- contributing to the Nordic Council of Ministers' strategy document Priority Area: Cultural cooperation with North-West Russia and

- contributing to the EU-Russia Cooperation Action Plan on Culture.

Conclusions of the Conference on the Northern Dimension and Culture in Kajaani

A mutual conclusion of the Conference was that more synergy is needed between EU Member States, Nordic countries and Russia when new strategies and priorities for cultural cooperation are developed and implemented.

A Northern Dimension Partnership on Culture is considered as an effective way to enhance cooperation in different sectors of arts and culture. The Partnership on Culture is regarded as a most useful instrument for cooperation and practical implementation of projects in the framework of Nordic-Russia as well as EU-Russia cultural cooperation, creating needed synergy and promoting economic growth in the region.

Proposals of the Conference on the Northern Dimension and Culture in Kajaani

The Northern Dimension and Partnership on Culture

1. The first task of the Kajaani Conference was to assess the need and prospects for a Northern Dimension Partnership on Culture. The participants of the Conference underlined the importance of regional cooperation in the field of culture. The Northern Dimension Partnership on Culture could provide means for strengthening such cooperation. The proposal of the Kajaani Conference is to start preparatory work on establishing a Northern Dimension Partnership on Culture by e.g. forming a working group with participation of relevant cultural authorities and actors in the Northern Dimension region with the task of preparing such a partnership, including its aims, structure and functioning.

Proposals and ideas concerning a Northern Dimension Partnership on Culture presented at the Kajaani Conference will be forwarded to the Northern Dimension bodies, the Steering Group and the Senior Officials Meeting.

**The Nordic Council of Ministers Priority
Area: Cultural cooperation with North-West
Russia**

2. The second task of the Kajaani Conference was to gather proposals from regional organisations and organisations activating cooperation in the field of culture and cultural networks for the Nordic Council of Ministers' strategy document Priority Area: Cultural cooperation with North-West Russia. Proposals concerning the role of these organisations and cooperation itself were put forward and welcomed by the Kajaani Conference and will be forwarded to the Nordic Council of Ministers' Secretariat.

**EU-Russia Cooperation Action plan on
Culture**

3. The third task of the Kajaani Conference on the Northern Dimension and Culture was to gather proposals from regional councils and organisations cooperating in the field of culture and cultural networks for the EU-Russia Cooperation Action Plan. Contributions received at the Kajaani Conference were considered as valuable input and will be forwarded to the EU-Russia Joint Working Group on Culture for further elaboration.

Joint statement of EU-Russia Permanent Partnership Council on Culture

Lisbon, 25th of October 2007

The first meeting of the EU-Russia Permanent Partnership Council on Culture was held in Lisbon on the 25th of October 2007.

At the meeting, the Russian Federation was represented by the Minister of Culture Alexander Sokolov.

The European Union was represented by Minister of Culture Isabel Pires de Lima of the current Presidency, Portugal, and by Commissioner Jan Figel' responsible for Education, Training, Culture and Youth and by the Head of the Sector for Promotion and International Cooperation of the Ministry of Culture, Tanja Orel-Sturm of the incoming Slovenian Presidency.

The participants highlighted the importance of a closer cultural cooperation between the EU and the Russian Federation that, in their view, could give an impetus to the further development of the EU-Russia strategic partnership.

The participants discussed the implementation of the cultural aspects of the EU-Russia Road Map on the Common Space of Research and Education, including Cultural Aspects. They highlighted the active and positive role played by the Finnish, German and Portuguese Presidencies of the European Union and the Russian Federation in the process of cultural cooperation between the EU and the Russian Federation and, in particular, by the Conference held on 18-19 September 2006 in Kajaani, Finland.

They expressed satisfaction at the advancement of the process of cultural cooperation through the establishment of an EU-Russia Joint Working Group (JWG) on Cultural Cooperation on 16 February 2007 and the adoption of its Terms of Reference, as well as at the meeting of the JWG in Brussels on 17 September 2007. On the basis of these achievements, the EU and the Russian Federation stressed their commitment to intensify cultural cooperation through a Culture Action Plan

and attain practical goals on a wide range of issues.

The parties agreed that the Culture Action Plan will be a flexible and dynamic instrument, regularly monitored and adapted by the JWG. It shall reflect a consensus of views on the principles of cultural cooperation between the Parties and, in particular, their joint intention to preserve and promote the diversity of cultural expressions.

The Parties agreed that the Culture Action Plan will serve as a tool to foster the regular exchange of information and views on issues that may have an impact on cultural and audiovisual cooperation and to hold technical consultations as appropriate. They also agreed to cooperate at relevant international fora, such as UNESCO and the Council of Europe, in order to defend common objectives and promote cultural diversity, especially through the appropriate existing conventions.

The EU and the Russian Federation emphasized the essential role of cultural operators and civil society as well as people to people contacts. The participants welcomed the holding of a high level conference in 2008 to promote contacts between EU and the Russian Federation cultural operators in the framework of the Culture Action Plan. The Parties have agreed to promote intercultural dialogue in all its dimensions, including the religious dimension.

Taking into account the importance of promoting people-to-people contacts, the EU and the Russian Federation agreed to make use of the relevant provisions of the Visa Facilitation Agreement to foster the mobility of persons participating in scientific, cultural and artistic activities.

The EU and the Russian Federation emphasized the complementarities between the cooperation already underway at bilateral or regional level, and the actions foreseen between the EU and the Russian Federation, as well as the expansion of areas of interest for cultural cooperation, including multilingualism.

The Parties agreed to convene the third meeting of the JWG at the invitation of the Russian Federation, to be held in December 2007.

Part 5

Presentation of the contributions with regard to the Northern Dimension Partnership on Culture within the Nordic and Northern Dimension Policies

Info Note by the Chair of the Nordic Council of Ministers of Culture (19.11.2007)

*Mr. Stefan Wallin
Finnish Minister of Culture and Sport*

Kajaani Conference on the Northern Dimension and Culture (8-9 Oct. 2007) and its proposals regarding a Northern Dimension Partnership on Culture

The Nordic Council of Ministers and the Finnish Ministry of Education organised an international Conference on the Northern Dimension and Culture in Kajaani, Finland, on 8-9 October 2007. The Conclusions of the Conference recommended that preparatory work be started on a Northern Dimension (ND) Partnership on Culture.

Background

As a part of the EU-Russia strategic partnership, the 2003 EU-Russia Summit in St Petersburg agreed on the Four Common Spaces to enhance cooperation between the EU and Russia in four different sectors. The Road Maps for their implementation were adopted at the Moscow Summit in 2005. The Fourth Road Map included sections on research, education and culture.

The new Northern Dimension basic documents, the Political Declaration and the Policy Framework Document, which were adopted between the EU, Russia, Norway and Iceland in Helsinki in November 2006, state that the Northern Dimension policy is a regional expression of the four EU-Russia common spaces. In the new Northern Dimension Policy Framework Document, research, education and culture form one of the priority sectors. The ND documents pledge support to the current ND partnerships and call upon authorities to look into the possibility of new partnerships.

The Framework Document also strengthens the role of the northern regional councils by making them participants in the new Northern Dimension policy. Close cultural cooperation is pursued by the five Nordic countries within the Nordic Council of Ministers. The NCM has i.a. adopted an action programme for cooperation with Northwestern Russia. Cultural cooperation is also conducted by the other northern regional councils, The Council of the Baltic Sea States, The Barents Euro-Arctic Council and the Arctic Council. In addition, there are several intergovernmental organizations in the northern regions working in the cultural field. There is obvious need for closer cooperation between the various regional actors. The Northern Dimension is a tool to add synergy to their work.

Kajaani Conference on the Northern Dimension and Culture

The Nordic Council of Ministers and the Finnish Ministry of Education organised an international Conference on the Northern Dimension and Culture in Kajaani on 8-9 October 2007. The conference convened a total of 70 participants including experts from the Nordic countries, the Baltic States and Russia, representatives of the northern regional councils and representatives of the Portuguese EU Presidency and the European Commission. The conference focused on the need and means to enhance efficiency and impact in cultural cooperation in the northern areas.

The Kajaani meeting discussed i.a. the possible contribution of various regional actors to the EU-Russia Cooperation Action Plan on Culture and to the cultural cooperation strategy of the Nordic Council of Ministers with North-west Russia. Moreover, the participants were asked to present their views regarding a possible ND Partnership on Culture.

The participants put forward concrete proposals both for the EU-Russia Cooperation Action Plan and the Nordic strategy document. The proposals will be compiled and forwarded to the EU-Russia Joint Working Group and the Secretariat of the Nordic Council of Ministers.

According to the views expressed at Kajaani, a Northern Dimension Partnership on Culture would bring important added value to cultural cooperation carried out by the regional councils and to the EU-Russia cooperation by making it possible to focus on financially effective, far-reaching projects. A ND Partnership on Culture could bring together cultural innovations and cultural heritage from Russia, the Nordic countries and the other countries around the Baltic Sea. Potential sources of financing could be the Nordic countries, the Nordic Council of Ministers, the Nordic Culture Fund, the Nordic information centre, other countries around the Baltic Sea and the European Commission. Also financing from the private sector could be envisaged.

The partnership would not compete with the

EU-Russia cultural cooperation, but complete it on regional level. The complementarity of the cooperation at bilateral and regional level, and the actions between the EU and the Russian Federation was also emphasized at the first meeting of the EU-Russia Permanent Partnership Council on Culture, held in Lisbon on 25 October 2007. (The Joint Statement enclosed.)

According to the Conclusions of the Kajaani meeting, a ND partnership could offer important means for regional cultural cooperation, which was considered vital. "The proposal of the Kajaani Conference is to start preparatory work on establishing a ND Partnership on Culture by e.g. forming a working group with participation of relevant cultural authorities and actors in the ND region with the task of preparing such a partnership, including its aims, structure and functioning." (The Conclusions enclosed.)

The follow-up of the Kajaani Conference

1. The ND Steering Group meeting in Reykjavik on 11 October 2007 received information of the results of the Kajaani Conference on a preliminary basis.
2. At their meeting on 31 October 2007, the Nordic Council of Ministers decided to set up an ad hoc working group to analyse the Kajaani results as regards for instance the ND Partnership on Culture.
3. The Nordic Council of Ministers will include this memorandum in the background materials of the Northern Dimension Senior Officials' Meeting (SOM) on 21 November 2007 in St Petersburg.
4. The Nordic Council of Ministers will present the results of the ad-hoc working group at a meeting of the ND Steering Group in spring 2008.

THE FIRST MEETING OF
THE RENEWED NORTHERN DIMENSION SENIOR OFFICIALS
(Saint-Petersburg, November 21, 2007)

CHAIRMAN'S CONCLUSIONS

The first meeting of the Senior Officials of the renewed Northern Dimension took place in Saint-Petersburg on the 21st of November 2007. The Russian Federation, as the host party chaired the meeting.

Delegations of the ND partners – the European Union, Iceland, Norway and the Russian Federation as well as representatives of the Regional Councils in the North, the International Financing Institutions and other institutions and bodies of the partners participated. USA took part in the meeting as observer.

The Senior Officials noted that the year, that had passed since the renewed Northern Dimension policy was launched at the Summit in Helsinki on the 24th of November 2006, witnessed its considerable intensification and growing interest towards the ND policy from local and regional authorities, IFIs, business-community, NGOs and other organizations of the civil society, universities and research centers.

The participants of the meeting took notice of the information of the NIB as the Chair of the Steering Group of the Northern Dimension Environmental Partnership and the EBRD as the manager of the NDEP Special Fund on the activities of the Partnership. The positive steps in disbursements and management of the NDEP projects were welcomed. The participants of the meeting expressed their hope that it would permit the Special Fund donors and contributors to take in the nearest future necessary decisions on their replenishments to the Fund.

The participants of the meeting took notice of the information of the Norwegian Presidency of the ND Partnership in Public Health and Social Well-being. They welcomed the steps to intensify the activity of the Partnership, i.a. launching of the electronic data-base and the project pipeline. The ND Senior Officials asked the governing bodies of the Partnership to intensify their efforts to reach an agreement on the Secretariat legal status which will make it independent

and more effective. They also expressed the appreciation of the support which the CBSS provided to the Partnership Secretariat.

Having discussed the information of the NIB concerning the possible establishment of the ND Partnership on Transport and Logistics, the participants of the meeting noted that the existing interest of the IFIs can provide a good basis for the successful cooperation in this area. At the same time a thorough preparation will be needed before starting such a Partnership, in particular in terms of coordination with the agreed transport corridors, criteria for project selection and existing formats of cooperation, including the Russia-EU Transport Dialogue.

The Senior Officials instructed the ND Steering Group to set up a working group in order to study the possibilities of creating the new ND Partnership on Transport and Logistics. The WG will consist of experts designated by the ND partners and the interested IFIs, in particular the NIB. Independent experts can also be invited. The WG will hold its first meeting before the end of 2007 or early 2008. Its conclusions will be reported to the first ministerial meeting of the renewed ND due to take place in 2008, with the aim to take a decision on the feasibility of the new Partnership.

The Senior Officials noted the information of the Nordic Council of Ministers on the results of the Conference “Northern Dimension and Culture” (8-9 October 2007, Kajaani, Finland) that showed a considerable potential for the development of the cultural cooperation in the area of the Northern Dimension, and instructed the ND Steering Group to discuss at its nearest meeting together with the NCM the perspectives of such cooperation in the ND framework including the possibility to create a Partnership.

Energy efficiency and the use of renewable energy were also recognized as a promising direction of cooperation in the Northern Dimension, which will be further studied in the framework of the ND Steering Group. It was noted that the ND partners already cooperated in these fields on a bilateral basis and also in the framework of the BEAC. The ND cooperation should therefore be complementary and developed in coordination with the existing cooperation structures. The

possibility was discussed that projects in this sphere could be realized in the NDEP framework.

The Senior Officials discussed with the representatives of the Saint-Petersburg State University and the Lappeenranta University of Technology the perspectives of the realization of the idea of a ND Institute. The study of this project will be continued together with Icelandic, Norwegian and other interested universities of the region.

The participants of the meeting exchanged views on other possible areas of cooperation in the framework of the Northern Dimension including science and research, education, youth exchanges, cross-border cooperation and the role of the sub-regional and local actors.

The European Union, Iceland and Norway took note of the Russian proposal and the kind invitation of the City of Saint-Petersburg to convene the first Ministerial Meeting of the renewed Northern Dimension in Saint-Petersburg in autumn 2008. This issue will be decided in the framework of the ND Steering Group.

The participants of the meeting instructed the ND Steering Group to continue to study the development of information tools for the ND, including the feasibility of a joint web-site of the partners.

**THE FIRST MINISTERIAL MEETING
OF THE RENEWED NORTHERN DIMENSION
(Saint-Petersburg, October 28, 2008)**

JOINT STATEMENT

The first Ministerial meeting of the renewed Northern Dimension took place in Saint-Petersburg on the 28th of October, 2008. The Russian Federation, as the host party chaired the meeting.

The meeting took place with the participation of the four Partners at Foreign Minister or equivalent level of the European Union Member States/Commission, Iceland, Norway and the Russian Federation. Also representatives of the Regional Councils in the North, the International Financial Institutions (IFI) and other institutions and bodies participated. Representatives of the USA and Canada took part in the meeting as observers.

The Ministers took note of the Conclusions of the first Meeting of the ND Senior Officials (Saint-Petersburg, November 21, 2007) and the Progress Report submitted by the ND Steering Group.

They particularly noted that the period, which had passed since the renewed Northern Dimension policy was launched at the Summit in Helsinki on the 24th of November 2006, witnessed considerable intensification of the Northern Dimension policy and growing interest towards it from local and regional authorities, IFIs, the business community, NGOs and other organizations of the civil society, universities and research centers. The Northern Dimension being a regional expression of the EU-Russia Four Common Spaces with full participation of Norway and Iceland has become an efficient political tool for the implementation of the four road maps in matters relevant to the Northern Dimension area.

