

**ANNUAL REPORT 2016**

**Introduction**

The action plan of year 2016 was based on and followed the overall aims of the NDPC set forth by the NDPC Memorandum of Understanding of May 20, 2010, prolonged in 2015, and the NDPC strategy for 2012-2016. The NDPC also based its work on the NDI report *11 Dimensions: Cultural and Creative Industry Policy Development and Practices within the Area of NDPC* (2015).

In 2016 NDPC focused on:

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

NDPC worked in accordance to the priority lines set by the NDPC strategy:

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

In 2016 the NDPC Chair country was Russian Federation.

**1. Budget 2016**

The overall available budget foreseen for 2016 was 282 726. 00 EUR, including the co-financing by EU to the operational activities of the Secretariat in the amount of 50 000 EUR and the financing that had not been used in 2015. The contract with European Commission was signed at the end of December 2015.

The countries’ contributions as planned by the envisaged Agreement on establishing the NDPC international secretariat or legally binding agreement (LBA) was 110 000 EUR.

In reality the partner contributions amounted to 132461 EUR, with Norway and Poland contributing additional amounts of funding.

**2. The Main Objectives set for 2016**

The signing of the LBA was still a priority task in 2016.

NDPC contents work was be continued, basing on conclusions and recommendations of the study developed by the Northern Dimension Institute (NDI)-*11 Dimensions : Cultural and Creative Industry policy development and practices within the area of the Northern Dimension Partnership on Culture*. At the plans for 2016 it was stressed that in the contents ’work it is important to continue the collaboration with NDI, involve industry representatives as much as possible, as well as CCI networks and experts and aim to organize new hands – on formats& events that give practical and measurable impact on CCI development.

In knowledge base development a new study was to be carried out in 2016: *Mapping Exercise: How Could Creative Industries Foster Innovation in Tourism in the Northern Dimension Area?* The study was financed by European Commission and carried out by PROMAN- a leading international consulting company specialised in development cooperation.

Networking events were planned to focus on furthering CCI cross-sectorial collaboration and development. Existing events such as the ones organised during the ND Business Forum and the main NDPC event of the year - NDPC Forum in St. Petersburg were to be developed, but NDPC was planning to strive to develop new and more innovative approaches. Recommendations by NDPC focus group were to be taken into account when creating and organising events, in communication, as well as other activities.

**3. Main actions of 2016 and their results**

**3.1. Administrative tasks**

**3.1.1 Legally Binding Agreement – finalising the LBA procedures and signing the LBA, followed by respective administrative procedures.**

Six countries of the 11 original Memorandum of Understanding had agreed to be part of the LBA: Finland, Latvia, Norway, Poland, Russian Federation and Sweden, and five of them had carried out the necessary national procedures to be ready to sign the LBA. Polish partners announced during the last 2016 Steering Committee (SC) meeting that for Poland it would be realistic to plan signing of the Agreement after mid-2017.

**3.2. CCI promotion and development tasks**

3.2.1. NDPC strategy for CCI promotion and development for 2017 – 2020.

During the year 2016 the NDPC partners and the Secretariat worked during SC meetings as well as in the periods in between them to create a new strategy of NDPC work for 2017 – 2020. This strategy was in many ways based on the results of the study of the Northern Dimension Institute (NDI): *11 Dimensions. Cultural and Creative Industry policy development and practices within the area of NDPC* and the recommendations of the NDPC Focus Groupwork on achieving focused and tangible NDPC work results. When developing the strategy document also new developments occurred during 2016 in regional strategies, CCI environment and cross- sectorial collaboration were taken into account. By the end of 2016 a comprehensive document was developed to be finalised and finally agreed at the beginning of 2017.

