

#1 INTERNAL NEWSLETTER

PAST EVENTS

The two days conference “Design Plus” was held on **October 10-11** in Szczecin. Main topic of the event was “Designing the future and designing for the future”. Dynamically developing technology such as artificial intelligence, the internet of things and biomimicry mean that today's design ambitions are limited only by our imagination. The event also concerned topics around fashion, games, audiovisual production sectors product and service design as well as sharing economics and circular economics. The event was organized by Media Dizajn Association in cooperation with Westpomeranian Regional Office, Department of International Cooperation and Tourism. <http://designplus.net.pl>

From the **October 28-29**, the first phase of the piloting of the internationalisation tool “Pitching for a Better Baltic Sea” took place in Aarhus, Denmark. The aim of the tool was to improve internationalisation of SME end-users within the CCI in BSR, to address transnational challenges of sustainability and climate in the BSR (taking UN SDGs 12&13 as the starting point) as well as to design a new integrated transnational experience. This was reached by organising a pitching competition where start-ups could learn from each other; local company and incubator visits; internationalisation workshop by Karoline Haulund, vice director of Creative Business Network, to facilitate reflexion and discussion on the opportunities and obstacles for exporting and cooperating across borders and on solutions and steps to take; participation in *this.festival*; and a keynote session by Kasper Petersen, co-founder of LABFRESH, with a strong focus on concrete tools that can be used by the participants. The emphasis was not only on the development of CCI companies but more specifically on how these companies might develop by working towards SDGs. <https://www.dki.lv/pitching-better-baltic-sea/>

On **January 23**, the Steering Committee and Partner Meeting of CTCC South Baltic - Creative Traditional Companies Cooperation took place in Berlin. Media Dizajn is one of the project partners. The improvised business angels were asking companies' representatives why their prototypes are worthy to be invested. Many captivating presentations introduced the original business ideas promising the blue and green growth in the South Baltic. The creative atmosphere of the event united many enthusiastic people helping them to achieve the best vision for their enterprises. The results of the 2nd Prototyping Exchange Event were evaluated by the partners as positive and the next steps towards the finalization of the project were agreed.

Työväen näyttämöpäivät amateur theatre festival took place in Mikkeli on **January 24-26**. The annual event gathers together theatre amateurs and professionals and audiences full

of theatre enthusiasts from all around Finland to enjoy the best of the country's amateur theatre pieces.

CCS Ecosystems: Flipping the Odds -Conference was organised in Brussels on **January 28-29** jointly by Creative FLIP -Project and the European Commission, Directorate General for Education and Culture. The 2-day event, gathered CCI support organisations, advisors, financiers and policy makers at all levels together to discuss with the CCI professionals. The goal was to learn from existing initiatives that support access to finance for CCI, but especially to reflect and debate about how the industry can still do better.

Startup Day 2020 took place in Tartu, Estonia on **January 29-31**. Startup Day is a startup event that its organizers call the biggest business festival in the Baltics (with 120+ speakers in 2020), which brings together startup-minded people to celebrate entrepreneurship in the smart city of Tartu. It includes inspiring-educational stage programme, organized matchmaking, hands-on seminars with professionals, international pitching competitions and much more. The purpose is to encourage innovation and cooperation on an international level. <https://www.startupday.ee/>

On **February 1**, a fashion show of Russian designer clothes Street Fashion Show 2020 was held at the ARTMUZA Museum of Contemporary Art in Saint Petersburg. At this event the exclusive designer clothes created by Russian designers from different cities of Russia were presented at such relevant street fashion trends as dark Avant-garde, Gothic, Rock, Sport Chic, Street Casual, Punk, Techno, Urban, Grunge, Retro, Steampunk, Lolita as well as Japanese and Korean fashion. As part of the fashion show, 35 collections by 30 designers from St. Petersburg, Moscow and Poland were shown. As part of the festival, guests got a chance to take part in a workshop on creative makeup. On the territory of the museum, the expositions of paintings and art objects created by Petersburg artists were presented. A fair of designer clothes and accessories was organised at the event where all interested participants could buy designer clothes and accessories from Russian manufacturers.