The Ministers expressed their satisfaction with the level of cooperation between the Northern Dimension and the four Regional Councils in the North: the Barents Euro-Arctic Council (BEAC), the Council of the Baltic Sea States (CBSS), the Nordic Council of Ministers (NCM) and the Arctic Council (AC).

There was general agreement that current funding mechanisms for the ND work well. Co-financing should continue to be the rule for the renewed ND policy. The International Financial Institutions continue their roles as major lenders in the region. The Ministers underlined the importance of the joint Cross-Border Cooperation programmes as among the main instruments of the practical implementation of the Northern Dimension policy.

The Ministers took note of the information of the European Bank for Reconstruction and Development (EBRD) as the Chair of the Steering Group of the Northern Dimension Environmental Partnership (NDEP) and as the manager of the NDEP Support Fund on the activities of the Partnership. The positive steps in disbursements, management and implementation of the NDEP projects were noted. The Ministers expressed their hope that the replenishments recently made by the donors and contributors to the Fund would result in successful accomplishment of the on-going projects and that new projects would soon be added to the NDEP project portfolio.

The Ministers acknowledged the work carried out since the Senior Officials meeting in St. Petersburg in 2007 on how energy efficiency could be fostered by the Northern Dimension and encouraged further ways for the ND to facilitate progress in this area.

The Ministers took note of the report of the Norwegian Presidency of the ND Partnership in Public Health and Social Well-being (NDPHS). They welcomed the steps which have been undertaken to intensify the activity, visibility and effectiveness of the Partnership, including the launching of the project and publications data-base and the creation of a 'project pipeline', which matches donors with project ideas. The participants of the meeting welcomed the measures undertaken by the governing bodies of the Partnership to reach an agreement on the legal status of the NDPHS Secretariat which would make it independent. In particular, the decision reached at the latest meeting of the NDPHS Committee of Senior Representatives, aimed at further reinforcing the Partnership was praised by the Ministers. In this regard, they underlined the importance of continued efforts to deliver concrete results based on the principle of co-financing from the ND Partners. Finally, they expressed the appreciation of the support which the CBSS provided to the Partnership Secretariat and welcomed the substantial contributions that have recently been made toward the NDPHS activities.

The Ministers made a decision to establish the Northern Dimension Partnership on Transport and Logistics (NDTLP), based on the recommendation of the ND Steering Group and the conclusions of the *ad-hoc* working group of experts.

The main goal of the new Partnership will be to improve, in compliance with the ecological needs of the region, the major transport connections and logistics between the ND Partners to stimulate sustainable economic growth at the local/regional and global level by focusing on a limited number of priorities that reflect both ND regional and national priorities in a balanced way. The participants of the meeting noted the importance of IFIs in the new Partnership. The Ministers instructed the ND Steering Group to convene a Preparatory Committee to finalize the organizational structure and other remaining work of the NDTLP with the aim to make it operational as of 1 January 2010.

The Ministers emphasized the considerable potential for cultural cooperation in the area of the Northern Dimension. They appreciated the contribution by the Nordic Council of Ministers into the ongoing discussion on perspectives of such cooperation in the ND framework including the possibility to create a Partnership. They instructed the ND Steering Group to set up an *ad-hoc* expert group to examine the issue and to assess the feasibility of such a Partnership. The conclusions are to be reported to the next meeting of the ND Senior Officials that will be convened in the second half of 2009.

The Ministers took note of the ongoing work within the EU to create an EU Strategy for the Baltic Sea Region and underlined the importance that the Northern Dimension can play i.a. in terms of information sharing and transparency of the process.

The Ministers also underlined the growing importance of the Arctic Region and instructed the Steering Group to consider further ways in how the Northern Dimension could contribute.

The Ministers acknowledged the importance of sub-regional and sub-state cooperation between local and regional entities and actors. The fostering of direct links and contacts between these actors should be further encouraged.

The Ministerial Meeting concluded that the successful re-launching of the Northern Dimension policy has shown that through co-ownership constructive cooperation is possible on a range of projects producing benefit to citizens of the Partners and that the ND retains much potential for future development.

REPORT:

Why establishing a Northern Dimension Partnership on Culture is desirable

2.12.2008

Proposal from The Nordic Policy Group

Introduction

The Nordic Council of Ministers of Culture informed the Northern Dimension Senior Officials Meeting by letter on 24 November 2007 and the Steering Group on 26 May 2008 of its intention to study the desirability of initiating a Northern Dimension Partnership on Culture. A study has been made by the NCM working group – Nordic Policy Group for Northern Dimension's Partnership on Culture - consisting of representatives of the five Nordic countries and the Nordic Investment Bank (NIB). The working group submitted its draft report to the Northern Dimension Steering Group for its consideration at its next meeting on September 23. The report was then presented to the First Ministerial Meeting of the Renewed Northern Dimension on October 28 and to the Nordic Ministers of Culture at their meeting on October 29, 2008. The Ministers for the Renewed Northern Dimension emphasized the considerable potential for cultural co-operation in the area of the Northern Dimension and decided to set up an ad-hoc expert group to examine the issue and to assess the feasibility of such a Partnership. The conclusions are to be reported to the next ministerial meeting of

the ND Senior Officials that will be convened in the second half of 2009. This report is the contribution of the Nordic Policy Group to the work of the ad-hoc expert group.

A summary of findings and recommendations

- The significance of the creative economy as a development factor in national economies has been established in many reviews and studies over the past years. Gradually the national and international statistical systems have been able to include these sectors in the national accounts, enhancing their visibility. In the ND countries, culture is largely publicly financed. In recent years states have sought means of encouraging cultural actors to diversify their earnings logic and look for funding on the market. Studies show that culture is an important factor in employment and that demand for cultural products and services is growing, which increases the need to jointly promote measures relating to the product development of culture in the Northern Regions towards the development of the creative economy.
- It is difficult for cultural products and services of a single country in the Northern Dimension area to get a foothold in the tough competitive market overseas. The creation of an interesting international brand - Northern Art and Culture - with the help of successful products would make it possible to multiply current international interest in the Northern Dimension Region and create links between cultural and economic life. It would also increase the visibility

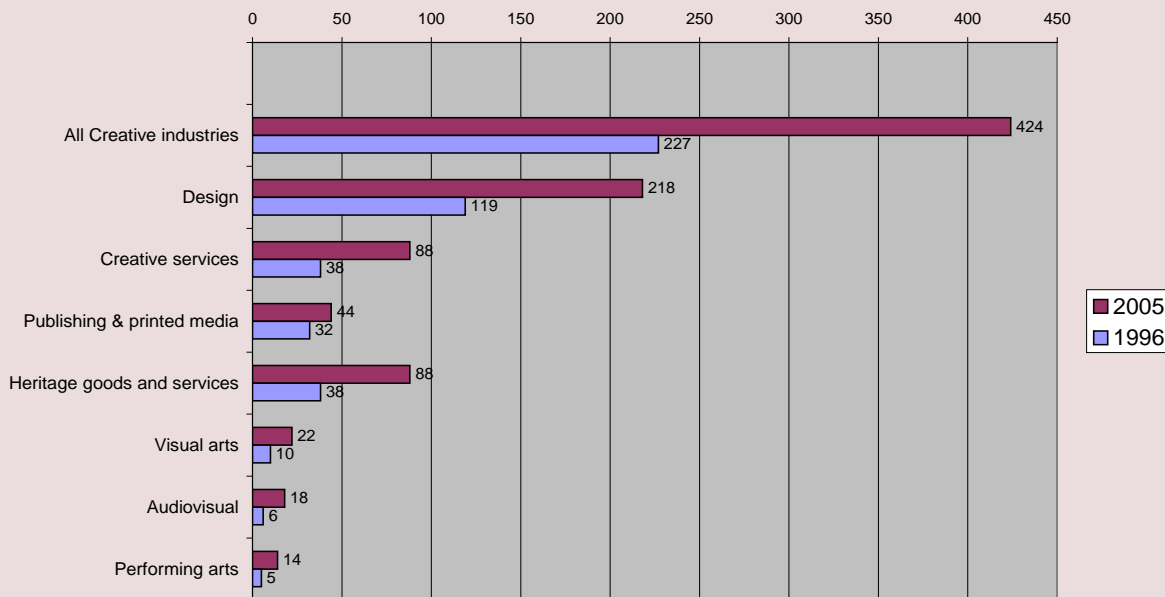
of the region's cultural diversity. Possible Partnership on Culture projects would build an image of an interesting creative economy region in the international marketplace, which in turn could attract international investment and stimulate sustainability in the Northern Dimension Region.

- In order to develop the production of cultural products and services in the Northern Dimension area, it is important to enhance dialogue between the different economic and cultural stakeholders and put in place efficient co-operation structures with a view to creating and financing important and effective projects where a mutual interest is identified.
- The growth in demand for creative products is strong in the domestic and international markets. A Partnership on Culture would make for production based on client-driven demand that is not within the resources of a single country/partner group. Synergies of this type could for instance be achieved in the fields of cultural tourism, cultural and leisure industries.
- The Northern Dimension Partnership on Culture

could be developed into an instrument that would provide a practicable answer to the development of income-generating projects in the cultural industries of the creative economy.

- A Northern Dimension Partnership on Culture could be developed into a practical instrument that would promote co-operation between the various regional councils, remove overlapping and supplement the efforts of national authorities.
- The added value of a possible Northern Dimension Partnership on Culture would be a new, multi-source financing system for cultural industries. Without an official Partnership on Culture structure and the legitimacy it brings, it would hardly be possible to mobilise equally diversified public-private funding cooperation in the Northern Dimension area.
- The NCM working group concludes that establishing a Northern Dimension Partnership on Culture would be highly desirable and recommends that a Northern Dimension ad-hoc expert group carries out a thorough analysis of the feasibility of a partnership on culture in dialogue with the relevant cultural operators in the ND-area.

Evolution of world exports of creative goods and services, 1996–2005 (in billions of \$)



Source: Creative Economy Report 2008 United Nations UNCTAD 2009, p. 107

Culture plays a growing role in economic development and in employment

Prospects for the creative economy in the world economy

Over the past years the creative economy has been acknowledged to constitute a dynamic development factor in national economies. This outlook is based on a number of studies on the growing economic impact of culture and three newly published statistical reviews. The European Union published the *Cultural Statistics* review in 2007. In 2008 the European Commission published *The Economy of Culture in Europe*, commissioned from KEA European Affairs, and the United Nations its *Creative Economy Report 2008*. Various countries have also begun to compile statistics on the role of the creative economy and culture in their national economies.

According to the UN report, the cultural industries represent 3.4% of the world trade and are one of the most dynamically growing sectors worldwide. The exports of creative products and services amounted to \$ 424.4 billion, with an annual growth of 8.7% in 2000-2005. Over the ten-year period 1996-2005 the annual growth was 6.1%.

Prospects for the creative economy and culture in Europe

Education in art and culture is largest in countries with the highest standard of living. For instance in the United Kingdom, 6.5% of the whole student population study different forms of art. Similarly, in the Northern Dimension countries students of the humanities, arts, architecture and building, and journalism and communications represent a relatively large proportion of all students.

In 2005 the cultural sector provided jobs for some five million people in the EU-27 countries, which makes around 2.4% of the employed. As concerns the ND countries, the Nordic and the Baltic countries rate above this average.

Cultural employment in total employment, 2005 (1000s)

Country	Cultural	Total	%
DK	82.4	2 737	3.0
FI	79.3	2 418	3.3
IS	3.3	157	3.8
NO	48.0	2 212	2.2
SE	153.5	4 357	3.5
EE	19.2	609	3.2
LT	36.3	1 453	2.5
LV	27.5	1 028	2.7
PL	231.3	13 947	1.7
DE	1 003.9	36 179	2.8
EU-27	4 940.3	208 945	2.4

Source: Eurostat, Cultural statistics 2007, p. 54

Due to their labour intensity, the cultural and cultural industries are important employers in the European countries. On the whole, enterprises in this sector are small and medium sized and self-employment is common.

Cultural consumption is generally estimated to grow, and it appears that the faster the economic growth, the faster is the rate of growth in cultural consumption. Towards the end of the 1990s, household cultural expenditure in the EU ranged from 2.7% in Greece and Latvia to 5.8% in Sweden and Denmark, the average being 4.5%

Average annual cultural expenditure per household, 1999 (EUR, PPS and as % of total expenditure)

Country	Consumption expenditure: Total/€	Consumption expenditure: Culture/€	Share of cultural consumption expenditure (%)	Cultural consumption expenditure /PP
DK	29 255	1 695	5.8	1 358
FI	21 571	1 106	5.1	934
SE	28 883	1 608	5.6	1 207
EE	4 287	184	4.3	336
LT	4 419	119	2.7	271
LV	4 890	195	4.0	427
PL	6 010	243	4.1	461
DE	25 228	1 374	5.4	1 284
EU-15	25 114e	1 124e	4.5e	1 076e

e= Estimate

Source: Eurostat, Cultural statistics 2007, p. 126

The economic significance of the cultural sector is largely due to growing cultural consumption. Growing cultural consumption increases demand for both domestic and imported cultural products and services. Cultural products are real and potential export articles. Success in exportation has a positive effect on the trade balance. In the Northern Dimension area, the balance of trade in culture is for the most part strongly negative.

All in all, the role of the cultural industries has been growing in the European economy, and statistical comparisons show that it indeed has a surprisingly important role in the development of national economies. In its report, KEA European Affairs notes that "While the cultural & creative sector in Europe generated over EUR 654 billion during 2003, the turnover of the car manufacturing industry in 2001 was EUR 271 billion and the turnover generated by Information and Communication Technology manufacturers was EUR 541 billion in 2003 (EU-15 figures). Thus, the cultural industries and culture are a decisive factor in the growth of national wealth." (pp. 67-68)

Table 5: Contribution of the European cultural & creative sector to the European growth

Country	Average turnover growth (1999-2003)	Growth in value added to European GDP (1999-2003)
DK	2.7%	-1.9%
FI	7.1%	11.1%
IS	8.3%	4.1%
NO	4.8%	3.8%
SE	7.8%	2.6%
EE	11.5%	9.1%
LT	5.1%	67.8%
LV	7.7%	17.0%
PL	6.1%	13.0%
DE	4.9%	6.6%
EU-25	5.4%	6.6%
Total30 Countries	8.1%	12.3%

Source: KEA European Affairs, The Economy of Culture in Europe 2008, p. 69

According to the programme of Culture in Russia 2006-2010 (http://fcpkultura.ru/fcp_realization/plan/effekt.php), one of the aims is to develop national cultural production and to enable its entering onto world marketplace. The Guidelines and Action plan for the National Policy in the Sphere of Culture and Mass Communication in the Russian Federation until 2015 notes that the implementation of the guidelines is based on a strategic partnership of the state, society and business. (Russian Federation Government; No. RMF-P44-2462 of June 1, 2006).

The growth in the national economies of the Northern Dimension area is fairly rapid, in some countries exceptionally rapid. The region represents a huge market for creative economy products. In Finland, Sweden and Denmark, the sector is clearly more important in terms of both employment and the GDP than in the EU on average. The balance of trade in the region is negative: cultural products and services are imported in larger numbers than exported. The balance of trade in this sector has taken a negative turn in the Nordic countries and in Russia over the past years. At the same time, cultural consumption is growing in the region.

Basis for a Northern Dimension Partnership on Culture

Cultural cooperation, production cooperation and mobility are supported in the Northern Dimension area

Each of the Northern Dimension countries has developed its own solution to promoting culture and cultural production. Producing competitive products (e.g. paintings, CDs) and services (e.g. concerts, library services) demands a great deal. Accomplishing artistic maturity and a high standard demands long-term development with solid pedagogic support from an early age onwards.

Apart from individual artistic competence, art life requires institutions to exist and to develop. Art and culture are seen as indispensable components of national identity and therefore countries invest

a great deal of public money in maintaining and supporting national cultural institutions (theatres, museums, orchestras) and art organisations.

