**ANNUAL REPORT 2020**

***The action plan for 2020 was based on the NDPC strategy for 2017-2020. The plan has been modified due to the COVID-19 situation globally and most activities were held online. New conditions helped NDPC to widen its professional network and to be present at numerous events related to the cultural and creative industries (CCI) sector, thus contributing to its development. As well as to ratify Legally Binding Agreement, Host Country Agreement. In addition, considerable step forward was the EU D NEAR’s direct funding to NDPC that has been allocated in 2020.***

***VISION OF THE NDPC*.** The creative industries sector is a driving force in regional and international sustainable development and a cornerstone for cooperation in the ND area, establishing a collaborative framework across wide spheres of society.

***MISSION OF THE NDPC.*** To contribute to social and economic sustainable development, innovation and cross-sectoral cooperation in the ND area by focusing on the operating conditions for cultural and creative industries.

**CENTRAL AIMS OF THE NDPC**

* Facilitating the development of sustainable and effective policies and incentives. Connecting and building synergies between CCI stakeholders and other relevant societal actors throughout the entire ND area;
* Bridging the gap between public and private funding and strengthening cooperation between CCIs, policymakers and business communities.

These aims are not mutually exclusive but rather complementary. Further objectives can arise on the basis of these aims on a more relevant basis. The aims should be achieved by:

* developing national and regional policies and activities based on knowledge, communication and information exchange;
* developing and utilising networksat regional and national levels;
* supporting, developing and promoting collaboration projects;
* furthering CCI development and accessibility of culture and cultural heritage through opportunities presented by technological developments.

**NDPC’s FOCUS AREAS**

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

**BUDGET 2020**

The total available funding was **EUR 276 758,33**, including the funds that had not been used in the previous years.

The Partners’ planned annual contributions’ budget in 2020 was **EUR 118 953,33.**

**MAIN OBJECTIVES 2020**

The **NDPC’s WORK ON CONTENT** was to be continued, based on conclusions and recommendations of the most recent NDPC studies: a study developed by the Northern Dimension Institute (NDI) called “*11 Dimensions: Cultural and Creative Industry Policy Development and Practices within the Area of the Northern Dimension Partnership on Culture”* as well as recommendations included in the Mid-term Evaluation of the Northern Dimension Partnership on Public Health and Social Wellbeing and Northern Dimension Partnership on Culture financed by the EC.

Most of the daily work was dedicated to the elaboration and submission of the joint EUNIC and NDPC project proposal for the EC direct grant to the NDPC. The application was successfully submitted and the due agreement was signed in late December.

Another milestone was the elaboration of the NDPC Strategy 2021-2024 that was facilitated by Mr Ragnar Siil, creative and cultural industries expert, director and partner at Creativity Lab.

In 2020, NDPC planned a synergetic collaboration with other organisations and networks focusing on CCI development and cross- sectoral cooperation. Among the projects that were supported and developed by NDPC with this thematic focus were:

* [NDPC Forum in St. Petersburg](https://www.ndpculture.org/news/registrations-open-for-the-ndpc-cultural-forum-meets-bcreative) in cooperation with the creative entrepreneurship network Be.creative: *“Reaching New Horizons: Creative Entrepreneurship and Museums”*
* a workshop focusing on cross-sectoral cooperation in the framework of the ND Forum/ Business
* *“[HackCreative](https://www.ndpculture.org/news/hackcreative-an-industry-transformed-creative-and-cultural-industries-hackathon-to-tackle-the-current-crisis): An Industry Transformed”* - a hackathon for CCI, aiming to create solutions for challenges brought by COVID-19
* *“The Art of Staying Healthy – Can Culture Improve our Wellbeing?” –* ajoint [workshop](https://www.ndpculture.org/news/the-art-of-staying-healthy-can-culture-improve-our-wellbeing-online-workshop-within-the-11th-eusbsr-annual-forum) with NDPHS on health and wellbeing arranged at the EUBSR Forum 2020
* a study on cross-sectoral collaboration and activities implemented within the study: promotional activities, workshops. https://ndpccrossinno.eu/
* NDPC’s flagship project *“Creating New Practices of Sustainability - Cross-Sectorial Creativity in the Era of Climate Change”* ;
* Northern Dimension [Online Forum](https://www.ndpculture.org/news/northern-dimension-online-forum-and-ndpc-panel-discussion) & NDPC Panel Discussion
* chairing an RT discussion at the “Cross Innovation Conference” <https://cross-innovation-conference.eu/>
* participation in “Portobello” – a network of creative industries incubators ( network initiated within the project *Creating New Practices of Sustainability - Cross-Sectorial Creativity in the Era of Climate Change, Module 2: Economic Sustainability*)
* partnership in the CBSS project *“Baltic Sea Cultural Cities”* (seed money, Swedish Institute)
* “Circular Place” – a seed money project (with the Danish Cultural Institute as the lead partner)

