

Northern Dimension Partnership on Culture Strategy 2021–2024



Empowering cross-border cooperation of cultural and
creative sectors in the Northern Dimension area

Introduction

The Northern Dimension Partnership on Culture (NDPC) was established in 2010 as fourth partnership in the Northern Dimension Policy. The members of the NDPC are the European Commission and the Ministries responsible for culture in Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, the Russian Federation and Sweden.

NDPC is a unique stakeholder and cooperation platform in the cultural and creative sectors¹ (CCS) ecosystem in the region which gives it an important position in carrying out its mission:

1

While NDPC is officially a governmental partnership, it has the flexibility to operate closely with other public and private organisations in setting up new initiatives and form broader alliances. It brings together both the national authorities as well as cultural and creative associations and experts.

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NDPC is the only platform for CCS that covers the entire ND area, including the EU Member States from the Nordic and Baltic countries, Germany, Poland, but also non-EU countries Iceland, Norway and the Russian Federation. As such, it provides an access to a wide pool of expertise and experience related to CCS development around the ND region.

The overall objective of the NDPC is to serve as a focal point for networks, projects and other cultural and creative activities in the ND area. The key principle for NDPC is to initiate its own and complement other initiatives and activities. It adds value to other policy areas by fostering dialogue between national CCS strategies, bringing together cultural and creative operators with policymakers, capacity building for professional development, linking creative professionals and organisations with counterparts from other ND countries, and providing platform for exchanging good practices and promoting ND area as a thriving cultural and creative hub.

1

'cultural and creative sectors' means all sectors whose activities are based on cultural values or artistic and other individual or collective creative expressions. The activities may include the development, the creation, the production, the dissemination and the preservation of goods and services which embody cultural, artistic or other creative expressions, as well as related functions such as education or management. They will have a potential to generate innovation and jobs in particular from intellectual property. The sectors include architecture, archives, libraries and museums, artistic crafts, audiovisual (including film, television, video games and multimedia), tangible and intangible cultural heritage, design (including fashion design), festivals, music, literature, performing arts, books and publishing, radio, and visual arts (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2018%3A366%3AFIN>)

Mission Statement

NDPC's mission is to enhance the strategic role of culture and creativity in sustainable development across the ND area.

Vision Statement

Northern Dimension area is home to thriving and innovative cultural and creative sectors with strong cross-border connections and they play an important role in the overall development and competitiveness of the region.

Key challenges to tackle in 2021-2024

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Uneven playing field across the ND region and lack of support measures covering the entire region. Different countries in the ND region have different level of awareness about CCS and availability of support measures for the sector. This makes mobilising support for CCS development in different countries more difficult.

Aim > to bring together policymakers from all ND countries, support knowledge-based policymaking and share good practices.

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CCS are being significantly impacted by the ongoing crisis. The Covid-19 crisis has hit the CCS particularly hard, both directly due to restrictions (e.g. for museums, galleries, performing arts) and collapsing tourism industry (lost revenues for CCS depending on tourism incomes), as well as indirectly due to economic instability and increasing unemployment. However, it is important to note that not all CCS are negatively impacted, some subsectors (particularly those connected with digital services) are witnessing growth.

Aim > to support CCS by capacity building, networking and mobility, carrying out pilot projects involving CCS.

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Fragmented sectors consisting mostly of micro companies and isolated initiatives. CCS comprises of predominantly very small companies, which have an impact on their resilience, ability to acquire a critical mass and implement large-scale cross-border projects. There are many smaller scale activities, national initiatives and short-term project-based programmes, but there is a lack of coordination and long-term coherent approach.

Aim > to offer capacity building and networking activities, promote CCS to wider audiences, provide a platform to reach out and engage partners from other ND countries.

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Unclear position of NDPC as a centre of CCS development in the region. Not all Member States are equally committed in developing NDPC, the role of NDPC as adding value to national initiatives and elaboration of regional policy framework have remained ambiguous.

Aim > to mobilise and activate all Member States, developing an impactful value proposition which engages key stakeholders from all ND countries in joint project activities.

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Lack of systematic and intended crossovers from CCS to other sectors. While there are some very encouraging examples of CCS crossovers, there is a lack of systematic approach to enhancing close collaboration between CCS and other sectors.

Aim > implementing pilot projects on crossovers, raising awareness, measuring impact of CCS to other sectors, sharing good practices, providing capacity building, working together with other regional formats and ND structures.

Priorities for 2021-2024

NDPC is working towards stronger, more competitive and more resilient² CCS that contribute significantly to the sustainable development of the ND region.