With growing internationalisation, investments are also made in artist's mobility and cooperation. The European Union supports cultural cooperation and artist's mobility through its cultural and audiovisual programmes. Similarly, the Nordic Council of Ministers allocates a significant amount of funds in support of art and culture (some 22,4 million EUR in 2008).

The Nordic Council of Ministers has also launched a new cross-sectoral 3-year initiative concentrating on cultural industries. A Nordic policy working group, KreaNord, was established in June 2008 and it coordinates further Nordic activities in the frame work of the creative economy in the forthcoming 3-years period.

In its guidelines until 2015 the Russian Federation develops Russia's further integration into the global cultural process and aims at building an image abroad. The policy is motivated by the need for preserving its national cultural identity under globalisation. According to the guidelines, the most promising lines of work in this context are: cooperation with CIS countries; communication with the European Union and the Council of Europe. This cooperation will rely on the implementation of the fourth "roadmap" for the Common Science and Education Space, including cultural aspects, and the establishment of the Russia—EU permanent partnership in/ of culture; development and utilisation of state-of-the-art information technologies cooperation with influential international organisations, such as UNESCO, the Shanghai Cooperation Organisation, the ARS Baltica, participation in the Conference of Ministers of Culture in the Barents Euro-Arctic Region, in the Program of the Northern Dimension, as well as the European Audiovisual Observatory and the Worldwide Cultural Heritage Network; taking part in the development of the strategy of the Russian information society; and cooperation within the framework of the Forum of Slavic Cultures in the popularisation of Russian culture,

the preservation of tangible and intangible cultural heritage, and the maintenance of cultural diversity.

There are a number of intergovernmental organs in the Northern Dimension area, such as the Arctic Council, the Council of the Baltic Sea States, the Barents Council and the Nordic Council of Ministers. One of their tasks is to enhance cultural interaction.

In the Northern Dimension area there is a varied and rich cultural co-operation that is funded from a wide range of sources. At the request of the Nordic Policy Group, the Institute for Russia and Eastern Europe (Helsinki) surveyed projects implemented in recent years and their financing sources.

The Institute identified 56 projects fulfilling Northern Dimension tentative co-operation criteria, namely that the projects are not typical bilateral or Nordic projects inasmuch as they involve partners from more than one area or region. The survey also included joint cultural projects from the Baltic Sea Region (Nordic countries, Baltic countries and Russia). Only projects that had funding of a minimum of DKK 50,000 were included. The survey was extended in the autumn of 2008 by a consultant who established new criteria to include more projects. The results of this mapping can be requested from the Institute of Russia and Eastern Europe.

Altogether 11 public funding channels available in the Northern Dimension area were identified. In addition, there are countless private funds, sponsorship possibilities and grants available in individual countries.

The initial survey, which needs to be followed up, shows that countries, intergovernmental cultural bodies and foundations in the Northern Dimension area invest in national cultures and inter-cultural cooperation in particular. It is however evident that the cooperation projects are inevitably somewhat diffuse, random and too small in scale to have appreciable wide-scale impact.

Overall, we can note that cultural co-operation has grown between cultural actors in the Northern Dimension area and that the desire and need to cooperate exist. There are also various sources of financing on offer. The problem is that the projects

are usually one-off and their impact therefore sporadic. The process of applying for funding from various sources is especially difficult, and the sums are modest. As there is no coordination of the support systems, overlapping is prevalent.

Creating efficient projects of robust cultural and economic impact requires enhanced coordination between those undertaking projects and those financing them. The cultural sector is generally financed through different national and multinational programmes in the public sector. Private and market funding is not a common practice in the northern regions. As the publicly funded support programmes are strictly circumscribed by programme policy, they have proved to be of modest help in multilateral cooperation with funding from various sources.

In order to develop the production of cultural products and services in the Northern Dimension area, it is indispensable to enhance dialogue and put in place efficient co-operation structures with a view to creating and financing important and effective projects.

Favourable conditions need to be created for economically effectual cultural production in the northern regions

Many states in the Northern Dimension area have art support schemes that are mainly publicly funded. National art institutions, art education institutes and artist grant schemes are primarily funded with subsidies from the central and local governments.

Ever since the 1990s, several countries, their national economies faced with fluctuating conditions, have found it increasingly difficult to find the public money needed to support the expanding cultural system. The economy and earnings logic of culture have to be diversified.

Hitherto, however, the know-how of cultural actors and institutions in acquiring financing has not been the best possible. Efforts have been made to solve the problem for instance by means of an increased supply of arts management training. For instance the municipal Institute for Cultural Programmes in St Petersburg has together with the

EU-countries organised management training with the contribution of Tacis-funding. The EU and Nordic Countries have supported the organising of management training in their areas.

The job description of an artist has not traditionally included entrepreneurship or business activity, although cultural products and services are predominantly made for sale. Client-driven production and marketing are not always highly developed.

In view of the huge potential for cultural production residing in the artists and cultural institutions of the Northern Dimension area, it would seem that the basic conditions for economically effectual product development and access to the international marketplace exist. However, competence in marketing could be improved. This can be seen in the modest capacity for developing projects which have sufficiently advanced business plans and which are thereby bankable and of interest to private market financiers or to public and private co-funding.

The Northern Dimension area has cultural networks

The Northern Dimension area has several art and culture networks in different sectors and regions and they are financed from a variety of sources.

The Nordic Council of Ministers overhauled the Nordic culture activity structure in 2007 by reorganising the programme for advancing cultural projects and the mobility and artist-in-residence programmes. Estonia, Latvia and Lithuania have agreed to join the mobility programme as of 2009. In addition, the Council has a Knowledge Building and Networking Programme for co-operation with Northwest Russia which is designed to serve as seed money to initiate new co-operation activities with the aim of enhancing sustainable and long-term partnerships in different sectors, such as culture, business, education and research. The North-West Russian regional cultural councils are involved in development work of the programme.

In the Russian cultural policy, the basic trends until 2015 are: the preservation and development

of Russia's common cultural and information space; the preservation and development of the multinational cultural heritage of the peoples of Russia; the perfection of the national system of art education and science; and further integration of Russia into the global cultural process and its image building the world over.

The Barents Euro-Arctic Council's Joint Working Group on Culture adopted new structures in 2007. The Council has prepared a second culture action programme for 2008-2010.

The Monitoring Group on Cultural Heritage operating under the Council of the Baltic Sea States (CBSS) has four working groups. The networks between artists are developed by Ars Baltica. Currently the CBSS is being reformed and a new efficacious structure of cultural co-operation is needed. This issue was discussed and related decisions were made by Cultural Ministers at their meeting in Riga on 16 and 17 October 2008.

Within the Arctic Council, cultural co-operation primarily focuses on strengthening local indigenous cultures. The cultural ministers of the Arctic Council held their first Conference in Hanti-Mansinsk in January 2006.

These intergovernmental regional councils have no mechanisms for co-operating with other cultural networks. With the exception of Nordic co-operation, the activities have no permanent funding base of their own. The networks and their activities acquire their funding from different sources, which often causes overlapping and unnecessary administrative work, which is often unproductive.

Should the Northern Dimension Partnership on Culture be established, it would be worthwhile to consider enhancing cultural networks and co-operation in the area above all by increasing and developing financial advisory services.

The cultural co-operation and administration of the Regional Councils, within the Northern Dimension Area, is being renewed. Especially important would be to find through cooperative partnerships synergic advantages to avoid overlapping and develop financing mechanisms to support cultural projects.

Desirability of a Northern Dimension Partnership on Culture

Examples of the themes of projects in possible Northern Dimension Partnership on Culture

The NCM working group has identified the following potential areas for partnership projects:

The audiovisual and film industry

In the Nordic countries the film industry already has a long-standing co-operation and partnership in production and recording that is financed by the Nordic Film and TV Fund, among others. In Russia, the development of domestic cinema is the backbone of mass access to the benefits of culture. In this connection, according to the Guidelines until 2015, Russia must perfect the mechanism of government support of national film production and release as well as step up film production by increasing the proportion of extra budgetary funds. As a new production area, the Northern Dimension area could market itself and its technological know-how on the global marketplace through the network of film commissions. The fluctuation of seasons and unique landscapes are marketable features and could be a substantial asset to the Northern Dimension Partnership on Culture, as well as to the film-industry infrastructure. The rapid growth of the computer games industry and so-called edutainment can be utilised pedagogically when developing for instance information for public services and developing artistic contents.

Possible contents within this sector could be: the development of the networks of audiovisual studios based on client demands; the development of the film commissions network to enhance their ability in entering the global film industry platform; a creation of a multimedia based game in teaching the public the cultural and art history of the Northern Dimension countries; the development of the Nordic Games digitalisation and advancement on the market globally; to develop a regional resource and infrastructure company that accommodates the needs and demands in the market for feature film

and TV production, and further develop networks with educational institutions. The development of cultural tourism in relation to for instance film festivals in specific locations.

The music business

The audio field, which is in constant motion and change at the global level, owes to the advances in the digitisation of recordings and distribution. The business structure is developing towards more live concerts and a greater demand for concert tours. The Northern Dimension Partnership on Culture could provide the music industry with a platform for penetrating the international market place. In addition, the classical music business and institutions have a great deal of potential. In this area, cooperation is important and a future area of development.

Possible contents within this sector could be: the creation of networks between opera houses in the Northern Dimension countries and their united global marketing; the creation of cultural travel networks between Opera houses or music festivals; the development of the music industries products accessibility and distribution globally through for instance digitation.

The visual arts business

Especially in the past years, the visual arts have become an area of interest for investors and the public, and the trade in art moves billions of euros in the international market. The Nordic markets are not yet recognised on the global level, with the exception of a few artists, but has great potential. Art created in the Northern Dimension area would interest the public, local consumers in particular, if there were a structured, modern framework for marketing it. As an example, art from the Northern Dimension area, excluding northern Germany, has an average representation of 1.5% in international art fairs, although production is large and the Northern Dimension area is recognised as having high quality. This is an area that could be very bankable and financially rewarding.

Possible contents within this sector could be: the development of the home and international

markets through productivisation of art objects, ie. marketing art works and making them available to be purchased; the development of the primary market place (galleries) in their networks, co-work with international galleries, their cooperation with museums, co-efforts in touring exhibitions, and developing new client sectors by thinking outside of the box; the development of the secondary market place (auctions) through useful mechanisms available to enter the global markets, developing the auction structure, using marketing tools available, and developing production companies with international experience and expertise.

Enhancing cultural tourism

The rich cultural heritage and modern culture arouse international interest, which also mobilises large numbers of tourists within and outside the Northern Dimension area. A common situation is that the culture and travel industry has not yet been able to develop suitable, clear packages to offer to clients. The development of this industry would greatly benefit from a ND Partnership on Culture.

Possible contents within this sector could be: routes and tours developed and marketed to the global audience, such as a UNESCO World Heritage Route marketed to an international audience adding an educational section to it, A route touring the Barents Sea, festival-hopping, the Baltic Sea cultural heritage tours.

Projects to be implemented within the possible Partnership on Culture should concentrate on economically feasible creative industry projects. The growth in demand for creative products is strong in the domestic and international markets. A Partnership on Culture would make for production based on client-driven demand that is not within the resources of a single country/partner group.

Added value generated by possible Northern Dimension Partnership on Culture

A special strength and added value of a possible Northern Dimension Partnership on Culture would be collaboration between the cultural sectors of the Nordic countries, the Baltic Sea Region and NW

Russia in creating and carrying out economically effectual projects. As was noted above, current national promotion schemes, intergovernmental programmes and the funding structures available do not make it possible to create major products of great economic impact.

Major economically effectual projects which would enhance the competitiveness of the products of the Northern Dimension area in the global market require a significant increase in the size of the projects and a diversified financing system.

By pooling the cultural knowledge potential in the Nordic countries, the Baltic Sea Region and NW Russia and linking it with strong economic expertise, it is possible to achieve services and products that enhance the access of people in the Northern Dimension area to cultural services, increase cultural supply and also improve quality and attractiveness.

Proposal for a tentative structure of the possible Northern Dimension Partnership on Culture

If the stated purpose of the Partnership on Culture is to achieve projects with an economic impact in the Northern Dimension area, the administrative structure of the partnership should serve this primary purpose. Since there are already a large number of cultural cooperation policy organs in the area, it would not be expedient to assign general art and cultural policy tasks to the structure. The assignment should focus on identifying and ascertaining the economic feasibility of the projects and enhancing the mobilization of financing.

Based on the experience from i.a. the Northern Dimension Environmental Partnership, the Partnership on Culture could have the following structure (see the figure below):

The Northern Dimension Cultural Partners (Iceland, Norway, the EU and Russia) would appoint an expert body (Cultural Steering Group), which would analyse the partnership projects submitted to it with regard to their cultural relevance and overall economic impact. The projects would be presented to the Steering Group

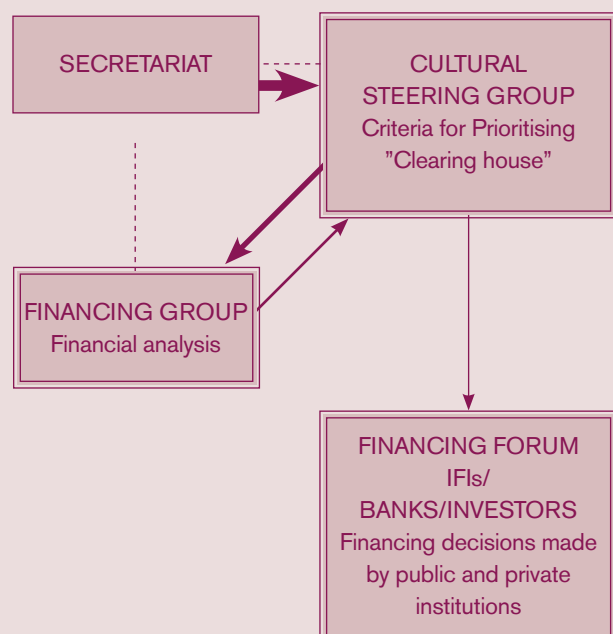
by a Secretariat to be set up for the preparation, coordination and monitoring of partnership matters.

A project that passes the cultural relevance analysis would then be subjected to the scrutiny of financial analysts, working by order and for account of the Secretariat. Based on an assessment of the project business plan, the analysts would evaluate whether the project is ready for financing as such, whether the business plan needs to be further developed or whether the project is ineligible for external financing (apart from grants).

Projects endorsed by the financial analysts would be offered to financing organisations and institutions. The Steering Group would decide together with the project participants which financing organisations to approach. The Steering Group could also from time to time invite a group of financial institutions to a financing forum. The financiers would in due course, applying their respective criteria, decide what project or what section of a project on offer they would be prepared to finance.

To date, there is no corresponding evaluation and financing system in the cultural sector.

A tentative Northern Dimension Partnership on Culture (NDCP) Structure



ПРИЧИНЫ ЖЕЛАТЕЛЬНОСТИ УЧРЕЖДЕНИЯ ПАРТНЕРСТВА СЕВЕРНОГО ИЗМЕРЕНИЯ В ОБЛАСТИ КУЛЬТУРЫ

Отчет рабочей группы Министров культуры Совета Министров Северных стран

Министры культуры Совета министров Северных стран в письме от 24 ноября 2007 года проинформировали Совецание старших должностных лиц Северного измерения, и в письме от 26 мая 2008 года проинформировали Координационную группу Северного измерения о своих намерениях изучить вопрос желательности создания Культурного партнерства Северного измерения. Вопрос был изучен рабочей группой Совета министров Северных стран - Группой по разработке политики Северных стран в области Культурного партнерства Северного измерения, в состав которой входили представители пяти Северных стран и Северного инвестиционного банка (Nordic Investment Bank, NIB). Рабочая группа подготовила настоящий проект отчета для рассмотрения Координационной группой Северного измерения на совещании 23 сентября 2008 года. Далее отчет был представлен первому Совецанию министров обновленной политики Северного измерения 28 октября 2008 года и министрам культуры Северных стран на совещании 29 октября 2008 года. Министры обновленной политики Северного измерения приняли отчет и подчеркнули значительный потенциал сотрудничества в области культуры в странах Северного измерения и решили организовать

временную экспертную группу для детального рассмотрения вопроса и оценки целесообразности учреждения Культурного партнерства. Выводы будут представлены следующему Совецанию старших должностных лиц Северного измерения, которое состоится во второй половине 2009 года. Настоящий отчет рабочей группы Совета министров Северных стран является вкладом в работу временной экспертной группой в рамках Северного измерения.