3.2.2. Development NDPC communication, NDPC website and newsletters, work in social media.

Due to changing of general communication and information environment there was a need to reshape and develop NDPC communication strategies and communication tools. Due to co-financing of EU it was possible to devote additional work to this task. Thus, in collaboration with media company *Cube Media* and *Demola*, an international brand of multi- sectorial student groups working on innovative solutions for companies, qualitative and quantitative analysis of the existing NDPC communication was carried out and recommendations provided. Renewed NDPC visual identity was produced and new approach to web site developed. NDPC developed its Facebook page with regularly provided communication. NDPC produced four of its own newsletters as well as provided information to NDI newsflashes and other information resources. On communication side NDPC also worked with other organisations concerned with CCI development providing information on its activities and work with project development.

**3.3 Network activities**

3.3.1. Continuation of network collaboration by/ with NDPC countries and stakeholders on all levels to facilitate CCI development in the NDPC area.

During 2016 three regular SC meetings took place and one thematic meeting, dedicated to organisation of the NDPC Forum in St. Petersburg took place.

**23rd SC meeting** took place in Moscow, March 18. The most important issues discussed during the meeting were: the year 2015 Annual Report was approved; the 2016 Action plan and budget were approved; status and signing issues of LBA reiterated; NDPC new strategic plans discussed and collaboration with other CCI organisations discussed, among others Joint Working Group on Culture within BEAC.

**24th SC meeting** took place in Kajaani on May 31. The issues of the agenda included: discussion on the NDPC Annual Forum in St. Petersburg; matters regarding LBA reiterated; discussion on several CCI projects, such as presentations of the Finnish project Residency Network Hob for Cultural Intermediaries and Baltic Sea Competence and Innovation Outcubator with CBSS as lead partner. The results of the NDPC’s workshop during ND Business Forum in St. Petersburg *Cultural Tourism & Cultural and Creative Industries (CCI) Development – Issues of Mutual Collaboration* were discussed.

**25th SC meeting** took place during the 3rd NDPC Forum on November 29 – 30 in St. Petersburg. The Agenda of the meeting comprised the following issues: status of the LBA; strategy of 2017-2020; budget and action plan 2017; new projects for studies and fundraising.

On October 13 in Moscow there was a thematic meeting where part of the SC members took part in connection with preparation to the NDPC Forum, discussing the contents of the Forum, potential experts from NDPC countries and organisational issues.

**Northern Dimension Forum**.

During the ND Forum on April 7, a Round Table “Cultural Tourism & Cultural and Creative Industries Development – Issues of Mutual Collaboration” organised by NDPC took place, drawing great interest and an audience of more than 100 people from various CCI sectors, including museums and academia. The aim of the Round Table: ”In view of the NDPC strategic focus towards development of CCI and cultural tourism, facilitation of cross-sectorial spill- overs and innovation in CCI, as well as usage of CCI innovation in furthering tourism – to present case studies in CCI & cultural tourism in Northern Dimension area, including Russia. Discuss on possible models and cases of CCI and tourism collaboration and synergy development.”

**3rd NDPC Forum within the St. Petersburg International Culture Forum.**

On November 29 the annual NDPC Forum in St. Petersburg will take place titled *Culture as Factor of Growth.*

Russian and International experts and guests took part at the Forum to discuss the impact of cultural and creative industries in three conference subsections: “Prolific dimension for regional development- Creative Tourism and Cultural Routes”; “Creative Clusters for Sustainable Tourism Development- Art of Co-Creation” and “Digital services as a means to enhance the accessibility of culture”.

A parallel workshop to the event took place on *Creative Gastronomy and Regional Tourism Strategies*.

The workshop covered issues such as: “Development of new types of culture and experience tourism. How traditional cuisine grows into new “cool” gastronomy that makes people travel, seek and explore new regional and local places. How these new trends help develop regional and local economy and visibility.”

The Forum was recognised by the participants as an important and unique meeting place for CCI representatives in Russia and in the region, and the Workshop was surrounded by much interest, creating a number of recommendations for future development.