2

Resilience is a strategic capability to survive a crisis and thrive in a world of uncertainty. In addition to getting through crises, resilient organisations also have the foresight to prevent potential crises emerging and an ability to turn crises into opportunities (www.resorgs.org.nz/about-resorgs/what-is-organisational-resilience)

The priorities:

- Focusing on building cultural and creative crossovers with other sectors, particularly with areas covered by the UN Sustainable Development Goals, as well as facilitating dialogue between cultural actors and business community. The NDPC will give a special attention to cooperation within the Northern Dimension policy framework and its existing structures.
- Helping creative professionals and organisations to reach out to and collaborate with other stakeholders across the ND area, providing both contacts as well as mobility support. In this way, NDPC adds value to other existing initiatives, programs and projects.

- Providing state-of-the-art training and development programmes to equip creative professionals with necessary skills and competences to innovate business models, face the new challenges, obtain practical strategic and entrepreneurial knowledge, and create long-lasting networks between professionals.
- Offering a platform for policymakers to share good practices, to learn from other countries, to design solutions for common challenges, develop strategic dialogue and discuss cross-border initiatives. Through information collection and dissemination, as well as studies and reports, NDPC offers national authorities a valuable input for policy development.
- Involving actively all the countries which signed the MoU into the NDPC activities in order to act as an effective mediator and development centre for CCS in ND region and provide the NDPC and its Secretariat the additional capacity to deliver the results foreseen in the strategy.

The key principles for the next period:

- Avoiding overlapping with other stakeholders, offering support for maximising their impact.
- Linking cultural and creative activities with other areas and other cooperation frameworks and adding value to wider goals.
- Working strategically with limited number of priorities and focusing its resources.
- Engaging with diverse existing partners and networks from across the ND region.
- Undertaking more impactful and longer-term activities.

Key goals and measures for 2021-2024

Strategic goal 1:

CCS collaborate closely with other sectors

- Building cross-sectorial initiatives with other partnerships and stakeholders and launching pilot-projects to highlight the impact of CCS to other areas.
- Collecting good practices and examples of CCS crossovers with other sectors, disseminating the information with wider public. Preparing evidence-based reports for Member States on the role of CCS in a wider sustainable development agenda.
- Organising seminars, workshops and expert group meetings on specific links between CCS and other sectors (based on UN Sustainable Development Goals as a framework for CCS societal, economic and environmental impacts).
- Striving to involve other governmental bodies, Chambers of Commerce and Industries, private investors to access the sources of financing including private-public funding taking advantage of i.a. the Northern Dimension Business Council platform.
- Contributing actively into other initiatives with similar aims in the ND regions, organised by such cooperation frameworks as BEAC, CBSS and other.

Strategic goal 2:

Creative professionals are well-connected across the ND area

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Developing a pool of cultural and creative experts, policymakers as well as experts in other fields covering all countries in the ND area.

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Supporting existing projects and initiatives in the region in developing stronger links with stakeholders in other ND countries, facilitating physical and virtual matchmaking of professionals.

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Providing mobility support for professionals to develop joint projects and enlarge existing CCS networks.

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(Co)organising networking events, workshops and expert group meetings to encourage networking and develop new projects. Using online solutions to increase visibility and reach wider audiences.

Strategic goal 3:

Creative professionals are equipped with necessary skillset

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Together with regional partners launching a cross-border cultural and creative management training and networking programme, which focuses on management, strategy, entrepreneurship and internationalisation skills.

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Offering both physical and virtual tools for self-development and project management. Setting up a mentoring system for project development accelerator to allow professionals to work together with counterparts from other countries.

Strategic goal 4:

CCS policymaking is knowledge-based

- Seeking synergies between national and regional strategic documents in the field of culture and CCS. Collecting, comparing and compiling national priorities in the sphere of CCS.
- Organising knowledge sharing between policymakers from the ND area and support evidence-based decision-making through data collection and studies, as well as informing and engaging NDPC Member States' high-level policymakers.
- Providing increased visibility for CCS in the ND region and highlighting the important role that CCS play in sustainable development through organizing NDPC Annual Forum in St. Petersburg and other events.

Strategic goal 5:

NDPC has the organisational capacity to deliver

- Increasing the Secretariat's capacity to implement projects by stable long-term funding agreements, hiring additional specialists and organising staff training.
- Exploring opportunities, ways, and modalities for setting up an additional funding mechanism such as a special fund for supporting planned activities.
- Carrying out communication activities to make NDPC more visible for the CCS in all ND countries and highlight exemplary CCS crossovers to wider audiences.
- Engaging Pool of Experts as advisory body and working with all Member States to motivate them to actively participate in the NDPC's activities.
- Formalising the prolongation of the Memorandum of Understanding for the next 5 years in written procedure.
- Analysing the opportunities to organise NDPC high-level meetings.

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Contact us:
dace.resele@ndpculture.org

Meet us:
Grecinieku 9, Riga- 1050, Latvia

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www.ndpculture.org
www.facebook.com/NDPCpage