



Priority Culture! Conference 13-14 November 2014 Tallinn, Estonia

“Learning from the past, looking into the future”

The conference aims at presenting projects and activities of the Priority Area Culture of the EU Strategy for the Baltic Sea region (PA Culture), spreading the knowledge regarding cultural development and cooperation in the region, sharing information and fostering exchange on the manifold activities of BSR cultural organizations. Moreover the conference will focus on current and planned funding opportunities as well as on discussing chances and challenges of cultural cooperation in the Baltic Sea region. The conference will also give the opportunity to discuss the future orientation of PA Culture activities.

Draft program

Thursday, 13 November – Learning from the past
Venue: National Library in Tallinn

11.00	Registration
12.00	Joint Lunch
13.00	Opening of the conference
13.00	<p>Official opening of the conference and welcome speeches</p> <p>Moderator – Ragnar Siil, Director of Creative Lab</p> <p><u>Welcoming speeches:</u> Minister Urve Tiidus – Ministry of Culture of Estonia Minister Małgorzata Omilanowska – Ministry of Culture and National Heritage of Poland Minister Anke Spoorendonk – Ministry of Justice, Cultural and European Affairs, Schleswig-Holstein Jan Lundin – Secretary General of the Council of the Baltic Sea States Mikael Hoysti – Head of Department of Culture, Nordic Council of Ministers</p>
14.00-15.30	<p>Session 1</p> <p>First results of PA Culture cooperation - presentation of PA Culture actions and flagship projects:</p> <ul style="list-style-type: none"> • Art Line, Torun Ekstrand • Baltic House, Magdalena Zakrzewska-Duda, Baltic Cultural Centre, Gdańsk • Culturability, Simon Holmberg, Danish Institute in Riga • Baltic Sea History Project, Dr Christian Pletzing, Academia Baltica, Schleswig-Holstein • Baltic Sea Heritage Atlas (Martabal), Katarzyna Nowicka,

National Maritime Museum in Gdańsk

- **Virtual Academy of Baltic Cultural Heritage Management (AcaBa)**, Marianne Lehtimäki, Monitoring Group on Cultural Heritage

Q&A session with the audience

15.30-16.00	Coffee break	
16.30-18.00	Session 2	Cultural and Creative Industries promotion and its development in the Baltic Sea Region Overview of regional stakeholders of CCI in the region and its activities and flagship projects on promotion of Cultural and Creative Industries: <ul style="list-style-type: none">• Anu-Maaja Pallok, Adviser of the Ministry of Culture, Estonia• KreaNord: Robert Nilsson, Ministry of Culture and Sport, Sweden (tbc)• NDPC and Network of creative networks – Ilze Holmberg, NDPC and Roma Survilienė, Director of National Association of Creative and Cultural Industries, Latvia• TAB FAB, Latvia• Creative Ports, Dr Ralf Eppender, Goethe Institute, Germany Presentation of the results of PA Culture workshop held in Stockholm on entering external markets for CCI entrepreneurs - Ragnar Siil , Director of Creative Lab, Estonia Q&A session with the audience
19.30-21.30	Dinner	Vaba Lava - Telliskivi Creative City

Friday, 14 November – Looking into the future

Venue: National Library in Tallinn

09.00-10.00	Registration Welcoming coffee	
10.00-12.00	Session 3	2nd BSR Cultural Dialogue (focus on culture & social inclusion)- continuation of the cultural dialogue started during the EUSBSR Annual Forum in Turku: <ul style="list-style-type: none">• Anne-Ly Reimaa, Undersecretary of Culture Diversity at the Ministry of Culture of Estonia,• Jaana Simula, Director of Cultural Affairs City of Pori and Vice Chair of the Union of Baltic Cities Committee on Culture,• Jan Widberg, Director of NCM in Riga, Former Secretary General of the Baltic Sea Parliamentary Conference,• Helen Sildna, Director of Tallinn Music Week,• Stefan Musiolik, Schleswig-Holstein, BSSSC rapporteur on Culture,• Marcus Hagemann, Head of ARS BALTICA Secretariat,• Anna Ceynowa, PA Culture co-coordinator, Ministry of Culture and National Heritage of Poland. Discussion with the audience
12.00-13.00	Lunch	
13.00 - 14.30	Session 4	Funds for Culture

Information on EU funding opportunities:

- **Creative Europe**; Katre Kajamäe
- **European Structural and Investment Funds programmes - national and transnational perspective**, Aleksandra Zakrzewska, Ministry of Infrastructure and Development, Poland
- **Central Baltic Programme**: Merike Niitepõld, Head of Managing Authority/ The Regional Council of South-West Finland
- **South Baltic Programme**, Thorsten Kohlisch, Head of Joint Technical Secretariat of the South Baltic Cross-border Co-operation Programme, Gdańsk

Regional opportunities:

- Anthony Jay, CBSS Secretariat, Head of Communication
- **Nordic Council of Ministers funds**, Yvonne Haljaer Jensen, Nordic Council Of Ministers
- **Swedish Institute instruments**: Åsa Bjerling, Project Manager of Department of Global Programmes, Swedish Institute

14.30-15.00	Coffee Break	
15.00 - 16.30	Session 5	<p>Discussion on future orientation of PA Culture - from the perspective of stakeholders, flagship project leaders, cultural institutes operators, artists and cultural managers and students:</p> <ul style="list-style-type: none">• Mikael Hoysti, Head of Department for Culture, Nordic Council of Ministers (tbc);• Larry Okey-Ugwu, Director of Baltic Cultural Centre, Gdańsk• Marianne Lehtimäki Monitoring Group on Cultural Heritage,• Marek Szponk, Baltic University Programme;• Oleg Koefoed, author Cultura21.net <p>Discussion with the audience.</p> <p>PA Culture activities for 2015 – Anna Ceynowa, Ministry of Culture and National Heritage, Poland, Stefan Musiolik, Ministry of Justice, Cultural and European Affairs, Schleswig-Holstein</p>
16.30-17.00	Closing remarks and conclusions	<p>Urve Tiidus, Minister of Culture of Estonia</p> <p>Profesor Małgorzata Omilanowska, Minister of Culture and National Heritage of Poland</p> <p>Tiina Lokk, Director of Tallinn Black Nights Festival</p>
18:00	Opening of the Black Nights Film Festival	
21:15	Reception	

Further information: info@eusbsrculture.eu; www.eusbsrculture.eu