**ADMINISTRATIVE TASKS, DEVELOPMENT**

**Establishment of Administrative entity of the Secretariat –** in April the Secretariat moved to new facilities and stopped its successful long-term collaboration with the Nordic Council of Ministers’ Office. The Secretariat created its own separate administrative management as well.

**Elaboration of Administrative Handbook and Host Country Agreement-** theSecretariat worked on the elaboration of the HR and Financial Handbook. The Handbook was approved at a SC meeting.

as Also, the Host Country Agreement has been approved and submitted to the Parliament of the Republic of Latvia for ratification.

**Elaboration of the NDPC Strategy 2021-2024-** elaboration of the NDPC Strategy 2021-2024 that was facilitated by Mr Ragnar Siil, creative and cultural industries expert, director, and partner at Creativity Lab. A board of experts was actively taking part in this process. Four stakeholder meetings took place to assess the actual situation in the region concerning the sector and its perspectives.

**Board of Experts** – three Board of Experts meetings took place, including one joint meeting with SC. “The experts brought valuable contribution to the elaboration and validation of the NDPC Strategy 2021-2024

**ND Steering Group-** NDPC took part in two ND Steering group online meetings, reporting on the Partnership’s progress and perspectives.

**NDPC VISIBILITY, NETWORKING**

**VISIBILITY**

The structure of the NDPC website [www.ndpculture.org](http://www.ndpculture.org) was improved, securing its further maintenance and consistent updating. NDPC has also improved its communication through Facebook and aims to continuously widen its audience. In addition, NDPC released three newsletters in 2020, with the primary focus on NDPC-related news, as well as containing other updates on funding opportunities and events relevant to NDPC. The newsletters have a regular audience of more than 700 recipients.

In-between the newsletters we were regularly informing our mailing list subscribers about NDPC’ s principal activities and opportunities to take part in NDPC workshops, forums, and surveys.

NDPC’s work and strategies were communicated/presented during NDPC events, as well as at other the events and meetings where NDPC took part in 2020 (General Assemble of the Culture Action Europe organisation, Portobello network meetings, Creative FLIP conference etc.).

NDPC also worked with other organisations concerned with CCI development by providing information on its own activities as well as by elaborating joint projects (Culture Action Europe, Arts Promotion Centre Finland, European External Action Service, EC Directorate-General for Education, Youth, Sport and Culture, OECD Cultural Advisor, Finnish Institute in Estonia, Arctic Art Institute, Arctic Federal University, Trans Europe Halles).

Throughout the year, continuous work was done seeking new ideas, new projects, and new developments in the CCI and cross sectorial field within the ND area.

**NETWORKING AND KNOWLEDGE EXCHANGE ACTIVITIES**

One of the central aims of NDPC is establishing a collaboration network involving all NDPC countries and stakeholders at all levels (national, regional, international) in order to facilitate CCI development and cross-sectorial development in the entire NDPC area. This includes exchange of knowledge and expertise by the way of implementing various events and activities.

In order to widen its professional network and take an active role in the processes related to CCI at the European level, NDPC has acquired a membership status in the ‘Culture Action Europe’ network: www.cultureactioneurope.org and the European Creative Business Network [www.ecbnetwork.net](http://www.ecbnetwork.net). NDPC has also taken an active part in the creative incubator’s network ‘Portobello’.