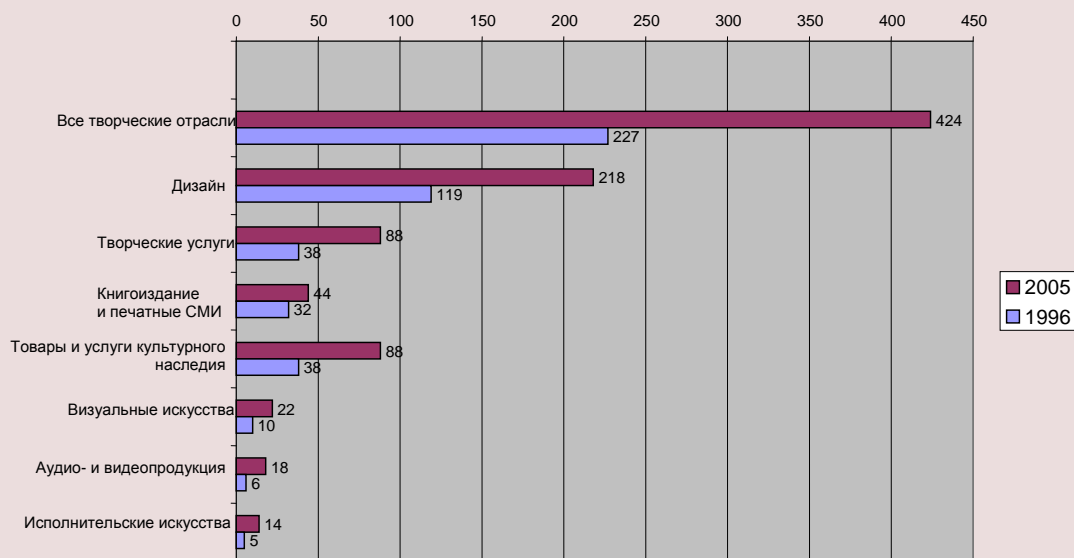
Резюме фактов и рекомендаций

- Значимость творческих отраслей в качестве фактора развития национальных экономик подчеркивалась в выводах многих исследований и обзоров, проведенных за последние годы. Национальные и мировые статистические организации стали все более полно включать эти отрасли в обзоры национальных экономик, что делает их значимость все более очевидной. В странах Северного измерения культура в основном финансируется из бюджетных источников. За последние годы правительства этих стран активно искали пути к обеспечению финансирования культурных проектов и организаций из различных рыночных источников. Исследования показывают, что культура является значительным фактором обеспечения трудовой занятости, а спрос на культурную продукцию и услуги постоянно растет, что еще более увеличивает потребность в совместном решении вопросов разработки культурной продукции

в Северных странах с целью дальнейшего развития творческих отраслей экономики.

- Культурной продукции и услуг, созданным в отдельных странах Северного измерения, очень трудно пробиться на высококонкурентные мировые рынки. Создание привлекательного глобального бренда – «Северное искусство и культура» – с помощью продукции, получившей всемирное признание, позволит и далее поддерживать общий интерес всего мира к странам Северного измерения и создать тесную взаимосвязь между культурой и экономикой. Это также будет способствовать особому вниманию всего мира к культурному разнообразию данного региона. Возможные проекты Культурного партнерства создадут региону образ активно творчески и экономически развивающегося сообщества, что, в свою очередь, привлечет в Северные страны новые инвестиции и обеспечит устойчивое развитие стран Северного измерения.
- С целью развития производства культурной продукции и услуг в странах Северного измерения необходимо активизировать диалог между различными экономическими и культурными институтами и другими заинтересованными сторонами и разработать системы и структуры поддержки сотрудничества, чтобы создавать и финансировать важные и эффективные проекты в областях, представляющих взаимный интерес.
- Рост спроса на творческую продукцию наблюдается как на национальных, так и на глобальных рынках. Культурное партнерство сможет гарантировать производство соответствующей продукции на основе нужд потребителей, что невозможно эффективно обеспечить усилиями лишь одной страны или группы организаций. Такого рода синергия может быть, в частности, достигнута в области культурного туризма, индустрии развлечений и культурных услуг.
- Культурное партнерство Северного измерения может стать инструментом, обеспечивающим практические решения проблем развития прибыльных проектов в области культуры и творческих отраслей экономики.
- Культурное партнерство Северного измерения может стать практическим инструментом, обеспечивающим сотрудничество различных региональных советов, уничтожающим ненужное дублирование функций и поддерживающим усилия национальных органов власти.
- Добавленная ценность возможного Культурного партнерства Северного измерения будет заключаться в создании новой системы финансирования культурных отраслей из различных источников. Без наличия официальной структуры Культурного партнерства, обладающей соответствующим авторитетом и полномочиями, обеспечение диверсифицированного и эффективного государственно-частного финансирования данного сектора в странах Северного измерения не представляется возможным.

Динамика всемирного экспорта творческих товаров и услуг в 1996 – 2005 гг. (млрд. долл. США)



Источник: Creative Economy Report 2008 (Отчет о творческой экономике 2008), United Nations UNCTAD 2009, стр. 107

- Рабочая группа Совета министров Северных стран пришла к выводу, что учреждение Культурного партнерства Северного измерения является в высшей степени желательным, и рекомендует создание специализированной рабочей группы Северного измерения для более глубокой проработки данного вопроса.

Роль культуры в экономическом и социальном развитии постоянно растет

Перспективы творческих отраслей экономики в мировой экономике

За последние годы творческие отрасли экономики, по общему мнению, выступали в качестве динамично развивающегося сектора в рамках национальных экономик. Эта точка зрения основана на ряде исследований, приходящих к выводу о том, что культура имеет все большее экономическое значение, а также на результатах недавно опубликованных трех статистических обзоров. В 2007 году Европейский Союз опубликовал обзор «Культурная статистика». В 2008 году было опубликовано исследование «Экономика культуры в Европе», подготовленное компанией КЕА European Affairs по заказу Европейской Комиссии, а в следующем году был опубликован документ ООН «Отчет о творческой экономике 2008». Отдельные страны также публиковали результаты исследований о роли творческих отраслей и культуры в целом в национальных экономиках.

В соответствии с выводами ООН культурные отрасли обеспечивают 3,4% объема мировой торговли и являются одним из наиболее динамично растущих экономических секторов в глобальной экономике. Годовой объем экспорта творческих товаров и услуг достиг 424,4 млрд. долл. США, а ежегодные темпы роста в период 2000-2005 гг. составили 8,7%. Для сравнения, за десятилетний период 1996-2005 гг. эта цифра составила 6,1%.

Перспективы развития творческих отраслей и культуры в Европе

Развитие систем образования в области культуры и искусства в странах с самым высоким уровнем жизни является максимальным. Например, в Великобритании 6,5% всех студентов высших учебных заведений специализируются на различных видах искусства. В странах Северного измерения студенты, специализирующиеся в гуманитарных дисциплинах, искусстве, архитектуре и строительстве, журналистике и массовой коммуникации составляют относительно значительную часть всего студенчества. В 2005 году в культурной индустрии в 27 странах ЕС были заняты около пяти миллионов человек, что составляет около 2,4% от всего работающего населения этих стран. При этом страны Северного измерения (страны Балтии и Скандинавии) отличаются еще более высокими показателями.

Доля занятых в области культуры и общая занятость в 2005 г. (тыс. человек)

Страна	Культура	Всего	%
Дания	82,4	2 737	3,0
Финляндия	79,3	2 418	3,3
Исландия	3,3	157	3,8
Норвегия	48,0	2 212	2,2
Швеция	153,5	4 357	3,5
Эстония	19,2	609	3,2
Литва	36,3	1 453	2,5
Латвия	27,5	1 028	2,7
Польша	231,3	13 947	1,7
Германия	1 003,9	36 179	2,8
ЕС-27	4 940,3	208 945	2,4

Источник: Eurostat, Cultural statistics 2007 (Культурная статистика 2007), стр. 54

Вследствие своего большого спроса на кадровые ресурсы творческие и культурные отрасли являются важными работодателями в странах Европы, при этом в данных отраслях чаще всего представлены малые и средние предприятия, а также самозанятые специалисты.

Потребление культурной продукции и услуг в целом растет, при этом чем быстрее общий экономический рост, тем выше и темпы роста

потребления культурной продукции. В конце 1990-х годов потребление культурной продукции и услуг от общих расходов домохозяйств в странах ЕС составляло от 2,7% в Греции и Латвии до 5,8% в Швеции и Дании, причем средний уровень составлял около 4,5%

Средние расходы на культуру на одно домохозяйство в 1999 году

Страна	Общие расходы, евро	Расходы на культуру, евро	Доля расходов на культуру (%)	Расходы на культуру по ППП
Дания	29 255	1 695	5,8	1 358
Финляндия	21 571	1 106	5,1	934
Швеция	28 883	1 608	5,6	1 207
Эстония	4 287	184	4,3	336
Литва	4 419	119	2,7	271
Латвия	4 890	195	4,0	427
Польша	6 010	243	4,1	461
Германия	25 228	1 374	5,4	1 284
ЕС-15	25 114о	1 124о	4,5о	1 076о

о = оценка

Источник: Eurostat, Cultural statistics 2007 (Культурная статистика 2007), стр. 126

Экономическая значимость сектора культуры в большой степени является следствием роста потребления культурной продукции и услуг. Этот рост обуславливает спрос как на национальную, так и на международную культурную продукцию и услуги. Культурная продукция является реальным и потенциальным объектом экспорта. Успехи в экспорте культуры оказывают позитивное воздействие на общий торговый баланс. В настоящее время в странах Северного измерения баланс экспорта и импорта культурной продукции и услуг является в целом сильно отрицательным.

В целом, роль творческих отраслей в экономике Европы постоянно растет, и статистические сравнения показывают, что эти отрасли действительно играют весьма значительную роль в развитии национальных экономик. В отчете компании KEA European Affairs отмечается, что «торговый оборот творческих отраслей и культуры в Европе в 2003 году составил более 654 млрд. евро,

в то время как торговый оборот автомобильной промышленности в 2001 году – 271 млрд. евро, а информационные и телекоммуникационные отрасли в 2003 году – 541 млрд. евро (данные по странам ЕС-15). Таким образом, эти отрасли сыграли ключевую роль в росте национального благосостояния.» (стр. 67-68)

Таблица 5: Вклад творческих отраслей и культуры в рост экономики в Европе

Страна	Средние темпы роста ВВП	Рост в процентах от роста ВВП (1999-2003)
Дания	2,7%	-1,9%
Финляндия	7,1%	11,1%
Исландия	8,3%	4,1%
Норвегия	4,8%	3,8%
Швеция	7,8%	2,6%
Эстония	11,5%	9,1%
Литва	5,1%	67,8%
Латвия	7,7%	17,0%
Польша	6,1%	13,0%
Германия	4,9%	6,6%
ЕС-25	5,4%	6,6%
Всего (30 стран)	8,1%	12,3%

Источник: KEA European Affairs. The Economy of Culture in Europe 2008 (Экономика культуры в Европе 2008), стр. 69

В соответствии с Федеральной целевой программой «Культура России» (2006-2010 годы) (http://fcpkultura.ru/fcp_realization/plan/effekt.php) одной из целей является развитие национальной культурной продукции и вывод ее на мировой рынок. В документе «Основные направления государственной политики по развитию сферы культуры и массовых коммуникаций в Российской Федерации до 2015 года и план действий по их реализации» отмечается, что реализация основных направлений предусматривает стратегическое партнерство государства, общества и бизнеса. (Письмо Председателя Правительства РФ № МФ-П44-2462 от 1 июня 2006 г.)

Рост национальных экономик стран Северного измерения является достаточно быстрым, а в отдельных странах – исключительно быстрым. Сам регион является огромным рынком продукции творческой экономики. В Финляндии, Швеции

и Дании этот сектор явно обладает большим весом в отношении обеспечения занятости и вклада в ВВП, чем в среднем по ЕС. При этом торговый баланс региона является отрицательным: импорт культурной продукции и услуг превышает их экспорт. При этом негативная динамика в Северных странах и России за последние годы и далее усугублялась при одновременном росте потребления культуры.

Основы для Культурного партнерства Северного измерения

Поддержка культурного сотрудничества, производственной кооперации и мобильности кадров в странах Северного измерения

Каждая из стран Северного измерения выработала свои собственные пути решения проблемы пропаганды культуры и роста производства культурной продукции. Производство конкурентоспособных продуктов (например, звукозаписей и живописных полотен) и услуг (например, концертов, библиотечных услуг) требует значительных усилий и мастерства. Высочайшие требования к качеству и сложность культурной продукции и услуг предполагают долгосрочную профессиональную подготовку при значительной педагогической поддержке, начиная с самых ранних стадий получения образования.

Кроме личного творческого мастерства, активная художественная жизнь требует наличия развитых институтов поддержки и развития культуры и искусства. Искусство и культура рассматриваются как неотъемлемые компоненты национальной идентичности, поэтому все страны инвестируют значительные объемы государственных средств в поддержание и развитие национальных культурных институтов (театров, музеев, оркестров) и художественных организаций.

С ростом глобализации также растут и инвестиции в мобильность и сотрудничество творческих работников. Европейский Союз

поддерживает культурное сотрудничество и мобильность мастеров культуры посредством различных культурных и аудиовизуальных программ. Совет министров Северных стран также выделяет значительные средства на финансирование искусства и культуры (в 2008 году – около 22,4 млн. евро).

Совет министров Северных стран также начал реализацию трехлетней межотраслевой инициативы в области культуры. В июне 2008 года была создана рабочая группа по разработке политики Северных стран в этой области (KreaNord), и она координирует будущие действия Северных стран в рамках творческой экономики во время будущего трех летнего периода.

В документе Правительства РФ «Основные направления государственной политики по развитию сферы культуры и массовых коммуникаций в Российской Федерации до 2015 года и план действий по их реализации» предусматривается дальнейшая интеграция России в мировой культурный процесс и создание позитивного образа страны в мире. Эти решения вызваны необходимостью сохранения национальной идентичности под давлением процессов глобализации. В соответствии с положениями этого документа наиболее важными направлениями развития являются следующие: сотрудничество со странами СНГ, с Европейским Союзом и с Советом Европы. Это сотрудничество будет основываться на реализации четвертой «Дорожной карты» для общего научного и образовательного пространства России и ЕС, включая культурные аспекты сотрудничества, а также учреждение постоянного партнерства России и ЕС в области культуры, развитие и использование современных информационных технологий, сотрудничество с влиятельными международными организациями, включая ЮНЕСКО, Шанхайскую организацию сотрудничества (ШОС) и ARS Baltica, участие в Конференции министров культуры Баренцева Евро-Арктического региона, участие в программе Северного измерения, Европейской аудиовизуальной обсерватории и Всемирной сети культурного наследия, участие в

разработке стратегии информационного общества в России, а также сотрудничество в рамках Форума славянских культур с целью популяризации российской культуры, сохранение материального и нематериального культурного наследия и поддержание культурного разнообразия.

В странах Северного измерения уже действует ряд межправительственных органов, включая Арктический совет, Совет стран Балтийского моря, Совет Баренцева Евро-Арктического региона (СБЕАР) и Совет министров Северных стран. Одной из целей всех этих органов как раз и является развитие сотрудничества в области культуры.

В странах Северного измерения активно развиваются программы сотрудничества в области культуры, финансируемые из различных источников. По просьбе Группы по разработке политики Северных стран (Nordic Policy Group) Институт России и Восточной Европы (Хельсинки, Финляндия) провел исследование проектов, реализованных за последние годы, и источников их финансирования.