On **February 5**, the events of the interactive platform “The Space of Intellectual Attraction” were held in the framework of the Baltic Scientific and Engineering Competition. “The Space of Intellectual Attraction” is a platform for communication of St. Petersburg schoolchildren, guests of the competition with the finalists of the competition, young scientists, and leaders of innovative companies and enterprises. Workshops, lectures, presentations, hackathons and master classes were organised for guests and participants within the framework of the event. Companies and enterprises presented case studies and research topics to St. Petersburg schoolchildren and partner universities demonstrated their scientific developments.

On **February 14** the Ministry of Culture presented the Culture Friend of the Year awards for 2019. The main prizes, i.e. the Culture Friend of the Year titles, went to Feliks Mägus and the fuel company Olerex. In total, Minister of Culture recognised 23 companies or private

supporters for their contributions to culture. At the 2019 Friends of Culture competition, a total of 23 companies and patrons were recognised, whose monetary contribution to culture organisers last year was both noteworthy and impactful.

From **February 24-25** an Urban Lab of the Interreg UrbCulturalPlanning took place on the topic “Strategic goal setting and creative creative bureaucracy” in Kiel, Germany. The purpose of the workshop was to explore what creativities – individual, organizational and city-wide - are needed for aligning a sustainable city making, to highlight the power of cultural resources for changing the planning paradigm in city making and to foster sustainable cities in general. The Panel discussion “Towards a new governance model asked questions on what kind of administration a liveable city does need and how a new way of collaboration in administration to tackle today’s/ tomorrows problems could look like.

In preparation for Copenhagen MatchUp and GDC, Vision Denmark, Interactive Denmark and Filmby Aarhus teamed up on **February 25** with Finnish game pitching specialist and executive training expert Walid O. El Cheikh for an intensive 1-day pitching- and messaging master workshop for CEOs and executives, looking to get their communication about their company and projects to the next level. The workshop taught the participants, how to be razor sharp in both their pitching and general communication about their company and project, based on a number of methods and practical exercises.

A workshop with representatives from different CCI-sectors (design, film, games, media) took place on **February 27** in Malmö. The City of Malmö has begun work to see how they can work more collectively and strategically to support the cultural and creative industries in the city. In order to get a better picture of what these industries look like today in Malmö and may need to develop which is in the future, they wanted to gather organization to a joint workshop. This was the starting point of a bigger processes.

On **February 27** the Hamburg Games Conference took place in Hamburg and promoted the gamemixer@gamescom program there. The Games Conference took place in a cinema with different lectures on the challenges and opportunities for digital revenue models for games, panels with top-class speaker, on-site live let’s plays and attractive supporting programmes. The Hamburg Games Conference was hosted by GRAEF rechtsanwälte in cooperation with gamecity:Hamburg (a part of Kreativ Gesellschaft Hamburg) and organized by Super Crowd Entertainment. During the conference 400 participants from the area of game development, investors, media companies, publisher and influencer discussed all around the topic: how game developer will make money in the future with their content. https://www.gamesconference.com/en/main-home_en/

On **February 29**, local fashion brands of the Northern capital presented an exhibition-sale of St. Petersburg designers GLOBAL SALE VOL.13 based upon the ARTMUZA Museum of Contemporary Art. The event was held in a party format - guests could chat with brand creators in an informal setting and purchase items at a discount. The event allowed young

brands to present their products and contributed to the formation of links between creative communities and to the development of business cooperation and partnerships.

