

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



UMEÅ2014 EUROPEAN
CAPITAL OF
CULTURE

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Culture Committee

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of the Baltic Cities

COTER

Territorial cohesion policy
– Committee of the
Regions

Steering Committee of
HA Involve, EU strategy of
the Baltic Sea Region





Umeå 2014

Long term development strategy



118.000 → 200.000 citizens





Umeå

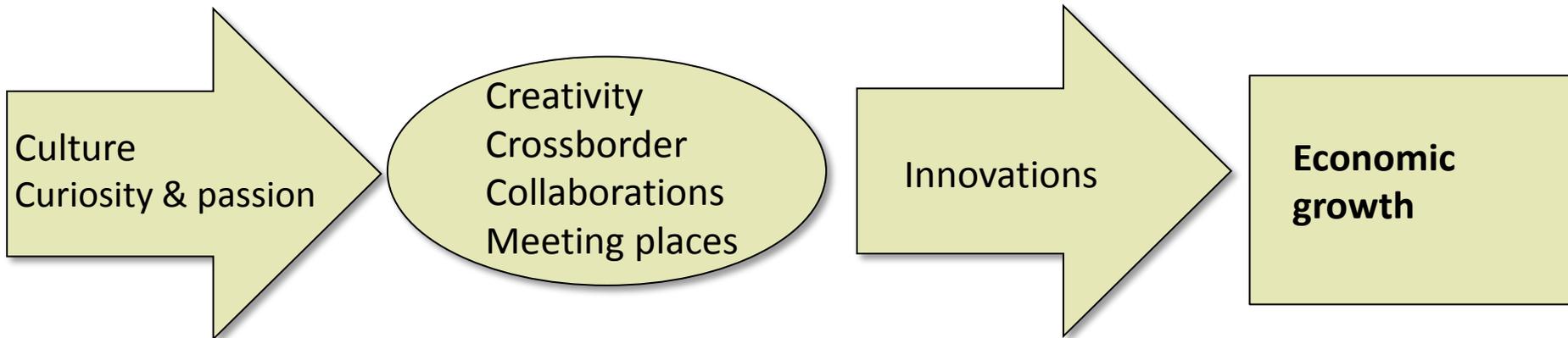
One of the fastest growing cities of Europe

Eurostat 2012

Close cooperation between
the city – the university – business sector – NGO's
QUATTRO-HELIX-STRATEGY

Umeå invests 70 % more per capita in culture
compared with the average municipality in Sweden

Year by year, decade by decade
CULTURE INVESTMENT STRATEGY





RESULTS

- Self-confidence by citizens
- Increased investments
- Increased tourism and immigration
- Culture as the driving force for long term development





4 x payback Ecoc year
10 x payback in 10
years

A wooden suspension bridge spans across a body of water. Two hikers with large backpacks are walking away from the camera on the bridge. The background features a lush green forest, a lake, and snow-capped mountains under a clear blue sky. The bridge has wooden railings and is supported by vertical cables.

Cross-border co operation
- Use pan-baltic networks
to build bridges in the BSR



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