Институт изучил 56 проектов, соответствующих предварительным критериям Северного измерения (проекты не должны являться строго двусторонними проектами Северных стран, а должны включать партнерские отношения между представителями нескольких стран или регионов). Исследованием также были охвачены совместные культурные проекты региона Балтийского моря (Северные страны, страны Балтии и Россия). Рассматривались только проекты с объемом финансирования не менее 50 тыс. датских крон. Осенью 2008 года исследование было разработано дальше специалистом, который создал новые критерии для включения новых проектов в исследование. Результаты нового исследования можно запросить у Института России и Восточной Европы.

Были выявлены 11 источников государственного финансирования проектов в области культуры в странах Северного измерения. Кроме того, в отдельных странах существует множество частных фондов, спонсорских программ и программ выделения грантов.

Первоначальное исследование, которое, безусловно, необходимо продолжить, показывает, что государства, межправительственные культурные органы и фонды в странах Северного измерения активно инвестируют как в национальные культуры в целом, так и в межкультурное сотрудничество, в частности. При этом очевидно, что проекты сотрудничества часто отличаются некоторой бесформенностью, случайностью и малыми масштабами для того, чтобы можно было оценить их широкомасштабные последствия.

В целом, можно отметить, что сотрудничество между культурными организациями в странах Северного измерения постоянно растет, а желание и потребности в таком сотрудничестве осознаются всеми участниками. Недостатка в источниках финансирования в принципе также не наблюдается. Проблема заключается в том, что проекты сотрудничества имеют однократный характер, и их воздействие на общую ситуацию является спорадическим. Сам по себе процесс получения финансирования из различных источников часто становится в значительной степени затрудненным, а получаемые в итоге объемы финансирования – весьма скромными. При этом система финансирования в целом страдает от недостаточной координации, и часто наблюдаются случаи дублирования функций.

Развитие проектов, отличающихся высоким уровнем культурной и экономической эффективности, требует укрепления координации между исполнителями и спонсорами таких проектов. Сфера культуры в основном финансируется из средств национальных и межправительственных государственных программ. Частные и рыночные механизмы финансирования недостаточно часто используются в Северных странах. Поскольку программы государственной поддержки культуры реализуются в условиях жесткого контроля и в соответствии со строгими правилами, очень трудно реализовать проекты с участием множества государственных и частных источников финансирования.

Для обеспечения роста производства культурной продукции и услуг в странах Северного измерения

необходимо активизировать диалог между частными и государственными заинтересованными сторонами в ходе развития и финансирования важных и эффективных проектов в сфере культуры.

Необходимо создать благоприятные условия для экономически эффективного производства культурной продукции в Северных странах

Многие страны Северного измерения реализуют программы поддержки искусства, в основном финансируемые из государственных средств. Национальные художественные институты, профильные образовательные учреждения и системы предоставления грантов чаще всего финансируются из субсидий, предоставляемых центральными и местными органами государственной власти.

Начиная с 1990-х годов, некоторые страны, начавшие испытывать определенные экономические сложности, столкнулись с проблемами поддержания развивающейся сферы культуры из бюджетных средств. Стало необходимо диверсифицировать систему получения доходов и финансирования культуры.

До настоящего времени, однако, культурные институты и финансирующие организации не смогли выработать достаточно эффективных моделей взаимовыгодного сотрудничества. Попытки решения данной проблемы проявлялись, в частности, в развитии учебных программ в области менеджмента предприятий культуры и искусства. Например, муниципальный «Институт культурных программ» в Санкт-Петербурге совместно со странами ЕС организовал программу подготовки менеджеров культуры при поддержке грантов, предоставленных в рамках программы ТАСИС. Страны ЕС и Северные страны, в свою очередь, предоставляли поддержку подобным программам, реализуемым на национальном и местном уровнях.

Традиционно считалось, что художник или артист не обязаны обладать навыками в области менеджмента и предпринимательства, хотя во все времена произведения искусства в основном

производились на продажу. Тем не менее, производство и маркетинг предметов искусства и культурной продукции с учетом потребностей клиентов не всегда отличаются эффективностью и высоким уровнем развития.

С учетом огромного культурного потенциала художников и культурных институтов стран Северного измерения можно было бы заключить, что базовые условия для экономически устойчивого развития и выхода на международные рынки уже существуют. Однако маркетинговые навыки участников культурного процесса, безусловно, нуждаются в усовершенствовании. Это становится очевидным при рассмотрении качества бизнес-планов, которые в принципе должны быть написаны на языке, понятном как банкирам и финансистам, так и руководителям фондов государственного финансирования.

Страны Северного измерения уже обладает развитыми культурными сетями

Страны Северного измерения уже обладают несколькими сетями для развития искусства и культуры, работающими в разных секторах и финансируемыми из различных источников.

В 2007 году Совет министров Северных стран коренным образом изменил характер деятельности Северных стран в области культуры, реорганизовав программы поддержки культурных проектов, грантов и артистической мобильности. Начиная с 2009 года, к программе мобильности присоединятся Эстония, Латвия и Литва. Кроме того, Совет министров Северных стран учредил программу развития знаний и сетей (Knowledge Building and Networking Programme) для активизации сотрудничества с Северо-Западом России путем предоставления начального финансирования для проектов кооперации в различных секторах, включая культуру, бизнес, образование и научные исследования. Региональные органы управления культурой российского Северо-Запада уже включились в работу по дальнейшему развитию данной программы.

Важнейшими направлениями культурной

политики Российской Федерации на период до 2015 года являются следующие: сохранение и развитие общего русскоязычного культурного и информационного пространства; сохранение и развитие многонационального культурного наследия народов России; совершенствование национальной системы художественного образования и исследований; дальнейшая интеграция России в глобальные культурные процессы и укрепление образа России в глазах всего мира.

Совместная рабочая группа Баренцева Евро-Арктического региона по культуре в 2007 году учредила новые структуры. Совет Баренцева Евро-Арктического региона подготовил вторую программу действий в области культуры на 2008-2010 гг.

Группа мониторинга культурного наследия при Совете стран Балтийского моря (Council of the Baltic Sea States, CBSS) включает четыре рабочие группы. Артистические и художественные сети поддерживаются организацией Ars Baltica. В настоящее время CBSS реформируется, и в ходе реформ необходимо создать эффективную структуру поддержки культурного сотрудничества. Этот вопрос обсуждался и связанные с ним вешения были приняты министрами культуры стран Балтийского моря на их совещании в Риге 16-17 октября 2008 года.

В рамках Арктического совета культурная кооперация, прежде всего, затрагивает проблемы сохранения культурного наследия коренных народов Севера. Министры культуры стран-членов Арктического совета провели свое первое совещание в Ханты-Мансийске в январе 2006 г.

Все эти межправительственные региональные форумы работают по отдельности и не имеют разработанных механизмов взаимодействия с другими организациями и сетями. За исключением программ сотрудничества Северных стран для этих целей не выделяется постоянного и стабильного финансирования. Культурные сети и организации получают финансирование из различных источников, что часто приводит к дублированию функций и административных усилий, что часто

является непродуктивным.

В случае если Культурное партнерство Северного измерения будет учреждено, рекомендуется оказывать поддержку развитию культурных сетей и проектов сотрудничества в сфере культуры прежде всего через предоставление консультативных услуг в области финансирования.

Итак, сфера культурного сотрудничества и региональные советы стран Северного измерения переживают период обновления. В этих условиях особенно важно найти методы для достижения интеграции и синергии различных проектов и структур во избежание дублирования и разработки эффективных механизмов финансирования деятельности в области культуры и искусства.

Желательность Культурного партнерства Северного измерения

Примеры возможной тематики проектов Культурного партнерства Северного измерения

Рабочая группа Совета министров Северных стран определила следующие возможные области для разработки партнерских проектов:

Аудиовизуальная индустрия и кинопроизводство

В Северных странах индустрия кинопроизводства уже давно и продуктивно работает в условиях тесной кооперации, финансируемой, среди прочих организаций, Северным фондом кинематографии и телевидения (Nordic Film and TV Fund). В России развитие национального кинематографа рассматривается в качестве основания для массового доступа населения к культуре. В этой связи в соответствии с положениями документа «Основные направления государственной политики по развитию сферы культуры и массовых коммуникаций в Российской Федерации до 2015 года и план действий по их реализации» Россия должна усовершенствовать механизм государственной поддержки национального

кинопроизводства и кинопроката, а также увеличить выпуск кинопродукции, увеличивая долю финансирования из внебюджетных фондов. В области кинопроизводства страны Северного измерения могут продвигать на рынок свои творческие и технологические возможности через сеть кинематографических комиссий. Сезонные изменения и уникальные ландшафты могут стать важными рыночными факторами для Культурного партнерства Северного измерения, а также для инфраструктуры кинопроизводства как таковой. Бурный рост индустрии компьютерных игр и так называемой сферы «инфотейнмента» может также активно использоваться в педагогических целях и в других информационных и художественных целях.

Возможные направления деятельности в данной области: развитие сетей аудиовизуальных студий, удовлетворяющих спрос со стороны потребителей; развитие сети кинематографических комиссий, способных продвигать местную продукцию на глобальный рынок; создание мультимедийной игры, пропагандирующей историю культуры и искусства стран Северного измерения; развитие системы поддержки производства мультимедийной и цифровой продукции, конкурентоспособной на мировом рынке; развитие местной компании предоставляющей ресурсы и инфраструктуру, способствующие рыночным требованиям кинематографической и телевизионной продукции, и далее развивать сети с образовательными организациями. Развитие культурного туризма, например, в рамках региональных фильм фестивалей.

Музыкальная индустрия

Современная всемирная музыкальная индустрия находится в постоянном развитии и изменении, что прежде всего является следствием бурного развития цифровых технологий звукозаписи и дистрибуции музыкального контента. Структура музыкального бизнеса склоняется в сторону получения доходов от живых выступлений артистов и большего спроса на концертные туры. Культурное партнерство Северного измерения может обеспечить платформу для проникновения музыкальной продукции стран

Северного измерения на международный рынок. Кроме того, огромным потенциалом обладают также и классические музыкальные жанры. В этой области сотрудничество также имеет ключевое значение для коммерческого успеха.

Возможные направления деятельности в данной области: создание сетей сотрудничества оперных театров стран Северного измерения и их объединенный глобальный маркетинг; создание сетей культурного туризма между оперными театрами и музыкальными фестивалями; развитие доступности и активизация дистрибуции музыкальной продукции с помощью, например, цифровых технологий.

Визуальные искусства

За последние годы визуальные искусства стали привлекать особое внимание инвесторов и общества в целом, а объем международного рынка изобразительного искусства составляет миллиарды евро. Рынки Северных стран еще не получили международного признания (за исключением нескольких художников), но они имеют значительный потенциал для роста. Произведения изобразительного искусства художников стран Северного измерения заинтересовали бы общественность, особенно в раках самого региона, если бы существовал активный и развитый рынок. Например, искусство стран Северного измерения, за исключением Северной Германии, составляет всего около 1,5% оборота международных ярмарок, хотя регион производит много предметов искусства, отличающегося высоким качеством. В этой сфере также можно ожидать существенных коммерческих результатов.

Возможные направления деятельности в данной области: развитие местных и международных рынков через маркетинг предметов искусства; развитие базовой инфраструктуры (художественных галерей) и сетевой деятельности, связи с международными галереями, их сотрудничества с музеями, совместных передвижных выставок, а также выявление новых групп клиентов с помощью нового инновационного образа мышления; развитие дополнительной инфраструктуры

(аукционов) в качестве механизмов выхода на международные рынки, развитие инфраструктуры аукционов, используя имеющиеся инструменты маркетинга, а также развивая компаний с международным опытом и навыками.

Развитие культурного туризма

Богатое культурное наследие и активно развивающееся современное искусство вызывают интерес всего мира, и, таким образом, привлекают в страны Северного измерения туристов из самого региона и других стран. Общая ситуация в странах Северного измерения пока что характеризуется неспособностью учреждений культуры и организаций туристического бизнеса разработать ясные и удобные предложения для клиентов. Развитие этой отрасли станет гораздо более эффективным при поддержке со стороны Культурного партнерства Северного измерения.

Основное содержание сотрудничества в этой области могло бы включать следующее: совместная разработка и глобальный маркетинг туристских маршрутов и готовых туров, включая маршруты всемирного наследия ЮНЕСКО, используя, в том числе, также их образовательные составляющие, маршруты по побережью Баренцева и Балтийского морей с посещение разных фестивалей.

Проекты, реализуемые в рамках предполагаемого Культурного партнерства, должны быть сконцентрированы на создании творческих и экономически эффективных предложений. Рост спроса на творческую продукцию наблюдается как на местных, так и на международных рынках. Культурное партнерство поможет разработать такие пользующиеся спросом продукты, которые невозможно реализовать на основе ресурсов одной страны или группы стран.

Дополнительная ценность возможного Культурного партнерства Северного измерения

Особым преимуществом и дополнительной ценностью возможного Культурного партнерства Северного измерения могло бы

стать сотрудничество между секторами культуры Северных стран, стран Балтийского моря и Северо-Запада России в ходе разработки и реализации экономически эффективных проектов. Как было отмечено выше, имеющиеся национальные модели поддержки культуры и искусства, межправительственные программы и финансирующие структуры пока еще не позволяют создавать крупные культурно значимые и прибыльные проекты.

Такие проекты, которые смогут повысить конкурентоспособность стран Северного измерения на глобальном рынке, требуют значительного увеличения масштабов деятельности и диверсифицированной системы финансирования.

Аккумулируя общий потенциал культуры и искусства Северных стран, стран Балтийского моря и Северо-Запада России и обеспечив их тесную связь с экспертными и финансовыми структурами, можно добиться разработки услуг и продуктов, которые обеспечат более широкий доступ населения стран Северного измерения к культуре, повысят уровень предложения, привлекательность и качество культурной продукции.

Предложение по структуре Культурного партнерства Северного измерения (Культурное партнерство Северного измерения, NDCP)

Если стратегической целью Культурного партнерства является развитие экономически эффективных проектов в странах Северного измерения, административная структура партнерства должна соответствовать этой ключевой цели. Поскольку в регионе уже действует ряд органов по культурному сотрудничеству, данной структуре не стоит поручать общее руководство политикой в области искусства и культуры. Цель партнерства должна ограничиваться определением экономически эффективных проектов и подтверждением их экономической жизнеспособности, а также мобилизацией финансирования из различных источников.

На основе опыта аналогичных структур

(например, Природоохранного партнерства Северного измерения) структура Культурного партнерства может иметь следующий вид (см. схему ниже):

Культурные партнеры Северного измерения (Исландия, Норвегия, ЕС и Россия) назначат экспертный орган (Координационную группу по культуре), который будет анализировать представленные партнерские проекты на предмет их культурной значимости и экономической эффективности. Затем Координационная группа будет представлять проекты в Секретариат, который будет специализироваться на подготовке, координации и мониторинге вопросов реализации партнерских проектов.

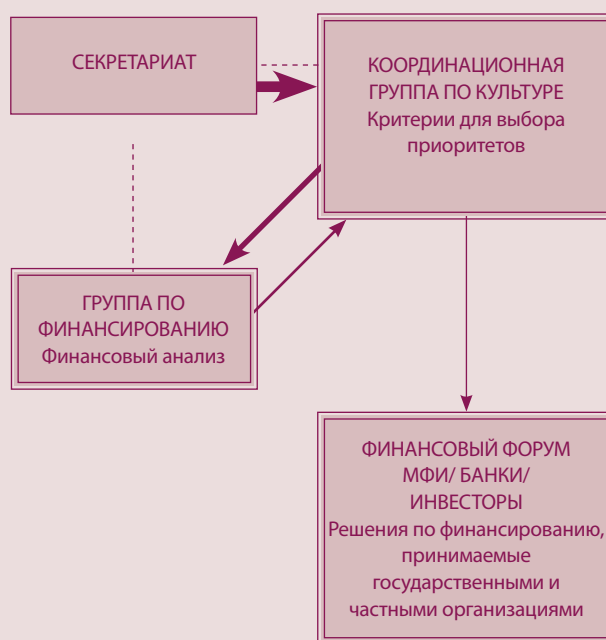
Проект, прошедший отбор на предмет своей культурной значимости, по решению Секретариата будет представлен для финансового анализа. На основе оценки бизнес-плана проекта эксперты сделают выводы о пригодности проекта к финансированию в исходной форме, о необходимости дальнейшей адаптации проекта для получения внешнего финансирования или его непригодности для такого финансирования (кроме финансирования из средств грантов).