On **March 2** the Latvian national finals of Creative Business Cup took place in Riga. Creative Business Cup is a competition where business start-ups in the creative industries go up against each other for the chance to win a variety of prizes to help them build their ideas and concepts into sustainable businesses. It puts a spotlight on new entrepreneurial businesses in the creative industries to motivate, hone and develop the entrepreneurs of tomorrow. Expert jury selected the winner based on the creativity, uniqueness, innovative power and market potential of their business idea and company, the skills and knowledge of their team and their ability to assess risks, giving the opportunity to represent Latvia in CBC finals in Copenhagen and a prize of 3000 Eur for developing their business.

On **March 3**, Filmby Aarhus, Interactive Denmark, Vision Denmark and Ideas Lab invited CCIs and investors to the seminar 'Private financing and investment in film and games', which aimed to inspire developers to better integrate private financing and investment into their film or game project and inspire investors to get a better grip on, what it means to invest in film and games.

On **March 4** a new collective work space "Boiling Point - St. Petersburg. State University of Aerospace Instrumentation (SUAI)" has been opened. The space should unite entrepreneurs and students, scientists and government representatives who are ready to create and promote innovative technological, social and educational projects. As part of the space opening, a performance dedicated to the careful attitude to nature under the name "Ecology, Science and Art" was held. St. Petersburg fashion designers presented a collection of clothes made from environmentally friendly materials.

From **March 11 to March 13**, outdoor events of the open lecture "Culture 2.0" were held. It is a permanent discussion project of the St. Petersburg International Cultural Forum in the framework of the Northern Cultural Forum in Syktyvkar. Discussions "Museum storytelling" and "Podcasts in culture" were organized for the widest audience, and in the special direction of the lecture hall "Culture 2.0 Zoom" public talks such as "How to become an author of a podcast?" and "Profession" Filmmaker " were organised for schoolchildren. In addition, a general discussion "How to support creative industries" is planned within the framework of the forum.

National scientific conference "Social role of design" was held in Incubator of Culture on **March 17**. The topic of the conference was searching for answers on questions such as: How does design work in public awareness? How does society affect design, and how does design affect society? How does design shape our tastes? How does he respond to social needs? - these are just some of the questions we want to ask conference participants. The conference is organized in cooperation with University of Szczecin.

FOLLOWING EVENTS

Some of the following events has been canceled or postponed because of Covid-19. Please check the websites for latest details!

Tallinn Fashion Week will take place on **March 19-20**. It is an event that has been organised by the Estonian Fashion Council since 2007. TFW is a dialogue with fashion consumers that develops society's awareness of design and promotes cooperation between different areas of design. The programme includes several fashion events, including designer shows, exhibitions of fashion drawings, seminars, and performances. <https://www.estonianfashion.eu/>

The new music and city culture festival *Tallinn Music Week* (TMW) will take place on **March 25-29**. The programme has confirmed 155 artists from 29 countries. One of the main topics for this year's TMW involves the UN General Assembly's resolution on the role of culture and creative industries in achieving the Sustainable Development Goals. In cooperation with the festival's presenter Telia, the Estonian Academy of Art, and other partners, TMW is joining forces to raise awareness in Estonian society about the Sustainable Development Goals. www.tmw.ee

From **March 31 to April 4**, Moscow will host *Mercedes-Benz Fashion Week Russia*. Mercedes-Benz Fashion Week is a key event in the world of fashion in Russia. The event allows young designers meet prominent representatives of the industry and demonstrate their collections. Young Petersburg artists will also take part in the events of the Fashion Week.

INTERIOR fair presents the latest new and already existing trends in furniture, interior design and design world, ideas and inspirations for decorating and renovating your home, summer cottage or office and other fascinating things from interior design. *INTERIOR fair* will take place in Tallinn on **April 17-19**. <https://www.sisustusmess.ee/en/english/>

Tallinn Handicraft Fair will take place on **April 17-19**. <http://www.xn--tallinnaksitmess-3nb14aa.ee/index.php?page=3>

For fourth year in a row, Filmby Aarhus and Funday Factory, together with Vision Denmark, present Digital Kids Today. This year DKT are focusing on the oldest part of the target group: The tweens 'n' teens. Best experts and content creators from around the world are were

invited to come and give insights, tools, frameworks and knowledge to apply in everyday work. *Digital Kids Today* will take place on **April 23**.

