

25-27 May 2021, online, [Copenhagen](#), [Aarhus](#) ([Denmark](#))

8TH (DIGITAL) PROJECT MEETING

Hosted by: [Denmark Cluster Partners](#) [Filmby Aarhus](#) and [Danish Cultural Institute](#)

Minutes of the meeting

Summary of To-Dos

- ❖ **How-To Documents** (GoA 3.2) – shall be filled by the *Pilot Leads* as soon as possible. *Media Evolution* develops draft of the catalogue until 24th June.
- ❖ **Learning Modules** (GoA 4.1) – Pilot Leads should plan the Learning Content & Material (supported by Tallinn-Cluster if needed).
- ❖ **Regional Profiles** (GoA 2.1) – 2nd version of Consolidated Report prepared by *Taltech* on 24 May → Comments from Lars & Lari → Final draft to be checked, commented and verified by *all partners*.
- ❖ **Improved CCI strategies** in selected PP regions (GoA 2.2) – *Westpomerania* will follow-up with selected partners to consider and refine the output “Improved CCI strategies”
- ❖ **CCI secretariat** (GoA 3.3) – The Virtual CCI Secretariat will be profiled and communicated stronger → *DCI & Communication team* will carry the responsibility. *Goethe-Institut* will finish their internal process regarding the Secretariat after project lifetime in the coming weeks and talks & preparations commence with further partners after that.
- ❖ **Policy Recommendations** (GoA 2.3) – *XAMK* will continue to refine the recommendations and come back to all partners. *All partners* should consider holding local policy workshops
- ❖ **Reporting Deadlines** for RP5+6 –
30th November: Deadline for sending certified partner reports to LP/REM;
31st December: Deadline for sending certified project report to JS

25th May 2021

After a small opening game by Amalie, Isabel welcomed the participants.

All partners gave a quick outlook regarding “how do you feel when progressing towards the project end” and introduced new participants.

In Work Package 3, Ida and Claudia facilitated the session “**Piloting tools: Where are we now? What has happened so far**”?

Claudia presented the internationalisation tools that have been piloted.

Ida followed with the development process for the “catalogue of internationalisation tools” (Main Output 3.2) and showed two examples from the pilots. First, she presented “The MESH festival in figures,” which will be taken up in an infographic in the catalogue, and gave a glimpse into the learning module content. Second, she presented “Pitching for a better Baltic Sea region” (the Tool from the Danish Cultural Institute). From Amalie’s perspective a key issue for the learning module is how the tool evolved from 2019 when it was held physically, and how it needed to be adapted to a digital version in 2020.

Ida highlighted that the catalogue will be an interactive PDF. She presented the list of contents and that there will be one chapter for each internationalisation tool, for which a contact person shall be provided to make it live also after the project.

She also reminded the partners that common evaluation questions should be posed to the participants/CCI companies from the organisers of the pilot tool (see her mail from 12th May).

All partners then had a session for working on the content of their internationalisation tool, by looking into the chapter about Ida’s internationalisation tool “MESH” that she prepared: https://drive.google.com/file/d/1ajonDZDy_HmFn0Plzy8YL09wOWNvwqol/view?usp=sharing

The next steps and deadlines are for...

➔ ...the PILOT TOOL LEADS:

- fill out the how-to documents latest 2 weeks after finished on our google drive folder
- go back and make sure that all STEPs are filled – or a comment on why not
- hand-in material like videos, photos etc. – latest 2 weeks after finished event

➔ ... Media Evolution:

- First text draft ready 24th of June
- Designed as an interactive report during August
- Presented as final version in Szczecin

After lunch, Rasmus Wiinstedt Tscherning, Founder and Managing Director at Creative Business Network and Cup gave an **inspirational talk** about the activities of the Creative Business Network and Cup.

In the afternoon, Eva and Urve facilitated a session on the development of the learning modules. Before the session, Lari went through the Learning Module production process including the tasks and the responsibilities of different parties. The presentation can be found

in the intranet. Urve, in her presentation, reminded the partners about the importance of concentrating specifically on the *learning outcomes* when planning and constructing the Learning Modules. All Pilot Leads then had the chance to go through their planned Learning Materials and the learning outcomes deriving from them. Eva continued by presenting a video about the Learning Modules and shared some advice on how to promote the Materials to the target groups. This was followed by a group discussion allowing the Pilot Leads to plan the promotion of their own Learning Module.

26th May 2021

After a check-in and a brief “Good Morning”-round between the partners, the day’s program was kicked off by an **inspirational talk**. Jan Neiiendam presented the “[Vision Denmark](#)” – Innovation and business development of a creative industry. Three key points from his experience for the success of the cluster stand out: 1. Vision (not just focus on 5.8 million Danes, but shift the focus to 7.8 billion people worldwide; 2. Knowledge; and 3. Persistence. When founding the network initiative and achieving consensus among the different stakeholders, some of the pivotal points were: Having ambassadors in the industries and talking about “investments” instead of “support” (and differentiate from “cultural support”).