Within the NDPC Forum the first meeting of the *Residency Network Hub for Cultural Intermediaries* took place that initiated a Finnish Ministry of Foreign Affairs – funded a year- long international collaboration project where representatives of NDPC countries participate.

**NDPC’s participation at other regional fora, events and meetings.**

During 2016 NDPC and the Secretariat took part at various regional fora, events and meetings to promote NDPC, to report and discuss visions of future development, to discuss possibilities of collaboration and common projects.

These meetings include: Northern Dimension Senior Officials’ meeting in Reykjavik, NDI Steering group’ s meeting in Helsinki, meetings with European Commission representatives in Brussels and Moscow; meetings and presentations at Baltic Sea Region Priority Area Culture events in Warsaw and Stockholm; presentations, competence exchange and project collaboration with the international *Culturability* project, led by Nordic Council of Ministers in Rendsburg, Jūrmala and Vilnius; collaboration development during Kaliningrad conference Baltic Sea Region: from Planning to Common Actions; presentation at ND Day in Stockholm; work on collaboration projects through various meetings with NDI and CBSS.

**3.4. Knowledge activities**

3.4.1. *Mapping Exercise: How Could Creative Industries Foster Innovation in Tourism in the Northern Dimension Area?*– Mapping commissioned by EU.

In 2016 new study will be carried out, with terms of reference developed by NDPC: *Mapping Exercise: How Could Creative Industries Foster Innovation in Tourism in the Northern Dimension Area?* The study was carried out by PROMAN- a leading international consulting company specialised in development cooperation. Throughout the 2016 the researchers were assisted by NDPC regarding the potential information points in the region, etc. The Mapping draft results were presented during the NDPC Forum in St. Petersburg. The Mapping was completed by the end of 2016 and the research results will be disseminated and promoted in 2017.

3.4.2. Collaboration with Northern Dimension Institute.

Collaboration with NDI during 2016 was successfully continued both in form of mutual consultations, information exchange, NDI and NDPC strategy development as well as in development of new common projects. The concept note of a project “Creativity, Digital Innovation and Cultural Tourism: Synergies, Network and Capacity Building” developed for Baltic Sea Region Interreg programme Seed Money application round was pre- selected for further development. NDI and NDPC collaborated on preparation of the second Northern Dimension Day in Stockholm, as well as on development of the ND partnership video and other projects.

**4. Main Objectives of 2017**

The signing of the Agreement on establishing the NDPC international secretariat is still a priority task in 2017.

NDPC contents work will be continued, basing on conclusions and recommendations of the study developed by the Northern Dimension Institute (NDI)-”*11 Dimensions: Cultural and Creative Industry policy development and practices within the area of the Northern Dimension Partnership on Culture”* and the “*Mapping Exercise: How Could Creative Industries Foster Innovation in Tourism in the Northern Dimension Area?”* by Proman.

Within the contents ’work NDPC will continue the collaboration with NDI, involve industry representatives, as well as CCI networks and experts; aim to organize new or join existing formats& events that give practical and measurable impact on CCI development.

With NDI NDPC will aim to work on new projects for development of synergies and research *(f.ex. Baltic Sea Region seed money application in 2016 – to be yet decided upon*).

In knowledge base development NDPC will continue to work with the Northern Dimension Institute and other relevant actors in order to research, exchange information and utilize potential common resources.

Networking events will focus on furthering CCI cross-sectorial collaboration and development. Existing events such as within the ND Business Forum and NDPC Forum in St. Petersburg will continue to be developed. Within the ND Business Forum a workshop with focus on Digital Innovation& CCIs for Businesses will be developed.

NDPC will join and provide additional value to the Latvian Creativity Week RADI!

Other CCI events might be developed or supported- to be decided.

NDPC will aim at meaningful collaboration with other organisations and networks with focus on CCIs.

**5. Photo insight into some NDPC Activities 2016.**

* SC Meeting in Kajaani, Finland, May 31
* Northern Dimension Forum, St. Petersburg, April 7, NDPC Round Table



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