Проекты, одобренные финансовыми аналитиками, будут представлены финансирующим организациям и институтам. Координационная группа, совместно с участниками проекта, примет решение о том, к каким именно финансовым организациям и институтам имеет смысл обратиться. Координационная группа может также организовывать регулярные инвестиционные

форумы, на которых широкому кругу потенциальных инвесторов будут предлагаться различные проекты в области культуры. Сами финансирующие организации могут также проводить независимую оценку проектов на основе своих собственных критериев и принимать решения о том, какие именно проекты или компоненты проектов они готовы финансировать.

На настоящее время в области культуры подобной структуры и системы оценки и финансового анализа не существует.

Проект структуры Культурного партнерства Северного измерения (Культурное партнерство Северного измерения, NDCP)



The Northern Dimension Ministerial Meeting gave a mandate to the Northern Dimension Steering Group to set up an Ad-hoc Expert Group to explore the feasibility and desirability of the Northern Dimension Partnership on Culture. At the time of writing (summer 2009) the Northern Dimension Ad-hoc Expert group is preparing its final report to submit it to the The Northern Dimension Steering Group Meeting in September 2009. The time-line for the process of the Northern Dimension Partnership on Culture and the Terms of Reference of the Ad-hoc Expert Group follow.

Preparations as of 4 December 2008

30 October 2007

The Nordic Council of Ministers of Culture decided to launch a preparatory work to explore the desirability of creating a Northern Dimension Partnership on Culture by setting up a Policy Group and advising the ND Senior Officials Meeting (ND-SOM) of the initiative.

24 November 2007

The letter sent to ND-SOM was presented to the meeting by a representative of the Chairmanship of the Nordic Council of Ministers. According to the Chairman's Conclusions, the meeting: "noted the information of the Nordic Council of Ministers on the results of the Conference 'Northern Dimension and Culture' that showed a considerable potential for the development of the cultural cooperation in the area of the Northern Dimension, and instructed the ND Steering Group to discuss at its nearest meeting together with the NCM the perspectives of such cooperation in the ND framework including the possibility to create a Partnership."

27 February 2008; 31 March 2008; 20 April 2008; 30 May 2008; 11 November 2008

The Nordic Policy Group, chaired by the representative of the current Swedish Chairmanship

of NCM, Director Pia Erson, studied the initiative to create a Northern Dimension Partnership on Culture and analysed the need for it and the added value it would bring to the ND region.

23–24 April 2008

The Meeting of Senior Arctic Officials at Svolvær, Norway, was informed of the work of the Policy Group.

6 May 2008

At its meeting, the Nordic Council of Ministers of Culture, at the proposal of the Nordic Policy Group, decided to respond to the ND SOM Conclusions and to inform the Steering Group of the co-Nordic preparation by letter. The Ministers of Culture stated that they will finalise the Nordic proposal for exploring the desirability of the Northern Dimension Partnership on Culture so as to enable it to be submitted to the ND Meeting of Foreign Ministers to be held in October-November 2008.

6 May 2008

The Ministers of Culture of the Nordic countries and of Estonia, Latvia and Lithuania discussed the participation of the Baltic countries in the Nordic mobility programme in the field of culture

and adopted Agreed Minutes, in which Item 10 reads: “The increasing cooperation between the Nordic countries, Estonia, Latvia and Lithuania gives excellent prerequisites for the development of future Partnership on Culture projects. The Ministers are pleased to note that the initiative of the Nordic Ministers of Culture on the preparation work toward a Northern Dimension Partnership on Culture has started.”

13 May 2008

Director General Riitta Kaivosoja, Department for Cultural, Sport and Youth Policy, Finnish Ministry of Education, presented the Nordic preparations towards a possible Northern Dimension Partnership on Culture at a Northern Dimension Forum arranged by Russia.

On the web pages of the First International Northern Dimension Forum at the website of the North-West Development and Investment Promotion Agency (www.investa.spb.ru) you can find the final materials of the Forum (summary report, final programme, participants list, speakers’ presentations, etc.).

13 May 2008

The Swedish representative distributed the letter of the Nordic Ministers of Culture (6 May 2008) at a meeting of the EU COEST working group, which deals with matters relating to Russia and Central Asian countries and the Northern Dimension. The Commission forwarded the letter to the EU Member States and to Iceland and Norway.

26 May 2008

The ND Steering Group welcomed the letter, which was presented to them by the representative of the current Chairmanship, Sweden.

3 June 2008

The Council of the Baltic Sea States Ministers’ Deputies Meeting in Riga noted the importance of developing the Northern Dimension and the possibility of creating a ND Partnership on Culture.

16–18 June 2008

The conference of Ministers of Culture of the Euro-Arctic Region, organised by Russia in Archangel, took note of the current stage in the initiative for a possible Northern Dimension Partnership on Culture.

http://www.cbss.st/summits/riga2008/chairmansconclusions/declarationonthereformofthecbss_riga3june2008.pdf

http://www.cbss.st/summits/riga2008/chairmansconclusions/chairmansconclusions7thbalticseastatessummit_riga4june2008english.pdf

15 August 2008

The Nordic Policy Group convened to discuss its definitive proposal concerning the desirability of a Northern Dimension Partnership on Culture to the Nordic Council of Ministers of Culture to be presented to the ND Senior Officials Meeting and the Northern Dimension Summit.

During August 2008 the secretariat of the Nordic Policy Group prepared the final proposal based on the comments by the members of the Nordic Policy Group representing all Nordic countries.

2 September 2008

A Nordic Culture Forum with focus on Globalisation in Copenhagen. The idea of the possible ND Partnership on Culture was presented to the audience for information.

9 September 2008

The Nordic proposal was forwarded to the Northern Dimension Steering Group held on 23 September 2008. The proposal was forwarded also to the COEST, working group of the Council of the European Union (Eastern Europe and Central Asia) and CAC, Cultural Affairs Committee, of the Council of the European Union, for their information.

22–23 September 2008

The Nordic working group advancing the Creative Economy, KreaNord, organised a kick-off seminar in Stockholm for its Creative Economy reference groups.

23 September 2008

The ND Steering Group convened ND Steering agreed to continue the preparations of the Northern Dimension Partnership on Culture and to present it to the Northern Dimension Foreign Ministers Meeting, which accepted the proposal of the Partnership on Culture

16–17 October 2008

A conference of Ministers of Culture of the Baltic Sea States was held during the Latvian Chairmanship in EU. In their declaration the Ministers of Culture welcomed the development of the creative economy co-operation and the development of the Partnership on Culture.

28 October 2008

ND Foreign Ministers met in St Petersburg and instructed the ND Steering Group to appoint an Ad-Hoc working group to further develop the Northern Dimension Partnership on Culture.

Time-line of the work on the Northern Dimension Ad-hoc Expert Group to assess the feasibility to create an ND Partnership on Culture

In 2009 and 2010

20 January 2009

A preparatory meeting for friends of the Northern Dimension Partnership on Culture convened at the Nordic Council of Ministers Secretariat in Copenhagen in order to keep momentum and be able to prepare the first Ad hoc Expert Group meeting in the beginning of March in Oslo.

5 March 2009

In accordance with ND Ministerial Meetings Declaration from 28th October 2008 the ND Steering Group appointed an Ad-hoc Expert Group to further develop the Northern Dimension Partnership on Culture.

6 March 2009

The ND Ad-hoc Expert Group on Culture convened to its first meeting at the Norwegian Ministry of Culture and Church Affairs in Oslo. Ms Pia Erson (Sweden) was elected to chair the meeting and to chair the future work in the Ad-hoc Expert Group to assess the feasibility of creating a Northern Dimension Partnership on Culture.

The Ad-hoc Expert Group decided to commission a study in order to provide the Ad-hoc Expert Group with sufficient information as regards ongoing initiatives, best-practice examples and co-operative platforms.

The Ad-hoc Expert Group accepted the revised draft Terms of Reference.

6 April 2009

The ND Ad-hoc Expert Group on Culture convened to its second meeting at the Nordic Council of Ministers Secretariat in Copenhagen. It was decided that the secretariat will sign a contract with the Finnish Ministry of Education to organise the Nordic Culture Forum on Nordic Dimension

Partnership on Culture on 11–12 September in Helsinki (venue: Dipoli, Espoo).

25 May 2009

The ND Ad-hoc Expert Group on Culture convened to its third meeting at the Swedish Ministry of Culture in Stockholm. A draft report of the proposal on a Partnership on Culture was prepared prior to the meeting by NCM Secretariat.

The preparations for the ND Cultural Forum in Helsinki 2009 had come a long way. Consequently, the preliminary program and lists of invitations were looked upon.

7 July 2009

The ND Ad-hoc Expert Group on Culture convened to its fourth meeting at the Icelandic Ministry of Education, Science and Culture in Reykjavik. At the meeting the group defined three main objectives to the Partnership on Culture and concentrated on drafting the report on feasibility of creating a Northern Dimension Partnership on Culture to be delivered to the ND Steering group in September 2009.

Draft time-line for the work ahead

31 August 2009

The ND Ad-hoc Expert Group fifth meeting at the Nordic Council of Ministers Secretariat in Copenhagen

11–12 September 2009

Northern Dimension Partnership on Culture - Nordic Cultural Forum in Helsinki (venue: Dipoli Congress Centre, Espoo)

September 2009

The ND Steering Group Meeting will discuss the report “Examining the desirability of a Northern Dimension Partnership on Culture” by the ND Ad-hoc Expert Group.

November 2009

ND Senior Officials Meeting in Stockholm, which will consider the desirability of a Northern Dimension Partnership on Culture and make decision whether one need to be established.

May 2010

Northern Dimension Partnership on Nordic Culture Forum in St. Petersburg

Draft Terms of Reference

Working Group to examine the desirability of a Northern Dimension Partnership on Culture

1 General Scope and Context

Following its renewal, as decided by the Northern Dimension Summit in November 2006, the Northern Dimension is today a common policy between the EU, Russia, Norway and Iceland. The Summit approved a new Northern Dimension Policy Framework Document and a Political Declaration. In the former the Partners i.a. agreed that research, education and science is one of the priority sectors of the Northern Dimension, including *links between cultural and economic life* as well as *visibility of regional and local cultural identity and heritage*. The Framework Document noted that the partners favour the model of Partnerships as an effective way to organise practical implementation of projects in the agreed priority sectors.

In their meeting in St. Petersburg on the 21 November 2007, the Northern Dimension Senior Officials noted the information of the Nordic Council of Ministers on the results of the Conference “Northern Dimension and Culture” (8-9 October 2007, Kajaani, Finland) that showed a considerable potential for the development of the cultural cooperation in the area of the Northern Dimension, and instructed the ND Steering Group to discuss at its nearest meeting together with the NCM the perspectives of such cooperation in the ND framework including the possibility to create a Partnership.

At the first Ministerial meeting of the renewed Northern Dimension in St. Petersburg on 28 October 2008, Ministers emphasized the considerable potential for cultural cooperation in the area of the Northern Dimension. They appreciated the contribution by the Nordic Council of Ministers into the possibility to create a Partnership. They instructed the ND Steering Group to set up an *ad-hoc* expert group to examine the issue and to assess

the feasibility of such a Partnership. The conclusions are to be reported to the next meeting of the ND Senior Officials that will be convened in the second half of 2009.

In its task, the Working Group will be inspired by the report of a working group of the Nordic Council of Ministers of Culture on *Why establishing a Northern Dimension Partnership on Culture is desirable*.

2 Objective and tasks

The objective of the Working Group is to examine the desirability of setting-up a Northern Dimension Partnership on Culture, as requested by the Northern Dimension Ministers. The Group should discuss the general scope and role of the Partnership, its complementarity to the existing formats of cooperation in the ND area, its value added as well as outline the overall targets and practical modalities for the Partnership by taking into consideration existing forms of cultural cooperation among the four Northern Dimension Partners; *i.a.* it should make recommendations on:

- The geographical scope of the Partnership in line with the Northern Dimension policy objectives.
- The role of the Partnership in the creation and promotion of major cultural projects involving actors in Northern Dimension partner countries wishing to join forces in order to more effectively reach out to an international audience.
- A study should be conducted to determine the interest of e.g. the film, music, visual arts and tourism businesses in the creation and promotion of major cultural projects under the auspices of a Northern Dimension Partnership on Culture.
- How to liaise with the EU-Russia Joint Working Group on Cultural Cooperation and how the Partnership can participate in the implementation of the possible future EU-Russia Culture Action Plan.
- The Partnership's possible role in promoting coordination between the four regional councils in the North to remove overlapping and to supplement the efforts of national authorities.

- Ways and means of organising and financing the Partnership if its desirability is established by the Group.

The Working Group will associate the existing regional and international organisations and fora in the discussions, when relevant.

The Working Group may decide to invite independent experts to report on specific issues.

3 Working methods

The members of the Working Group will be experts from the Northern Dimension partner countries: the European Union, Iceland, Norway and the Russian Federation. Belarus may take part as an observer.

The International as well as National Financial Institutions active in the Northern Dimension region, and which contribute to supporting the policy, will also be invited to participate in the Working Group.

The Working Group will meet three times during spring 2009 or when necessary. The working language will be English.

The Nordic Council of Ministers will provide secretarial and other technical assistance to the Working Group.

Each party will cover its own costs, including travel and accommodation expenses, incurred in the course of the above mentioned activities.

The Northern Dimension partners will be kept regularly informed of progress. The Working Group will deliver its report to the ND Steering Group in September 2009.

Part 6

KreaNord

Mandate for KreaNord – Nordic working group for development and profiling of the creative industries

1. Background

An important part of the initiative undertaken by the Prime Ministers of the Nordic countries, called ‘The Nordic region, a region of opportunities – meeting the challenges of globalisation’ [Möjligheternas Norden – svar på globaliseringens utmaningar] is to raise the profile of the Nordic countries as a region in order to make a greater impact on the world stage. Creative industries constitute a growing part of the overall global economy and it is therefore important for the Nordic region to ensure a leading position within this area. The Nordic countries are each working actively within the creative industries but there is still much untapped development potential and a joint co-ordination of the inputs is so far lacking. Active, joint Nordic development and policy work is required to enable the Nordic region to acquire a profile as a top region within the creative industries. A successful Nordic investment in this area presupposes a partnership between the cultural and business sectors.

The Nordic Innovation Centre (NICe) has prepared a Green Paper on the creative industries

which was published in November 2007. A Creative Economy Green Paper for the Nordic Region is based on far-reaching inter-sectoral consultations in all the Nordic countries. The Green Paper’s recommendations, together with experiences from the Nordic Game Program, constitute a good basis for new Nordic inputs in this area, to be carried out within the framework of the project ‘Development and Profiling of the Nordic Region as a centre for creative industries’ [Utveckling och profilering av Norden som center för kreativa industrier] (see also Annex 1 for a more detailed project plan). These activities shall be implemented in line with the strategic profiling work of the Nordic Council of Ministers and should also be understood in connection with other development and profiling projects within the globalisation process.

2. Tasks

The working group KreaNord shall meet the demand for a joint Nordic development and policy work within the creative industries area. KreaNord shall act as a cross-sectoral meeting point for experiences, knowledge and development visions that cover both the business and cultural sectors. KreaNord shall contribute towards an enhanced co-ordination between the Nordic countries, draw up policy recommendations and initiate joint-Nordic

development and profiling activities. The starting point shall be the Nordic Green Paper on creative industries and its recommendations. Discussions shall take place in close co-operation with the reference group (see also section 7) and activities shall be in accordance with the project plan for 'Development and Profiling of the Nordic Region as a centre for creative industries'.

