



NDPC Events: Annual Workshop and Round Table in St. Petersburg, April 4-5, 2018

CONCLUSIONS AND RECOMMENDATIONS

Within the framework of the 9th Northern Dimension Forum two NDPC events took place on 4- 5 April in Saint-Petersburg, Russia.

NDPC workshop “Creativity, Innovation, Heritage, Museums – the New Approaches, New Tools, New Experiences” on 4 April in collaboration with the Danish Cultural Institute in St. Petersburg.

This year's NDPC workshop focused on creative use of new technologies and innovative applications in facilitating accessibility of culture, particularly heritage and museums. On how traditional cultural values can be made more accessible as well as attractive via usage of new digital solutions. On how to work with audiences and educate them in new conditions of consumption of culture. The good examples of success and challenges to creators and institutions were shared by Russian and foreign experts:

- Elīna Bērziņa, Head of Education, Latvian National Museum of Art: Latvian National Museum of Art – Presentation “Accessibility and New Tools for Understanding Art”.
- Alexey Bogdanov, Vice-director of Hermitage Museum: Presentation “Innovative Solutions for Museums in a Changing World”.
- Aki Pohjankyrö, Curator, Picture Collections, Helsinki City Museum: Presentation “The Digital Planning of Helsinki City Museum, Open Licenses and Collaboration with Data Users”.
- Anna Koroleva, Project Manager, KAMIS, Russia: “To a Cloud within 80 days: Uniting 41 Moscow Museums”.
- Jānis Mitrēvics, Creative Director, DD Studio, Latvia: The Cases of International and Local Experience of Advanced Technological and Creative Solutions”.
- Evgeniya Kokorina, Head of the Service Department of KAMIS, Russia: How to Help Museums Boost Their Efficiency”.

Presentations were followed by Q&A and discussion.

The Ninth Northern Dimension Forum and NDPC co-organized Round Table discussion on creative industries – “Innovative Solutions in the Public Sector” on 5 April in Saint-Petersburg, Russia

April 5 – a Round Table “Creative Industries: Innovative Solutions for Public Sector” was co-organised by NDPC within the 9th ND Forum. Russian and foreign experts shared their experiences and cases when culture and creative industries contribute to the development of public sector services, including museums and educational institutions.

Following experts presented their case studies & good examples and commenced a discussion with audience:

- Alexander Artamonov, Museum Innovation expert, Russia
- Elīna Bērziņa, Head of Education, Latvian National Museum of Art, Latvia
- Aki Pohjankyrö, Curator, Picture Collections, Helsinki City Museum, Finland
- Jānis Mitrēvics, Creative Director, DD Studio, Latvia
- Irina Kizilova, Deputy Director, St. Petersburg State Institute of Culture, Russia
- Natalia Poppel, Head of corporate, social responsibility and branding, Severstal, Russia
- Dmitry Ojnas, President of the business club “Heritage and economy” Director of projects “Kolomensky posad”, Russia
- Alexey Novoselov, Head of the Totma Museum Association, Russia.

A museum has transformed over the decades and centuries towards a more explicitly social role, responding to the present and urgent need to enhance mutual understanding, both within communities and across boundaries. Innovative technologies can play a key role facilitating these processes.

The Workshop this year addressed the increasingly assertive role of innovation in CCI field, encompassing issues such as accessibility, community outreach, education, copyright solutions, new ways of management and resonating with the round table theme “Creative Industries: Innovative Solutions for Public Sector” held by NDPC within the Ninth Northern Dimension Forum.

During the two events there was an impressive gathering of high-profile speakers and participants from the Baltic region. International experts, representatives of national museums and creative directors of digital companies shared their experiences by telling their own stories. The theme created fruitful exchanges, debates and networking among all participants. The Workshop format allowed participants to fully express their ideas and receive an expert feedback. NDPC maintained and expanded its efforts to build up a sustainable professional community of CCI professionals in the North West Russia and the ND Baltic Region.

It is clear that various innovations are demanded by museums of different sizes, collections, management styles, and geographical locations to meet the actual

challenges. However, in all cases it is important to make innovation in museums scalable, replicable, and feasible to start and operate.

The participants of the Workshop and the Round Table expressed their conviction that professionals in CCI fields of the North West Russia need a sustainable constant platform for further networking. It would help CCI sectors develop locally and will help bridging cultures through its network. It is important within the following NDPC activities to pay attention both to wide audience and the needs of narrow professional communities.

Every NDPC event is a reaffirmation that the strength of networks built lies in diversity. Moving forward in 2018 and beyond, it is important to continue to learn from previous activities and build upon them, while striving to identify new tasks and challenges.

The focus areas/ themes for NDPC to work on – Conclusions of the two St.Petersburg events:

- CCIs as driver of regional development economically and socially, contribution to quality of life.
- Collaboration on creating policy innovations.
- CCI contribution to cross-sector development.
- Platform and resource centre for sharing and learning (also in collaboration with NDI).
- Sharing best cases of innovative and digital solutions across borders.
- Digitalisation to be perceived as tool for development, not aim itself – look at good practices& cases; accessibility of heritage via digital means.
- Development of design thinking.
- Target audiences, modern management, marketing – training & sharing needed.
- Development of new revenue models.