NDPC Secretariat also contributed to the study *“Cultural and creative sectors in post-COVID-19 Europe - Crisis effects and policy recommendations”* (s. attachment or via this [link](https://www.europarl.europa.eu/RegData/etudes/STUD/2021/652242/IPOL_STU%282021%29652242_EN.pdf)) taking part in the focus group discussion

During 2019, NDPC and the NDPC Secretariat took part in various online forums, workshops and meetings in order to promote NDPC, report on its work as well as discuss the potential of CCI development in the future and identify possibilities for collaboration and common projects. Examples of such joint discussions is listed below:

* ND Future Forum organised by NDI
* NDI Think Tank Action Steering Group meeting
* ND Steering Group meeting
* EUBSR Strategy PA Culture online meetings.
* European Creative Entrepreneurship Summit organised by the European Creative Business Network (online)
* BRIGHT festival, where NDPC took part in a discussion about internationalisation (organised by the Creative Business Network)
* CLUMP incubator’s discussion on internationalisation

**STEERING COMMITTEE MEETINGS**

During 2020, three regular Steering Committee meetings took place as well as two informal meetings on the NDPC Strategy and cooperation framework with EUNIC Global.

35th NDPC STEERING COMMITTEE MEETING took place on 22 April, online

The MAIN ISSUES for discussion were: ∙ the ongoing Study *"Cultural and Creative Industries Cooperation and Innovation in the Northern Dimension Countries",* ∙ NDPC Strategy for 2021-2024, ∙ cooperation between NDPC and EUNIC Global on a joint project application for an EC direct grant – support to the NDPC.

36th NDPC STEERING COMMITTEE MEETING took place on 11 November, online

The MAIN ISSUES of the meeting were: ∙ the Host Country Agreement**, ∙** PA Culture and NDPC’s role in it, ∙ Board of Experts and New Members, ∙ NDPC budget modifications, ∙ the Personnel and Financial Handbook. The Financial Contribution Scheme was reviewed as well (as foreseen in LBA, Article 6).

DECISIONS: It was decided to relaunch the process of signature of the cooperation agreement between EUNIC Global and NDPC as well as to add one more member from NDI to the Board of Experts.

**PROJECTS**

**EC took the decision to award a grant of EUR 1.4 million to the Northern Dimension Partnership on Culture to implement its objectives.** The funding will be managed through 2020-2023 by EUNIC Global (as per EC decision) in cooperation with NDPC as a co-applicant. The project application was elaborated and submitted jointly by NDPC and EUNIC Global. The relationship between the two organisations is regulated by the Framework Agreement.

**The mapping study** **"Cross-sectoral cooperation and innovation within Creative and Cultural Industries - practices, opportunities and policies within the area of the Northern Dimension Partnership on Culture"** was launched and numerous activities implemented within its framework**.**

The project also included three thematic expert focus group events: on the cooperation between CCI and traditional industries, on the connectivity and cross-sectoral innovation, and on CCIs engaging with the sectors of wellbeing and health. Each workshop gathered around 40 participants and resulted in the publication of four policy briefs. Additionally, one publication featured in a scientific journal and a couple of articles were written elsewhere.

More information about the project and its results is available on the new web resource [ndpccrossinno.eu](https://ndpccrossinno.eu/).

**Online hackathon “HackCreative: An Industry Transformed” on 1-3 May**

NDPC invited industry leaders, creatives, artists, event organisers and culture workers to come up with new solutions to COVID-19 challenges.

The hackathon brought together more than 300 industry representatives and other stakeholders from 30 countries around the world. Participants developed a variety of projects that could potentially provide support to the industry during the COVID-19 crisis. During the hackathon, 26 ideas were developed, but the three most successful projects shared a cash prize fund of 10 000 euros provided by Swedbank.

**Online workshop "The Art of Staying Healthy – Can Culture Improve our Wellbeing?" at the 11th EUSBSR Annual Forum**

The workshop was arranged jointly by NDPHS as the coordinator of EUSBSR PA Health, NDPC on behalf of PA Culture and the Arts Promotion Centre Finland.

It was part of the inception phase for a project already being developed by NDPHS and NDPC. The workshop provided input and feedback into the future strategic direction of the project and identify ways to engage other PAs/HAs represented in the EUSBSR.

The event gathered around 80 participants.