040x040 is an exploration of urban innovation together with the local CCIs. Through immersive learning journeys to Hamburg and Malmö, the *040x040* community dives into the cracks between Swedish and German culture. First round of 2020 is a full program in Malmö on **May 6-8**. <https://www.040x040.com/>

Southern Sweden Design Days are a new international design event in Malmö, that highlights and builds knowledge about design - focusing on sustainability, collaboration, development and innovation. *SSDD* opens the doors from **May 7-10** to the creative southern Swedish design region and invites participants and visitors from all over the world. The event is organized by Form / Design Center - the premier meeting place for architecture, design and crafts in southern Sweden. This year's theme, "1 + 1 = 3", encourages collaborations and cross-fertilization with the aim of highlighting the region's openness and locality. <https://southernswedendesigndays.com/en>

Latitude59 is the flagship startup and tech event of the world's first digital society taking place on **May 28-29**. With nearly 2500 attendees, including 275 investors and more than 350 startups, the tech gathering brings together key players who are serious about startups, investing, and the future of smart governance. *Latitude59* offers various networking opportunities, in-depth discussions with top international players, several pitching rounds for both startups as well as investors, and a startup demo area with 60 most relevant startups from the Baltics and CEE. <https://latitude59.ee/>

The *HeadRead* literary festival takes place from **May 27-31** in Tallinn. Run by Estonian writers, publishers and translators, the festival is a feast, a conversation and a joy, as Tallinn opens up to interesting writers from all over the world. The festival introduces some writers who are well known in the world and not unknown in Estonia and presents some new authors whose work is well worth keeping an eye on the future. And of course, it tries to create an environment where people who care for literature can meet and talk. <https://headread.ee/en/>

Estonian Creative Business Cup Finals on **May 28-29**.

World-renowned *Savonlinna Opera Festival* takes place in Savonlinna on **July 3-31**. In summer 2020, the medieval castle of Olavinlinna on the shore of Lake Saimaa will again echo with a fascinating array of opera. This will include King Roger, which has seen a surge in popularity around the world, the festival's first baroque opera by Handel, Karita Mattila's gala concert, and beloved classics: Carmen, La traviata and The Barber of Seville. Visiting

productions will be performed by Croatian National Theatre from Rijeka, the European Capital of Culture. <https://operafestival.fi/en/>

Gdynia Design Days, which will take place on **July 4-12**, is an annual festival presenting the latest trends and good practices in the field of design. Each edition of GDD serves as a pretext to discuss topics related to broadly-understood design in the context of changes taking place around us. The exhibitions, workshops, lectures and debates concern topical subjects in the field of technology, process design, ecology, design, fashion, architecture, urban development and craft. <http://gdyniadesigndays.eu/en/>

The *XXIX Mikkeli Music Festival* will take place in Mikkeli on **July 4-12**. The event will include world-class vocalists, chamber music, jazz and childrens' events. Mikkeli Music Festival is an international Music Festival in Mikkeli, Finland, which attracts musicians and audiences from all around the World. Mariinsky Orchestra led by Valery Gergiev performs there regularly, and the festival is sometimes called Gergiev Festival. Maestro Gergiev has been the festival's artistic director since 1993. <http://www.mikkelinmusiikkijuhlat.fi/en/etusivu>

The game development conference *Baltic DevDays (BDD)* will take place on **September 16-17**. BDD has set the goal to connect programmers, artists, producers, game designers, business decision makers, talents, students and others involved in the development of interactive games. BDD brings these attendees together to exchange ideas and shape the future of the game industry. Two days of inspiring talks, panels and workshops where attendees can explore new partnerships and business opportunities. The Tracks will cover all core themes such as user acquisition, how to monetize, publishing opportunities, key trends, how to survive as an indie developer and many more. The Baltic Dev Days is a non-profit oriented event and is part of the Digital Week Kiel. <https://www.balticdevdays.com/>