Thereafter, Piritta, Annika and Maisa facilitated a slot about the **policy recommendations**. In six breakout groups the partners edited, commented and improved the draft which Piritta, Annika and Maisa sent around: https://docs.google.com/document/d/1bAPdjV19j-nlCcACcxDj1yF4kxsdadTFcoTXs2_eErg/edit?usp=sharing. Piritta asked

- ➔ **all partners** to provide good examples from their regions or other experiences to them until next Wednesday, 2nd June.

After lunch and Katrine’s Yoga-Energizer, Marta and Paulina presented the rough schedule and practical information for the **Final Conference in Westpomerania from 6th-8th September** in the miro-board:

<https://miro.com/welcomeonboard/NvdpuVzhi17jHtuzr1tLR5ln9lx8Falw0CyLal67ak27Mwm8aaWzwoK9q76NcAVY>

All partners added to the miro-board their goals and what they hope to achieve.

Monika explained the idea and content about the “Day 1 – rebuilding network”.

Subsequently, all partners added in the miro-board ideas for “Day 2 - Open Day” and discussed them in breakout rooms.

Finally, all partners gave their priorities for what to visit during “Day 3 – Internal partner meeting and study visits”.

- ➔ **Until 10th June all partners** should consider and inform the hosts whether they are allowed to travel or not – and with how many partners approximately could join.

As clarification from the financial side: The Polish partners as hosts will pay for venue rooms, dinner, organisation of the final conference. Project partners will pay for their own travel and accommodation as well as the travel of their stakeholders.

- ➔ **Lars** will clarify with the JS under what conditions the covering of travel costs of the stakeholders is eligible

Marta, Paulina and Monika will develop a draft agenda together with Lari, Hunter and Lars and will come back and discuss this with the partners. One example idea could also be to ask the participants "what actions will you take in your city on the basis from the recommendations"?

It was noted that there are no **"notes from the Advisory Board"**, as the next meeting will take place probably only in June. Nevertheless, Kaarina Williams as representative of the Advisory Board gave a short outlook to the EUSBSR PA Culture activities, such as an upcoming workshop ["Perspectives on Funding for Culture in the BSR"](#) on 8th/9th June or the recently finalised workshop ["Cultural and Creative Industries in the Baltic Sea Region"](#). The EUSBSR Annual Forum will be organised also this year in a digital format and will be held [from 27th September to 1st October](#) by Lithuania. Wishes and expectations from the project partners towards the Advisory Board are mainly to support in the capitalisation of the project results.

27th May

After a check-in round, Lars introduced issues related to the **project management**:

- ➔ **All partners** must submit their final partner reports until 30th November;
- ➔ Partners **ARS BALTICA, Tallinn Business Incubators, Vilnius City, Media Dizajn and Media Evolution** shall provide the original of the signature page for the addendum to the partnership agreement to Lari (email from 18th February);
- ➔ As reaction to the spending forecast, **all partners** should consider identifying realistic options of implementing project-related activities with resources that might not have been considered yet – if so, then get in touch with Lars.

As introduction to the slot **"communication in the last months of the project"**, Alisa reminded the partners again – and presents parts of – the communication strategy.

In breakout rooms the partners worked on the communication/dissemination of the outputs: <https://miro.com/welcomeonboard/HotOcoG7ZVZVRRPcp1SGvR1JrF5yX74vV5sHnnsq8ayyoDVzksMW2evMRRYbW1b5>

Lari summarised the five bullseyes/outputs and announced that the communication team will look into the suggested aspects. It was agreed that:

- ➔ **responsible partners** (GoA-lead/WP-lead) go through the collected communication ideas and make up their minds about how they can be realised and how to process them
- ➔ then the **communication team** approaches the responsible partners for advancing the ideas and realising communication activities

Ralf suggests that a kind of document or communication strategy for each of the outputs should be in place, so that its communication is ensured durably, for instance in case of staff changes at partner organisations.

Alisa presented some communication snapshots: new stories are published in the social media and on the Online Platform, some nice videos have been produced and the plans & preparations for the 6th Newsletter are on their way.

For guidance on how to produce good quality videos and use them as part of the Learning Module, video production guidelines have been developed and must be followed by partners producing video material.

For the slot “**After Creative Ports – what to do?**”, Ralf again presented the CCI Secretariat and announced that the Goethe-Institut Estonia will be the host of it after the project lifetime with committed resources. Ars Baltica will be included as cooperation partner. He reminded the partners of the tasks of the CCI Secretariat after the project life time and then the partners worked in smaller groups on commenting /editing /specifying the tasks on a [jamboard](#).

In the following discussion, it was raised that it should be looked into the experience of tandems. **Olaf will consider** documenting some formats or lessons learnt from their three initiated tandems. How can the internationalisation tools be related to tandems?

- ➔ The comments given by the partners will be processed by the Project Coordination team & Ralf in order to continue the development in the next Jour Fixe Meeting on 10th June.

In addition, Lars presents potential **funding sources for future projects** of partners: Interreg BSR 2021-2027, Horizon Europe, Creative Europe and ERASMUS+.

- ➔ **All partners** can access and use the [jamboard](#) to enter their ideas, interests and wishes for joint projects and funding programmes in it. It shall be a living document and taken up again in the next months.

Wrap Up

Lari shared the calendar for the next, last, months – and said goodbye to Ida, who was duly invited to the final conference.