**Online and onsite ANNUAL CULTURAL FORUM IN ST PETERSBURG on 10-11 December (organised in cooperation with the Ministry of Culture of the Russian Federation)**

The forum subtitled “Reaching New Horizons: Creative Entrepreneurship and Museums” ended with loads of new ideas generated, versatile experiences shared and meaningful connections made across the whole Northern Dimension region, Europe and beyond. It was an opportunity to voice the central role of culture and creative industries in triggering positive change across our communities and tackling today's challenges, as well as to raise awareness about how the combination of creativity, storytelling and new technological possibilities can revolutionize museums.

This time NDPC cooperated with the creative business network b.creative https://bcreativetracks.com/

**Online NORTHERN DIMENSION FORUM/ BUSINESS on 20 November (organised in cooperation with the Northern Dimension Business Council)**

This time, the forum focused on the Northern Dimension Business’s response to COVID-19 challenges. Key-note speeches addressed economic forecast, safety measures as well as support and aid programmes. The speakers included representatives from the Northern Dimension Member States and top-level Russian and European businesses.

In the framework of the forum, NDPC organized a panel discussion "Creative industry - digital solutions for businesses". A variety of topics was covered, such as digital solutions in museums, artificial intelligence and machine learning, inclusive tourism, involvement of citizens in urban planning, as well as learning, interaction and networking concerning virtual business services.

The geography of participants encompassed Russia (Saint Petersburg, Leningrad Region, Arkhangelsk, Moscow), Latvia, Finland and Lithuania.

**INTERNAL PROJECT: Creating New Practices of Sustainability - Cross-Sectorial Creativity in the Era of Climate Change**

The project promotes cross-sectoral creativity in the era of climate change as a creative way of supporting sustainable development. The project consists of four modules: Social Sustainability, Environmental Sustainability, Economic Sustainability, and Cultural Sustainability.

ACTIVITIES:

Module 1: Social Sustainability. Generating new common ground. Exploration into possible futures – a series of three online seminars and artist talks: Age of Agency, Age of Ecologies, Exploration into Possible Futures - Age of Change, with about 30 participants in each workshop.

Speakers and topics: Change for alternative way of seeing – Artistic thinking in the process of building possible futures, arctic view on environmentally engaged art, the interrelations of environment, art and wellbeing in a sustainable future.

Module 2: Economic Sustainability. Strengthening professional intermediation regionally

Five online collegial conversations targeting creative industry incubators, where the NDPC project participants discussed the project’s plans and challenges in terms of the COVID-19 pandemic. A workshop hosted by the Finnish Pentagon Design Office, “Future Directions and Opportunities for the Creative Industries Incubators in the Northern Dimension Area” took place as well. There were about 13 participants, representing creative industries incubators from various ND countries.

Module 3: Cultural Sustainability. Recognizing futures

An online workshop about the cultural aspects of regeneration and transformation of the ways human inhabit the earth, inspired by traditional wisdom and with a contemporary spirit. The workshop format included a conversational presentation in three parts followed by Q&A and breakout activities encouraging the participants to interact with their colleagues from around the world.

PROJECT PARTNERS: Arts Promotion Centre Finland, Ministry for Foreign Affairs of Finland, Ministry of Education and Culture of Finland

**NDPC is also involved** in the following projects on the basis of associate partnership: ***Urban Cultural Planning*** (developed as a continuation of *the* ***Culturability* project,** lead partner - Danish Cultural Institute in Riga), ***Baltic Sea Cultural Cities*** (supported by the Swedish Institute, with CBSS as the lead partner) and **"*CircularPlace: Culture and Creative Industries, Circular Economy and Place****"* (supported by the Interreg Baltic Seed Money, lead partner - Danish Cultural Institute in Riga)

**OVERALL OBJECTIVES 2020**

1. To establish a successful working cooperation with EUNIC Global when managing the direct EC Funding to NDPC, as well as jointly implement project activities.

2. To draft and finish the NDPC Strategy 2021-2024;

3. To position NDPC as a facilitator for cross-sectoral cooperation and innovation by organising workshops, supporting networking and capacity-building events;

4. To strengthen the operational capacities of the NDPC Secretariat by optimising its administrative procedures and adjusting its overall capabilities to actual demands;

5. To raise NDPC’s visibility and continuously develop its communication channels.