Mikkeli Art and Design Weekend, taking place on **September 17-20**, is a celebration of art, culture and design. It encourages people to try out new experiences through letting loose a bit. A key aim of the event is to enhance the opportunities for artists and design experts in South Savo area and to showcase the varied knowhow of the area. DeSavo association organizes the annual event, which offers a programme full of culture, art and design. <https://www.madmikkeli.com/>

The second phase of the internationalisation tool *Pitching for a Better Baltic Sea* with the aim to strengthen transnational and cross-sectoral collaborations in the BSR within CCI will take place on **October 27-29**, this time in a larger format and with more participants. Gathering start-ups, SMEs, incubators and other CCI organisations and actors from the BSR,

the project shows how the UN's SDG 12&13 for climate change and sustainability can create value, give direction and lead towards the innovation and investments of the future. The 2020 project will involve more national partners from the Baltic Sea Region, creating a multilateral rather than a bilateral project.

Design Plus – Congress 2020, planned for **December 2020** in Szczecin, is addressed to the creative sector and its stakeholders. The event will be co-organized by Media Dizajn Association in cooperation with Westpomeranian Regional Office, Department of International Cooperation and Tourism.

In 2020, the fourth exhibition-presentation of young designers and artists FUTURUM ST PETERSBURG will be held in St. Petersburg. Young designers and artists from St. Petersburg, as well as from other regions of Russia and the Baltic region countries are invited to participate in the exhibition.

Relevant topics linked to CCI

RUSSIA

- From April 10, the Museum of Street Art opens the School of Art in the Urban Environment in St. Petersburg. On the basis of the school participants will be able to form new relationships with space: look at the city as a place for communication and the formation of meanings, field for reflection and expression, trace the influence of the urban environment on a person and answer the question why all artists working in a different kinds of media choose more often the urban environment as a place to implement their ideas.
- The Open Lecture Center “**Culture 2.0**” is a permanent discussion project of the St. Petersburg International Cultural Forum, which examines the cultural sector through the prism of a new reality. The Open Lecture Center focuses on technologies in modern culture at the broadest level: from digital and virtual technologies to social practices, technologies for organising public spaces, developing local communities, as well as promoting inclusive and educational cultural projects. Culture 2.0 events include lectures, discussions, and interactive formats, such as open workshops, discussions and intellectual marathons. Culture 2.0 is open to anyone interested in the modern cultural process and wants to take an active part in it. In 2020, the Open Lecture Center launched a youth direction - “Culture 2.0 Zoom” the purpose of which is to help teenagers to understand the special aspects of various professions in the field of culture.

POLAND

- The Academy of Arts is a partner of international project **COCO4CCI** co-financed from Interreg Central Europe. The project is focused on mapping creative industries around 6 regions Poland, Germany, Austria, Slovenia, Slovakia and Northern Italy. And based on that knowledge the consortium will create “cooperation cooldilier” a set of tools which brings new possibilities of cooperation among creative class and advanced manufacturing companies, and higher awareness of the role of creative industries in the region, especially in the regional authority. COCO4CCI activities planned for autumn in 2020, in the international project co-financed form Central Europe: workshops, debates and meeting for designers and entrepreneurs representing advanced manufacturing companies.
- The Design Faculty (Academy of Art in Szczecin) is planning to open a master degree in design field in year 2021/2022. Academy of Art is in a moment of getting accreditation for the program concept from Ministry of Education.

