

## ***Get Creative - Go Baltic***

### ***Culture and creative industries in the Baltic Sea Area***

***- drivers for economic growth and regional cooperation***

***3 April 2014***

***Venue: Goethe-Institute Brussels, Rue Belliard 58, 1040 Brussels***

*Moderator: Verner Kristiansen*

### ***Project café for Practitioners***

This interactive session will showcase current good practices and examples of on-going cooperation activities and provide an opportunity to learn more about funding opportunities and to engage in ongoing and possible upcoming cooperation activities.

**11.00 Welcome to the project café**

*Mikael Höysti, Head of Department for Culture, Nordic Council of Ministers*

*Merten Barnert, Chairman of the Informal Baltic Sea Group*

**11:05** Moderator Verner Kristiansen presents today's program and participant expectations

**11.15 Creative Europe Culture subprogram - opportunities for Baltic Sea region stakeholders**

Jolien Willemsens, Program Coordinator, European Commission Education, Audiovisual and Culture Executive Agency (EACEA) Culture Unit

**11.30 Open microphone for project presentations in the main hall**

Possibility to visit project stands in the exhibition space

**13:00 Lunch**

## ***Seminar on Culture and Creative Industries in the Baltic Sea Area***

**13.30 Registration for the Seminar**

### **14:00 Session 1: Political Panel on Culture and Creative industries**

**Promoting cultural and creative sectors for growth and jobs in the EU**

*Androulla Vassiliou, Commissioner for Education, Culture, Multilingualism and Youth (tbc)*

**Culture and Creative Industries – Nordic perspectives**

*Mikael Höysti, Head of Department for Culture, Nordic Council of Ministers*

**Culture as a Priority of the EU Strategy for the Baltic Sea Region**

*Anke Spoorendonk, Minister for Justice, Culture and European Affairs, Schleswig-Holstein*

**Europe's regions and cities view on how to support a Creative Europe**

*Gábor Bihary, Member of the Committee of the Regions and Rapporteur for Creative Europe*

*Panel discussion and Q&A, input and feedback from practitioners in the project café*

**15:00 Coffee Break**

### **15:30 Session 2: Culture and Creative industries for growth, jobs and prosperity: What are the key drivers?**

#### **a.) Why at all invest in culture in the Baltic Sea regions? Enlarging the marketplace!**

**Culture-driven growth as an investment priority in the Baltic Sea Region - The example of Umeå**

*Marie-Louise Rönmark, Mayor of Umeå and chair for the Capital of Culture steering group*

**Expanding the Boundaries of Creative Industries in the Kvarken Region**

*Linda Blomqvist – Selling – regional growth through culture*

**Do we need new partnership models?**

*Henrik Jansson, CEO Modeink – The Swedish Fashion Incubator, Borås*

#### **b.) Reinforcing cross-sectoral fertilization - are there spill over effects?**

**Culture for Sustainable Development in the Baltic Sea Region**

*Olaf Gerlach-Hansen, Danish Cultural Institute and project leader, Nordic Council of Minister project "Culture for Sustainable Development in the Baltic Sea Region"*

**The Cultural Health Box of books – one way to achieve a social sustainable health care system.**

*Eva Bojner Horwitz, Uppsala University, Center for Social Sustainability*

**Culture and Creativity – worth of investing! Experiences of Turku, European Capital of Culture 2011**

*Suvi Innilä, Senior Expert, Program Director, ECOC Turku 2011*

### **17:00 Panel discussion and Q&A: Input and feedback from practitioners in the project café**

**Introductory remarks**

*Ingrid Walther (Head of Unit for ICT, Media and Creative Industries), Senate Administration for Economics, Technology and Research Berlin*

**17:30 Baltic Reception including Dinner Buffet**