

# CCI4Change Final Event – Agenda Overview

**Date:** Thursday, May 8, 2025

**Location:** Dubulti Library, Jūrmala (Latvia). Address: Strēlnieku prospekts 30, Jūrmala, LV-2015.  
<https://maps.app.goo.gl/doFa29eY7wDYdM9bA>

**Online access:** Morning session only (10:00–13:15). Link: [www.youtube.com/@ndpculture/streams](http://www.youtube.com/@ndpculture/streams)

## Morning Session: Insights and Frameworks

<b>09:30–10:00</b>	<b>Morning coffee</b>
<b>10:00–10:10</b>	<b>Opening words</b> -Introduction by Krista Petājājarvi, Project Manager at the Northern Dimension Partnership on Culture (NDPC) -Welcome by Lasma Krastina-Sidorenko, Head of Creative Industries Division at the Ministry of Culture, Latvia
<b>10:10–10:25</b>	<b>Keynote 1:</b> <i>“How to Harness Cross-Disciplinary Collaboration for Sustainable and Resilient Futures; Examples from Cēsis Municipality”</i> – Inese Suija-Markova
<b>10:25–10:50</b>	<b>About the CCI4Change project:</b> general overview – Krista Petājājarvi (NDPC); <b>Case stories from Sweden</b> (Skåne Region & STPLN)
<b>10:50–11:10</b>	<b>Presentation of the CCI4Change Collaboration Model</b> – Anu Vainio & Alina Vionsek (XAMK)
<b>11:10–11:25</b>	<b>Keynote 2:</b> <i>“Tango for Three: Municipalities, Creativity, and Communities in Energy Transition”</i> – Vita Brakovska  <i>Coffee break</i>
<b>12:00–12:15</b>	<b>Keynote 3:</b> <i>“The power of culture and the creative sector in our green transformation”</i> – Jenny Tingvall-Kornmacher
<b>12:15–12:40</b>	<b>Case stories from Finland</b> (City of Kotka & Cursor Oy) <b>Case story from Jūrmala</b> (Jūrmala Municipality, INITIUM & NDPC)
<b>12:40–13:15</b>	<b>Panel discussion</b> with Vita Brakovska, Jenny Tingvall-Kornmacher, Inese Suija-Markova, and Markku Hannonen (City of Kotka). Moderated by Farhia Nur (STPLN). ..... <i>Closing of the morning session and the online access.</i>
<b>13:15–14:30</b>	<b>Lunch break: Lunch served at Jurmala Art School</b>



## Afternoon Workshops (Onsite Only)

**14:30–15:45**

**Participants select from four thematic parallel sessions**  
*All workshops are held at the Library premises*

### **Workshop 1**

#### ***Urban Anthropology in Action: Kauguri Case Study & Beyond***

This interactive workshop focuses on fostering collaborative strategies to enhance urban sustainability, using the Kauguri neighbourhood as a springboard for discussion. We will explore how community-led mobilization can lead to practical housing insulation initiatives and how these efforts can be integrated to create more sustainable urban communities. By sharing the best practices and fostering cross-sectoral partnerships, participants will gain practical tools and inspiration for their own use.

**Facilitators: Kārlis Laksēvics & Edgars Razinskis**

### **Workshop 2**

#### ***Local Authorities, Artists, and Intermediaries Working in Synergy Towards Joint Goals: Capacities Needed for Efficient Collaboration Within the CCI4Change Framework***

In this discussion, we will introduce the research article produced within the project context. The article highlights the needed skills and capacities of artists, local authorities, and intermediaries when collaborating in a transformative manner. The presented article serves as a starting point for the discussion, elaborating on research needs to facilitate such collaborations forward.

**Facilitators: Krista Petäjärvi & Heini Haapaniemi (NDPC; XAMK)**

### **Workshop 3**

#### ***What Helps, What Hurts? Artistic Freedom in Partnerships***

How can we partner with the cultural sector while protecting artistic freedom and recognizing its role in democracy and transformation? In this workshop, we present "Seven Principles for Collaboration" that do not compromise artistic freedom, based on the project's experiences in Skåne, Sweden. You can also expect an interactive exercise where we create a bad atmosphere, with lots of misunderstandings, contradictions, and fiascos—where we talk about how to prevent them!

**Facilitators: STPLN & Region Skåne**

### **Workshop 4**

#### ***A CCI4Change Toolkit Trial***

In this workshop, you will get an in-depth look into the freshly launched CCI4Change collaboration model toolkit. You have the chance to test some of the toolkit practical tools, and your feedback is valuable for its further development!

**Facilitators: Anu Vainio, Tomi Purovaara & Alina Vionsek (XAMK)**

## Closing Session

**15:45–16:00**

**Coffee Break**

**16:00–16:30**

**Wrap-up and group reflections, led by Krista Petäjärvi**



## Other information

### About the keynote speakers

- **Keynote: Inese Suija-Markova, PhD**

**“How to Harness Cross-Disciplinary Collaboration for Sustainable and Resilient Futures; Examples from Cēsis Municipality.”** Dr. Inese Suija-Markova is an expert in cross-disciplinary innovation and the management of knowledge-intensive business services. With 16 years as Managing Director of the Institute for Environmental Solutions, she has led research and innovation initiatives in sustainability. Currently, she serves as Deputy Mayor of Cēsis Municipality and Deputy Chairperson of the Development Board of Vidzeme Planning Region, actively shaping regional development

- **Keynote: Vita Brakovska, PhD**

**“Tango for Three: Municipalities, Creativity, and Communities in Energy Transition.”** With extensive experience in designing and facilitating interactive events, Vita Brakovska has led over 1,900 events, including workshops, hackathons, and trainings, engaging diverse audiences – from the local community and entrepreneurs to policymakers. Her expertise in innovation policy, creative industries, and sustainable development aligns with the CCI4Change project, fostering collaborative dialogue and capacity-building for culture and creative industries. Through hands-on facilitation, she creates dynamic spaces where cross-sectoral stakeholders can co-develop strategies for systemic change.

- **Keynote: Jenny Tingwall-Kornmacher**

**“The power of culture and the creative sector in our green transformation.”** Jenny Kornmacher works with the development of cultural and creative industries for the region Skåne. Her area of expertise is to promote innovation both within the creative sector but also to make use of the sector’s innovation potential through collaboration with other industries or areas of society: cross-innovation. In these processes, companies and organisations from various sectors open up to work together with experts from the creative industries on new solutions for more sustainability. As a policymaker, she has worked for different regional and national governments as well as the EU initiative EIT Culture & Creativity on the topic of cultural and creative industries and innovation.

### Organisers

The event is hosted by **Jurmala Municipality (LV)** together with the **Northern Dimension Partnership on Culture (LV)** and the project partners **City of Kotka (FI)**, **Region of Scania (SE)**, **Cursor Oy Kotka-Hamina Regional Development Company (FI)**, **STPLN (SE)**, **South-Eastern Finland University of Applied Sciences Ltd – Xamk (FI)**.

### Project funding

In the **“CCI4Change: Facilitation of Citizens Energy Consumption Behavioural Change in BS Cities and Municipalities”** project, public authorities cooperate with entrepreneurs from the culture and creative industry (CCI) to better engage with citizens and encourage them to reduce energy consumption. The total budget of the CCI4change project is 470,000 EUR, of which 80%, or 380,000 EUR, is funded by the **Interreg Baltic Sea Region programme** and the remaining 20% by the project partners.