- Creative Industries and its economic potential is seen in the Westpomerian Region through the organizations like Academy of Arts, Trafo – Contemporary Art Exhibition Center, National Museum, Philharmonia and Incubator of Art. Every new initiative which is happening in these organizations brings higher awareness of how this sector influence the quality of inhabitants of the city and region, business opportunities and economic growth. To give some example:
 - Incubator of Art which is gathering artists, activists, people working in culture and creative sector by giving them a space, an office and a whole range of events and workshops creates an understanding of the role of creative people in Szczecin.
 - The second edition of the MUSIC.DESIGN.FORM Festival, which held in Szczecin on September 13-15, 2019. Main topic of the event was audioluminescence. The main role played sound and light. Artists, activists and animators was invited to tackle this topic, to use music, image and architecture out of the box. During the event exhibitions, workshops and educational meetings and performances. The event was organized by Szczecin Philharmonic. (<https://mdf.filharmonia.szczecin.pl/pl/info>)
 - The National Museum in Szczecin — The Dialogue Centre Upheavals represents one of the newest experience in interaction with exhibition for the viewer,
 - Trafo as a new exhibition center which presents contemporary artists from Poland and Europe.

Insight: The professionalism of these organizations, their sizes and budgets, skills of human capital and quality of their initiatives represents the quality of creative industry in the region.

FINLAND

- Saimaa Phenomenon 2026. Savonlinna is the joint candidate for European Capital of Culture 2026 from the regions of Eastern Finland. The regions' central towns of Mikkeli, Kuopio, Joensuu and Lappeenranta all back the idea. Work has been carried out on a collaborative network and on the concept since summer 2018. At the heart of Savonlinna's application to become European Capital of Culture will firstly be stories drawing on life, past and present, in this unique lake district, the most beautiful in the world, and secondly a wide-ranging, innovative cultural programme built on them, in which everyone can participate. Water is the central element bringing together the towns involved in the project in Eastern Finland.

ESTONIA

- STARTERtallinn is a business idea development program (Feb-May 2020) by Tallinn University, Tallinn University of Technology, Estonian Academy of Arts, Estonian

Academy of Music and Theatre, Estonian Business School, Estonian Entrepreneurship University of Applied Sciences. Two parallel programs STARTERcreative and STARTERtech joined hands to one STARTERTallinn program already from Spring 2019. The framework the program “Systematic development of entrepreneurship and entrepreneurial education within all levels of education” is co-financed by EU Social Fund. Topics which are addressed include business model and value proposition design, practicing pitch, design thinking and prototyping, marketing and sales and teamwork.

<https://starteridea.ee/startertallinn>

- On **December 9** Minister of Culture and the Chairman of the Management Board of the Confederation of Estonian Employees' Unions signed the salary agreement for cultural workers. The agreement calls for increasing the wage fund for people working at Ministry of Culture institutions by 2.5%. The national wage agreement applies to all cultural workers receiving a salary from the Ministry of Culture budget, but is also recommended for all cultural institutions regardless of their administrative jurisdiction or form of ownership. In 2020, the minimum salary for cultural workers receiving a salary from the Ministry of Culture budget is €1,300. The national minimum wage also forms the basis for determining the artist and writer salaries.

LATVIA

- Pop up Lab final in Riga - the internationalisation tool *Pop up Lab* will allow up to 5 selected designers from different disciplines and different countries of the BSR to participate in a travelling Pop Up Prototyping Lab which travels to the countries that organize a Pop Up Lab, and to participate in workshops, exhibition and talks organised as side-events in the city which hosts the Lab. The aim is to foster cooperation and the creation of prototypes in the field of sustainable design between groups of different designers, offering the possibility of exchange.

Up to 5 designers from up to 5 countries as a core group will travel with the project to the different countries. Around 15-20 participants from the local design scene will participate in the day workshops and talks to go on working on the prototyping ideas the core group brings with them.

In early December 2020 in Riga, Latvia as the final destination, we will host the final exhibition, showcasing the prototype(s) that the core group has developed together with the local designers from all participating countries. The final part of the tool in Riga will be organised in cooperation with Goethe Institute Riga, DCI and Latvian Investment and Development Agency (LIAA). Furthermore, the activity will be a part

of the Riga 'tandem', one of the tandems which will be initiated and supported by the *Creative Ports Secretariat*.