3. Members

Each Nordic country nominates a maximum of two members and the countries shall strive to achieve an even gender distribution in the working group. The members shall fulfil the competence requirements that the working group's cross-sectoral nature demands and shall represent the national bodies who are responsible for corresponding inputs in the member countries. The members shall, therefore, be in a position to represent national viewpoints and ensure national anchoring and implementation of the measures of the working group. The autonomous areas may appoint one member each. The Secretariat of the Nordic Council of Ministers (NCMS), NICE and the Nordic Game Program also participate in the activities of the working group.

4. Operations

Sweden has assumed the chairpersonship of KreaNord and shall appoint both chairperson and working group co-ordinator. These appointments shall be approved by the working group.

Role of chairperson:

The chairperson has the overall responsibility for managing the activities of the group, the finances and the communication of information concerning the group's work. Furthermore, the chairperson may represent the group on behalf of the Nordic Council of Ministers in other forums, e.g. in seminars, conferences etc.

Role of the working group co-ordinator:

The co-ordinator function shall be a half-time

post. The co-ordinator shall have solid specialist knowledge of the group's area of operations. The co-ordinator, moreover, shall be linked to an institution/organisation which has expert competence and capacity for administrative, budgetary and accounting review.

The co-ordinator has a special responsibility, together with the chairperson, to prepare the group's meetings and to follow these up. In addition to this, the co-ordinator is responsible for the group's daily operations, reporting and contacts with the Nordic Council of Ministers and other relevant stakeholders.

The KreaNord working group shall:

- hold at least 2 meetings/year;
- draw up policy recommendations and initiate joint Nordic development and profiling activities which shall be in line with the project plan for 'Development and profiling of the Nordic Region as a centre for creative industries';
- work in dialogue and co-operation with NCMS;
- maintain close collaboration with NICE and the Nordic Game Program;
- refer on ongoing basis to the Nordic Committee of Senior Officials for Trade (CSO-Trade) and the Nordic Committee of Senior Officials for Cultural Co-operation (CSO-Culture); and
- involve other relevant committees of senior officials depending on the subject areas of the activities.

5. Tentative timetable

Mid-2008	Establishment of KreaNord
	Establishment of reference group
End of 2008	1st meeting of KreaNord
	Seminar/meeting for reference group
	Phase 1 activities started
	Inputs within Nordic Game Program started
Start of 2009	2nd meeting of KreaNord Preparations for phase 2 activities
Mid-2009	3rd meeting of KreaNord Phase 2 activities started
End of 2009	4th meeting of KreaNord Conclusion of phase 1 activities
Start of 2010	5th meeting of KreaNord
End of 2010	Conclusion of inputs within Nordic Game Program
	Conclusion of phase 2 activities 6th meeting of KreaNord Seminar/meeting of reference group

6. Finance

Each Nordic country/autonomous area itself pays the respective travel and meeting expenses. The working group's budget shall cover the financing of the co-ordinator function which shall constitute a maximum of 330,000 DKK/year. In addition, a smaller sum is reserved for the arrangement of necessary seminars/meetings with the reference group. When necessary, the host country may obtain compensation for arrangement expenses in connection with working group meetings.

7. Reference group

The reference group is established at the same time as the working group and is tied into the working group's activities. All Nordic countries and the autonomous areas shall appoint members to the reference group. The reference group shall comprise relevant interested parties, such as Nordic

institutions, co-operation bodies, committees of senior officials, companies, industries, artist and interest organisations, public and educational authorities. The expert reference group shall function as a sounding board for ideas and actively provide input to the activities of the working group.

Reference group members themselves pay the respective travel and meeting expenses. The reference group shall gather for an introductory seminar/meeting in the autumn of 2008 and for a concluding seminar/meeting at the end of 2010. In the intervening period the contacts with KreaNord shall be maintained at a distance/electronically, but the reference group may also be convened as and when required.

8. Mandate period

The working group's mandate shall be authorised by the Nordic Committee of Senior Officials for Trade [CSO-Trade] and the Nordic Committee of Senior Officials for Cultural Co-operation [CSO-Culture]. This mandate is applicable from the date of authorisation up to 31/12/2010, on condition that the globalisation project 'Development and profiling of the Nordic Region as a centre for creative industries' obtains funding for the years 2009 and 2010.

ANNEX 1: Project plan for 'Development and profiling of the Nordic Region as a centre for creative industries' [*Utveckling och profilering av Norden som center för kreativa industrier*]

Annex 1

0. Summary

An important element of the Prime Ministers' initiative 'The Nordic region, a region of opportunities – meeting the challenges of globalisation' is to raise the profile of the Nordic countries as a region in order to make a greater impact on a global scale. Creative industries constitute a growing part of the overall global economy and for this reason it is important for the Nordic Region to secure a leading position within this field. The Nordic countries are each working actively with creative industries but there is still much untapped development potential and a joint co-ordination of the inputs is so far lacking. Active, joint Nordic development and policy measures as well as marketing are required to enable the Nordic region to acquire a profile as a top region within the creative industries and for Nordic companies to secure a breakthrough in global markets.

The Nordic Innovation Centre (NICE) has prepared a Green Paper on creative industries which was published in November 2007. *A Creative Economy Green Paper for the Nordic Region* is based on extensive cross-sectoral consultations in all the Nordic countries. The Green Paper identifies four key themes that are deemed to be fundamental for the success of the Nordic region within the creative industries: entrepreneurialism and creativity, growing creative businesses, building creative clusters and building creative places. The Nordic computer games sector is a good example of a new creative industry that can contribute to profiling the Nordic Region on a global scale. Experience from the *Nordic Game Program* shows that even if the Nordic countries are amongst the largest users and the Nordic game developers are recognised in global markets there remains much untapped development potential within the computer games area. The Green Paper recommendations together with lessons drawn from the game program constitute a sound base for new pan-Nordic inputs. The activities shall be implemented in line with the overall profiling work of the Council of Ministers and also be seen in connection with other development and profiling projects within

the globalisation process. The report *Innovation og mangfoldighed – ny viden og erfaringer med medarbejder-dreven innovation [Innovation and diversity – new knowledge and experiences with employee-driven innovation]* which was presented in October 2007, is just one of many surveys that clearly show that innovation is promoted if both women and men are included in the development and production process.

In order to achieve success, the Nordic Region should focus on **policy work and creative networks**. There is a need for better co-ordination at the policy level in respect of policy development and exchange of experiences and knowledge. There should be established a cross-sectoral Nordic creative policy working group for Nordic co-ordination and preparation of policy recommendations.

The Nordic Region shall be seen as a 'connector' that builds strategic partnerships with different players regionally, nationally and internationally. In the first phase, **a mapping** shall be conducted of creative networks in the Nordic countries and the Baltic Sea Region. In order for the Nordic Region to occupy a leading position within creative industries, activities in this area must be further developed in order to attract more resources and capital to the Nordic Region and they should lead to the creation of good contacts also with other industries and enable the identification of potential synergies. **Development of transnational networks** in the Baltic Sea Region shall be prioritised. (Phase 1 activities)

The working group takes as its starting point the newly issued Green Paper and its recommendations. In dialogue with all relevant stakeholders, the group shall discuss which initiatives are most important to implement at the Nordic level and evaluate how they shall be implemented up to 2010. National consultations indicate that e.g. education, intellectual property rights and investment support are important areas where significant inputs could be made. (Phase 2 activities)

In order to ensure the professional quality of the work, it is important that all the project components acquire a solid anchoring in both the business and cultural sectors.

Nordic computer games shall be emphasised as a

constituent area within the creative industries. Only a vigorous, export-oriented Nordic computer games industry is able to deliver quality computer games for children and young people also in the Nordic Region. *The goal of this constituent project is both to secure access for girls and boys and young people to quality material with a distinctive Nordic profile and to ensure that the combined Nordic computer games industry exports Nordic quality products into global markets.*

Enhanced information, with market data for games developers and title and publishing data for the consumers, form the basis for a better functioning market where sales and export inputs also shall be initiated and supported. **Digital distribution** guarantees better contacts with the consumers and an effective localisation system cuts the costs of producing computer games in Nordic languages.

The project activities within creative industries shall be undertaken in collaboration with the Nordic Council of Ministers' business and cultural sectors and in close co-operation with the education sector, the regional sector, the gender equality sector, the Nordic Innovation Centre, the Nordic Game Program and other relevant Nordic players. It is proposed that these initiatives are implemented during 2008–2010 with a total budget of DKK 8 million.

1. Development and profiling of the Nordic Region as a centre for creative industries

1.1. Area

Culture and business policy.

1.2. Background and definition

An important part of the Prime Ministers' initiative entitled 'The Nordic region, a region of opportunities – meeting the challenges of globalisation' is to better profile the Nordic countries as a region in order to make a greater global impact. Creative industries comprise a growing part of the overall global economy and it is therefore important for the Nordic Region, which

is already one of the frontrunners in development, to secure a leading position within this area. There is no doubt that the cultural sector and the creative industries, already now strong sectors, have an even greater development potential. Within the EU, these sectors have an annual turnover of more than SEK 654 billion and comprise 2.6 % of the EU's total GDP³. This may be compared with the equivalent contribution made by the textile industry of 0.5% and food, drinks and tobacco of 1.9%

The Nordic countries are each working actively within the creative industries but a co-ordination of these inputs is lacking. Active joint Nordic marketing is required to enable the Nordic region to profile itself as a top region within creative industries and for Nordic companies to secure a breakthrough in global markets.

A successful Nordic project requires collaboration between the business and cultural sectors. For example, design companies are to be viewed as part of cultural policy but also as a component of the national economy. As an advanced economy, the Nordic Region is unable to compete with low prices but often it is design, marketing and the experience concept that sells. According to the report, *The future in design: The competitiveness and industrial dynamics of the Nordic design industry*, the Nordic design sector employs 27 000 persons. The companies involved are frequently to be found in the big cities and this growing industry is undergoing a process of increasing professionalisation. It is recommended to increase the information flow around design companies so that they can establish contact with marketing personnel, legal specialists and other experts. Another important area is that venture capital companies have their eyes opened to the potential of design companies.⁴

The Nordic Innovation Centre (NICe) has worked with creative industries during recent years and has used the term creative industries in the sense of activities that have their origin in the

³ The KEA report 'The Economy of Culture', 2006

⁴ Source: ESBRI, Entrepreneurship and Small Business Research Institute

creativity, knowledge and talents of individuals, and that bring about welfare and work potential through the generation and exploitation of intellectual property. Consequently, creative industries may be described as encompassing the following thirteen key areas: advertising, architecture, art and antiques, crafts, design, designer fashion, film, interactive leisure software, music, the performing arts, publishing, software and television and radio. NICE has actively worked with the Baltic countries in the drawing up and evaluation of projects and activities and consequently has networks on which to build for a continued development of creative industries. Furthermore, a Green Paper has recently been published on the creative industries which identifies several important input areas and offers recommendations for future Nordic activities.

The Nordic computer games sector is a good example of a new creative industry that can contribute towards raising the global profile of the Nordic Region. Computer games are a media form experiencing strong growth and one of the primary media for children and young people in the Nordic Region. Furthermore, the Nordic Region is one of the largest users of media and culture in the world. The global influence is very strong – and appreciated – in these modern, communication-intensive societies. Nordic copyright has historically set an imprint on global youth and children's culture and media. At the same time, computer and TV games have become a leading entertainment medium for the younger generation. The Nordic computer and TV games market is among the ten largest in the world, while per capita sales are as large as Japan and are approaching that of Great Britain and the USA.

The Nordic game developers are recognised as a global force. Only a vigorous, export-oriented Nordic computer games industry is able to deliver Nordic computer games of high quality for girls and boys and young people also on the Nordic level. Experiences from the Nordic Game Program indicate that new Nordic games are often perceived by global decision-makers as constituting too great a risk, having too limited prospects of profit. On occasions, this leads to their global development

potential not being fully utilised.

Increased diversity is not only a challenge. Diversity is also an opportunity – a knowledge resource – that can deliver profit, if businesses and political decision-makers seize the opportunity in the right way. Diversity can be a central source of innovation and renewal, which are essential factors in globalisation. Increased diversity amongst employees helps to strengthen creativity and thereby the foundations for developing ideas and new products, services or company models which nourish the business.

The new Green Book on creative industries with its recommendations and experiences from the existing Nordic Game Program comprises a good basis for new joint Nordic inputs. Activities shall be implemented in line with the overall profile-raising work of the Nordic Council of Ministers and be viewed in the context of other development and profiling projects within the globalisation process.

When it comes to the financing of projects, it is essential to maximise the national contributions and to secure involvement from the relevant national institutions.

1.3. Purpose, goals and subsidiary goals

The purpose is to develop and market the Nordic Region as a sustainable region that is a leader in the creative industries. The Nordic countries are each working actively with creative industries but there is still much untapped development potential and a joint co-ordination of the inputs is so far lacking. Active, joint Nordic development and policy measures as well as marketing are required to enable the Nordic region to acquire a profile as a top region within the creative industries and for Nordic companies to secure a breakthrough in global markets.

If the Nordic Region is to maintain its strong competitive advantages within creativity, the region must reposition itself as an active procurer of knowledge and 'connector' for and within the global economy. Effective partnerships, networks and trade relations must be developed based on Nordic cross-sectoral, co-ordinated efforts. Transnational and interregional networks should be created to improve

the transmission of knowledge and experience and to deliver enhanced innovation capacity within creative businesses. **It may also be appropriate to broaden the terms of reference of the work to encompass the so-called ‘experience economy’, based on an evaluation of what is required to strengthen the underlying basis of knowledge in this context.**

In addition, there is a requirement for further inputs e.g. within education, intellectual property rights and investment support.

In respect of Nordic computer games, the cultural policy purpose is both to secure access for children and young people to quality material with a distinctive Nordic profile and to ensure that the Nordic computer games industry exports Nordic quality products to global markets. Digital distribution guarantees games developers enhanced contacts with consumers and an effective localisation system cuts production costs for computer games in the Nordic languages.

1.4. Target groups

Direct target groups: businesses/companies, creative entrepreneurs, knowledge/creative environments within culture and creative industries (in the Nordic countries and to an extent also in the Baltic Sea Region), as well as policy-makers

Indirect target groups: consumers.

1.5. Implementation of the project

In order to ensure the professional quality of the work, it is important that all the project components acquire a solid anchoring in both the business and cultural sectors.

The following input areas are proposed:

I Policy work and creative networks

Creative policy working group

There is a need for improved co-ordination at the policy level in respect of policy development and the interchange of experience and knowledge. There should be established a cross-sectoral Nordic creative policy working group for Nordic co-ordination and the drawing up of policy recommendations.

Participating players come from the ministries of Trade and Culture and other relevant policy-creating bodies.

Phase 1 activities: mapping and development of creative networks

The Nordic Region shall be seen as a ‘connector’ that builds strategic partnerships with different operators regionally, nationally and internationally. Mapping shall be produced of creative networks in the Nordic and Baltic Sea Regions. In order for the Nordic Region to be a leader within the creative industries, operations in this area must be further developed to attract more resources and capital to the Nordic countries. They should also create good contacts with other industries and identify potential synergies. Local and regional creative networks should constitute parts of a creative infrastructure with a strong link to a Nordic and global creative cluster. Development of transnational networks in the Baltic Sea Region shall be prioritised. This work may be carried out with the help of network architects and these activities shall be linked up with the experiences acquired from the already ongoing cluster project BSR-INNOnet and also co-ordinated with other similar projects in the Baltic Sea Region (e.g. the cluster project Nordic Look Riga 2008).