- The Investment and Development Agency of Latvia (LIAA) aims at increasing the export and competitiveness of Latvian companies, facilitating foreign investment and implementing tourism development and innovation policies. Making new contacts in trade missions, national stands, B2B at particular events, individual meetings, attending export workshops is what LIAA offers to local companies seeking opportunities in foreign markets. LIAA also focuses on facilitating investment. Within LIAA, an Incubator of Creative Industries has been established with the mission to support the creation of new and the development of current creative enterprises in Latvia. The CCI Incubator offers two programmes: Pre-incubation (up to 6 months) – suitable for prospective and young creative entrepreneurs developing or improving a business idea, and Incubation (up to 4 years) – suitable for entrepreneurs with a clearly defined business idea.

DENMARK

- Lifestyle & Design Cluster is an innovation network in Denmark which works to promote sustainable growth and innovation, primarily in small and medium-sized interior and clothing companies and in the creative industries. The cluster identifies, communicates and anchors new knowledge and serves as a bridge between enterprises and research and knowledge institutions with the aim of strengthening corporate innovation and competitiveness.

GERMANY

- Every last Friday of the month designxport organises the format "WHO/ HOW/ WHAT!" and invites designers and other creative professionals to exchange ideas in an interdisciplinary round on the topics of resources, intelligence, mobility and places. designxport has set itself the goal of promoting exchange and cooperation within the Hamburg design industry. The mission: the development and implementation of holistic sustainability strategies and practical solutions for climate protection.
- Cross Innovation Lab is a six week format in the field of cross innovation. Highly specialized creatives work together with industrial companies at eye level to find solutions for a wide range of challenges. In the new and interdisciplinary constellations the teams (creatives and employees of the industrial companies) will find new ways of working together and new innovative solutions by changing the perspective and working cross disciplinary. Cross Innovation Lab will take place in

cooperation with the following industrial partners: avodaq, Basler Insurance, Cisco, Telefónica, TUI Cruises, Vibracoustic and tesa.

- Baltic Motion is a Destination Management Company specialising in active travel tours and incentive events, that helps to explore the Baltic States in an active way. Baltic Motion organizes cultural and adventure tours in all Baltic countries. The tours and events are inspired by Baltic nature and culture, and are combined with a passion for taking guests off the beaten track.
- Culture and Creative Pilots Germany is an award that is presented annually to 32 companies in the culture and creative industries. The award is aimed at companies, self-employed, founders and projects from the cultural and creative industries and their interfaces to other industries. 96 applicants are invited to the second round of interviews throughout Germany. In about half an hour of specialist discussions, a jury of experts from the fields of business, culture and politics answers every question about the idea and advises the applicants on the respective business model, career and their development opportunities. <https://kultur-kreativpiloten.de/>

BEST PRACTICES DEALING WITH COVID-19

- As the world and especially Europe grapple with the pandemic crisis the Covid-19 has set off, besides the consequences for the social and economic life also – and especially – the cultural and creative industries (CCI) are being tremendously affected.

To support the industry in this crisis the European Creative Business Network (ECBN) has published a survey on the effects of Covid-19 for the European Cultural and Creative Economy. Please take part to contribute to the understanding and analysis of the situation of CCI and enable the ECBN in lobbying on the EU level for appropriate and effective CCI support measures: <https://us3.campaign-archive.com/?u=7eac9615c3e0e4beb1ba566fe&id=5509ffd6a4&fbclid=IwAR33oDbtOKcNjkdQkYkocQm9rEeULTrtrySGWHwSHkpmr6UEGuc2cTzBxzYg>

- Estonia put together an online hackathon [#hackthecrisis](#) in record time to tackle the Coronavirus pandemic crisis. The concept was endorsed on March 13 at 10 am. Two days later there were 1,000 people participating and 30 teams working on solutions. 5 of those teams will be sponsored with 5,000 Euros each over the following two months. <https://www.forbes.com/sites/robertwolcott/2020/03/15/hack-the-crisis-6-lessons-from-estonias-coronavirus-crisis-response/?fbclid=IwAR3hxmnoGC3I3YgukRhQ1g5zttHVWIMBarx4maWlcAy27VDK D6pa7Tc5hyE#2bb538bf4fca>

- Hamburg KreativWirtschaft has published and shared a survey around all federal states with regards to the effect of coronavirus on CCI.
- CPH:DOX, one of the biggest documentary film festivals in the world, has decided to cancel all physical events in and outside Copenhagen. An online cinema programme allows the consumers to watch movies online from March 18-29. Among the online programme are films by brand new talents plus the latest films from acclaimed names such as Oscar-winner Alex Gibney, Ai Weiwei, Lauren Greenfield and many more. The films will only be available for viewers in Denmark, as with the regular festival.
https://www.cphdox.dk/online?fbclid=IwAR2JRf6cxfNdR0TZxYcPTrGtX09BQ25IPB_NgYbXkVkiWfQ8JofhIkAXHp8
- <https://www.keikalla.fi/> is a website of Lippu.fi, Rockway and the Musicians' Union, which provides consumers with a cultural experience in virtual form. User can buy a ticket for their favorite gig and follow the quality live band from home. Bands, artists, magicians, stand-up comedians and other performers can choose the time of their performance and the minimum number of audiences required to perform. User can watch a quality live event anywhere and support the whole field of culture and events at the same time.
- The 25th Vilnius International Film Festival Kino Pavasaris is adapting to the latest measures enacted by the Lithuanian government to combat the spread of coronavirus, including the cancellation of all public events. The festival will take place March 19 – April 2 as scheduled, with more than half of its programme moving to streaming platforms, making Vilnius IFF the first digital festival in Lithuania. For two weeks, Lithuanian viewers will be able to access the festival's most anticipated films such as "Parasite", "Portrait of a Lady on Fire", "The Truth", "Corpus Christi", the opening film "Proxima", closing title "Mathias & Maxime", Lithuanian short film premieres and many more online. <https://kinopavasaris.lt/en/news-en/25th-vilnius-iff-goes-digital>
- *Kreative Deutschland* has published a list with contact persons for self-employed and companies of CCI for each federal state and metropolis in Germany: <https://drive.google.com/file/d/1-NxW97Jy8QxN6jFTBGSPNUFGXGMu2Ne2/view?fbclid=IwAR2i2s6uYzVk89aLpmD9XR9Q7f5gMYFJOMqqcTT94clIS2Tsgm7iCCDVMLA>

- DONTSTOPCREATIVITY is a campagne showing challenges of self-employed and companies: <https://www.facebook.com/dontstopcreativity/>

SOME NUMBERS

- In Denmark, CCI constitutes more than 10 % of GDP. In 2016 there was 8.5 % of export (growing since 2012) with the highest growth in the audiovisual industry with 7.6 % annual growth from 2008 (7.1 % for design and architecture).
The Danish government plans 17 % export in 2022. In addition to the support for the arts and culture, the government support CCI with around 8.4 million euro over a three-year period (in comparison the biggest Danish theatre will receive 220 million euro).
Important areas: audiovisual industry (including gaming), fashion, furniture & interior industry, design and architecture industry and communication, advertisement and publishing industry.
- In 2020, the planned total expenditure for the culture budget in Estonia will be €254 million. In addition to the wage increase for cultural workers, the Ministry of Culture's most important objectives include providing additional funding for Estonian language learning, continued investments in national cultural institutions, and support for sport during the upcoming Olympic year. 2020 will be celebrated as the Year of Digital Culture under the leadership of the Ministry of Culture.
- The economic value generated from the CCI sector in the total national economy in Poland is 10,48 billion of Euro, which gives only 2% of added value for the economy. The CCI indicates that this sector has important role within the national economies, however much more potential could still be unexpected.