Phase 2 activities: possibly education, IPR, investment support measures

The starting point of the working group is the newly issued Green Paper and its recommendations. In dialogue with all relevant stakeholders, the group shall discuss which initiatives are most essential to implement at the Nordic level and evaluate how they shall be implemented up to 2010. National consultations have demonstrated that e.g. education, intellectual property rights (IPR) and investment support are important areas where significant inputs could be made. A number of studies have concluded that gender diversity has a positive effect on businesses. This may either be in terms of enhanced performance in the business or in terms of innovation.

Education activities may take place, for example,

in the form of a co-ordinated Nordic educational program or a cross-institutional collaboration between creative educational institutions that are focused on entrepreneurship, the work of producers and the exchange of knowledge. It is also important that the good examples that already exist within the education and research areas are fully absorbed and the competence and experiences that these examples bring with them are fully utilised. In addition, there is a great need of 'business and management support' for companies and, in addition, development of new unorthodox business models, knowledge about issues relating to intellectual property rights, investments and investment support. The establishment of a Nordic creative investment club and a portfolio with creative and innovative companies could help to create better dialogue between creative entrepreneurs and investors, as well as contributing to increased understanding of the rules that govern business life.

II Nordic Computer Games

Through the decision of the Nordic Ministers of Culture, the Nordic Game Program was established on 1st January 2006. This program is planned to run up to 2012. The rights and values that are built up within the Nordic Game Program shall be transferred to the Nordic industry after conclusion of the program period.

This program should be strengthened with a subsidiary project which, in addition to ensuring access for children and young people to quality material with a distinct Nordic profile, also makes a major contribution to the export into global markets of the combined Nordic computer games industry. The principal challenge is to reach consumers with information. *Improved information*, with market data for the games developers and title and publication data for the consumers, forms the basis for a better functioning market, in which sales and exports approaches shall be initiated and supported.

One of the challenges is also to find or develop satisfactory and cheap distribution systems that are already adapted to, or may be adapted to, Nordic conditions. Digital distribution guarantees games

developers better contacts with the consumers and an effective localisation system cuts the costs of producing computer games in Nordic languages. A digital distribution of Nordic computer games also contributes to reduced 'pirate copying' i.e. a diminished illegal and morally questionable distribution. Digital distribution enables children, young people and their parents to find computer games in Nordic languages via controlled channels. The position of the Nordic countries is unique in terms of the expansion of broadband, the level of computer and IT knowledge, the use of Internet-based personal, financial transactions, secure individual identification systems and respect for personal integrity. A joint Nordic system becomes an international system, not bound to any country, which exploits the aforementioned characteristics and competitive advantages and thereby has greater worldwide potential.

It is possible to build up a system for digital distribution under the auspices of the already existing Nordic Game Program during 2008-2010. The program is already operating now with the mapping of systems and channels for digital distribution from a developer perspective, with the emphasis on technical, legal and financial terms and conditions. In parallel, a survey is being carried out from a consumer viewpoint, with the stress on perceived problems and opportunities, especially compared with the existing distribution. The future development work should therefore be focused on design, customer experience and user-friendliness. At the same time, it readily takes as its starting-point the existing success stories e.g. within music and other successful areas.

For the Nordic computer games distribution, a number of 'generic' domain names have been registered, in order to secure good search engine placements and, where possible, avoid the costs of establishing new brands: nordiskespil.dk, nordiskespill.no, nordiskaspel.se, pohjoismaisetpelit.fi, and norraenirleikir.is. A number of country-specific domain names have also been registered: danskecomputerspil.dk, svenskadatorspel.se, svenskadataspel.se, suomalaisetpelit.fi och

norskedataspill.no.

The Nordic Game Program has good prospects of establishing a satisfactory structure for digital distribution of games in the Nordic Region, but it is incapable of marketing the system so that the structure acquires a strong and rapid impact on the market. A complete consumer launch during a shorter time period calls for additional resources. On the other hand, this program has excellent prospects of being a co-ordinator for this initiative and of bringing together Nordic national players for collaboration on digital distribution.

2. Analysis of interested parties

2.1. Organisations/stakeholders concerned

Companies, national enterprises, national media councils for children and young people, industries, interest organisations, artist organisations, public authorities and universities in all Nordic countries.

2.2. Project managers/project implementers

The Nordic Council of Ministers Secretariat [NCMS] has overall responsibility for the project; however certain activities are contracted out to, and implemented, by other players, such as NICE and the Nordic Game Program.

The project plan shall be implemented in close co-operation with other relevant Nordic institutions and stakeholders as well as any possible national inputs.

2.3. Stakeholders consulted/informed

The Nordic Committee of Senior Officials for Trade, Nordic Committee of Senior Officials for Cultural Co-operation, Nordic Committee of Senior Officials for Education and Research, Nordic Committee of Senior Officials for Regional Policy, Nordic Committee of Senior Officials on Gender Equality, the relevant Nordic and national institutions and stakeholders e.g. Nordic Film & TV Fund and the Art and Culture Program.

3. Organisation

The project activities shall be implemented in co-operation with the Nordic Council of Ministers business and cultural sectors and in close collaboration with the education sector, the regional sector, the gender equality sector, the Nordic Innovation Centre, the Nordic Game Program and other relevant Nordic players. A more detailed organisational structure shall be drawn up in February-March 2008.

4. Budget proposal

BUDGET	2008	2009	2010	Tot.
Creative policy working group (incl. group secretary)	350,000	350,000	300,000	DKK 1 m.
Phase 1 activities: mapping and development of creative network	500,000	500,000	-	DKK 1 m.
Phase 2 activities: possible education, IPR, investment support measures	-	1,500,000	1,500,000	DKK 3 m.
Nordic Game Program: improved information and digital distribution	1,000,000	1,000,000	1,000,000	DKK 3 m.
Total	1,850,000	3,350,000	2,800,000	DKK 8 m.

5. Detailed timetable

January – March 2008: Preparation of a detailed project plan

Spring 2008: Organisation and anchoring, discussions in Committee of Senior Officials/ Council of Ministers for Nordic Cultural Co-operation and Committee of Senior Officials/ Council of Ministers for Trade, establishment of a creative policy working group

Autumn 2008: Activities started 2009–2010: Implementation of activities

Part 7

The Northern Dimension Partnership on Culture (NDPC) and the Creative Economy

The Northern Dimension Partnership on Culture boosting the development towards creative economy in Northern Europe!

*By Independent Culture Consultant
Marianne Möller*

Referring to European and national statistics the sector of creative economy is one of the few sectors that show a growth both in economy and in employment figures. What is it then?

Creative economy is a rather new definition to describe a larger field than the arts and the creative industries. One way of making the distinctions could be: creative industries produce products and services, creative economy means that other sectors in society and enterprises make business with creative industry enterprises or work in cooperation with professionals from the creative sectors. For instance technology enterprises work with designers for product development; tourism is more and more developing towards experiences and operators need to offer something more than just fabulous landscapes, therefore tourism enterprises work with creative professionals to develop the local cultural heritage in new and attractive ways.

In Europe we are used to cultural exchange and cultural cooperation. The activities and cooperation are mostly organised by organisations and NGOs and funded by public authorities. Many of these cultural cooperation and exchange projects could develop towards long-term creative economy

enterprises, but the funding schemes do not support the development towards creative economy, nor is there harmonisation between various governing and regulating authorities.

Creative economy is about self sustainable, demand-driven long term culture projects with an earning's logic. Art and culture projects are however often supply-driven and have a short term perspective. The funding conditions do not allow the project to make any profit at all. Both are needed and both can benefit from each other and cooperate. But they are different. Creative economy functions through SMEs and they need financing and financing instruments designed especially for them. Most of the financing instruments are today designed for traditional industries and for technology.

The development of creative economy in Northern Europe is dependent on the national efforts to develop the support schemes for SMEs working in culture, as well as the financing instruments for creative economy enterprises. National efforts should be supplemented by initiatives and measures from the Nordic Council of Ministers and the EU. The EU programmes to support innovation are focused on technology and have not yet identified culture in its capacity of a tool for innovation.

Statistics on the cultural and creative sectors must hence be developed. National and international approaches to collecting data are too divergent and do not give accurate material for policy making.

The Northern part of Europe has enormous cultural and creative assets, a patchwork of cultural identities and cultural heritage, creative industries, dynamic contemporary production in all the arts, culturally rich societies, high education and a good level of digital technology literacy, which, if properly funded and structured to serve their own purpose and logic, can in return provide a clear and well-functioning earnings tool for developing the creative sector further.

At the same time the world and the global economy is changing very rapidly and we are all facing very significant economic, environmental and social challenges. The digital economy has transferred the social basis for our societies and we know that the old manufacturing industry no longer will be the driving force. We need new forms of production and consumption and the creative economy can offer new solutions, growth and employment.

The Northern Dimension Partnership on Culture could boost the development of creative economy and new forms of international cooperation in Northern Europe.

The Northern Dimension Partnership on Culture (NDPC): A mapping of funding channels and cultural projects in the Northern Dimension Area.

Report prepared for the Institute for Russia and Eastern Europe

*By Researcher on Creative Economy
Kira Sjöberg*

The aim of this report was to extensively deliver information on projects and funding channels within the Northern Dimension geographical area. The survey was conducted in order to have a clear idea of what type of projects have been completed and what funding channels exist to support the cultural life in this area. The survey did not further analyse the projects nor funding means and the material is a map of both larger scale projects and smaller scale personal grants and projects.

The material gathered is based on information published on the Internet in Finnish, English and Scandinavian languages. All sums and project numbers are approximate and based on information that has been published. Worth noting is that the sums are approximate and only about 70% of the information could be found with the method used. Time was the main limiting factor in this project and hence the concentration was primarily on large

governmental run funding bodies in the ND area. Secondly a glance of some Finnish, sector specific, funding channels were looked at in order to deliver some helpful data for the preparatory work with regard to NDPC.

The summary of the material is constructed with an explanation of different types of public funding channels. The mapped out funding channels attached as appendices can be retrieved from the Institute for Russia and Eastern Europe; as can explanations in relation to their construction. Some short summaries of projects and sums granted have been included to show the approximate sums that move around in these sectors. To conclude, the report includes suggestions for future actions and research in relation to the gathered material and its analysis for consideration. The report was completed 15 December 2008.

Details of the mapping

The mapping was created based on the criteria of mapping out actors in applying funding within the cultural sectors. Seminars and other purely

educational projects were not included in this mapping as opposed to an initial survey conducted, due to their different audience and aim. The funding limit was lowered to DKK30,000 (ca. €4,000) in regards to the Nordic Cultural Fund. This in order to show interesting projects that were however granted smaller sums of money for one reason or another. In national funding by FRAME Finnish Fund for Art Exchange, ESEK The Finnish Performing Music Promotion Centre and LUSES The Foundation for the Promotion of Finnish Music the scale was lowered even further in order to provide as wide as possible a view of potential cultural actors nationally and internationally. To have a starting point in relation to the preparative work on the Northern Dimension Partnership on Culture, a firm basis of project managers was thought to be a good idea as in depth details of projects could be found through these.

The mapping identifies 10 main funding channels and includes details of approximately 700 projects funded internationally and details of grant recipients in Finland add up to approximately the same amount (all together 1400 projects). Financially the report has a map of ca. €50 million worth of completed projects (70% of estimated sum), which only scratches the surface of all the activity in the cultural field. This report and survey is by no means exhaustive and should be further investigated and analysed.

The information collected details projects between 2006 and 2008 in the case of most of the funding channels. In relation to larger scale international funds, such as Culture 2000, the focus is on the Northern Dimension Area. The projects that are detailed in this report were started and in most cases completed by 2006. The idea in relation to the selected projects has been the assumption that organisers of them are likely to be active cultural actors, and if presented with a financing machine, such as the NDPC, they could be likely candidates and have interesting potentially bankable projects to suggest for consideration.

Reading guidelines

If the found material related to the sources has been complete, then the mapping criteria has been evaluated per funding channel. If the available data has been relatively unclear then all available data has been included. Should specific criteria exist, it is explained under each funding heading in the summary that can be found as an annex. The main overlapping criteria has been to look at sectors that are most bankable in their nature. The aim was to collect as detailed and easily accessible material as possible.

Suggestions for future research

The mapping of this area has showed the great activity on the field, and as stated previously this report only scratches the surface of all available data. For instance the Barents region and the Russia related projects were not included in the mapping.

Suggestions for future mapping projects are put forward for consideration and are as follows to name but a few possibilities:

- 1) A continued mapping of projects in the Northern Dimension area initially mapping out the international sources, then continuing to national sources including major funds such as the Finnish Cultural Foundation, Swedish Cultural Foundation in Finland and so forth in each member state.
- 2) An analysis of the currently mapped out materials bankability and potential as well as the creation of concrete project examples determining the actions required for a project to become bankable.
- 3) Sector specific data analysis and continued project and business/organisation mapping.

Creative Economy in Finland in Relation to the Northern Dimension Partnership on Culture

*By Independent Culture Consultant
Marianne Möller*

The study was commissioned by the Ministry of Education and prepared during November 2008 - April 2009. The study had two objectives: to inform about the ongoing preparations for a Northern Dimension Partnership on Culture and to encourage the creative sectors to consider developing projects suitable for the Partnership. In addition the aim was to look at the prerogatives for the Finnish creative sector to develop long-term projects with an earning's logic.

The Finnish cultural operators have an overall interest in the cooperation in the ND Region and many of them have experiences of multilateral projects involving Russian and Nordic operators. The Finnish operators also recognise the possibilities for creative economy in the ND Region and that creative economy could be beneficial not only for the cultural field but also for other sectors in society.

The assumption is that the ND Partnership on Culture should not focus on the publicly funded cultural exchange and co-operation, but should function as a supplementary tool for the cultural development and as a vehicle towards creative economy in the Northern Dimension Region.

The study was prepared by using the following methods:

- Speaking to operators in the cultural sector and the many developing agencies for creative economy.
- Looking at the prerogatives from two different perspectives:
 - The Finnish and Nordic systems and schemes for funding art and culture
 - The Finnish system for funding /financing entrepreneurs and SM enterprises in the creative sector.

The findings indicate that the various support schemes do not fit well together and often lead to short circuits

The programmes and schemes for artistic and/or cultural production are mostly granted for one-off projects and the projects that do not leave any profit to the operator/enterprise. This means that a cultural operator must start every new project from "zero" and the perspectives for developing long-term projects are weak. The programmes and schemes to support SM enterprises do not yet fully recognise the creative economy entrepreneurs. Furthermore the creative economy entrepreneurs have difficulties in qualifying as their projects often have public funds covering more than 50 % of the project's budget and this excludes them from some of the support schemes for enterprises.

Any cultural operator/producer/enterprise who tries to develop a long-term project for the ND Partnership will need the funding and financing support from the domestic schemes before the enterprise can qualify for international loans or venture capital, which might be the criterion for projects in the Northern Dimension Partnership on Culture.

Another aspect which still needs to be discussed during the further development of the ND Partnership on Culture is the discrepancies between profit and non-profit organisations. Many cultural institutions and organisations receive public funding and are not supposed to make any profit. Also cultural foundations, voluntary organisations and other NGOs are non-profit, whereas enterprises are supposed to make a profit to be able to work with loans and venture capital over many fiscal years.

The conclusion is that Finnish Ministries and developing agencies are eager to develop the possibilities for creative economy, but they have not harmonised the support schemes or criteria, and therefore the official rhetoric is still far ahead of the reality.

The Northern Dimension Partnership on Culture could give a push towards harmonisation between various governing bodies and function as a tool also for the domestic development of creative economy.

Final words

The idea of the Northern Dimension Partnership on Culture was first launched in 2006 and presented by the report of the Finnish Ministry of Education “The Kajaani Process - Processing the Results of the EU-Russia Expert Meeting on Culture”.

This publication describes the process of shaping the idea of the Northern Dimension Partnership on Culture to a new dynamic form of a broad and creative cooperation.

At the moment we are keen to start the preparations of our next publication, where we would have the pleasure of reporting on the first projects carried out within the framework of the Northern Dimension Partnership on Culture.



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