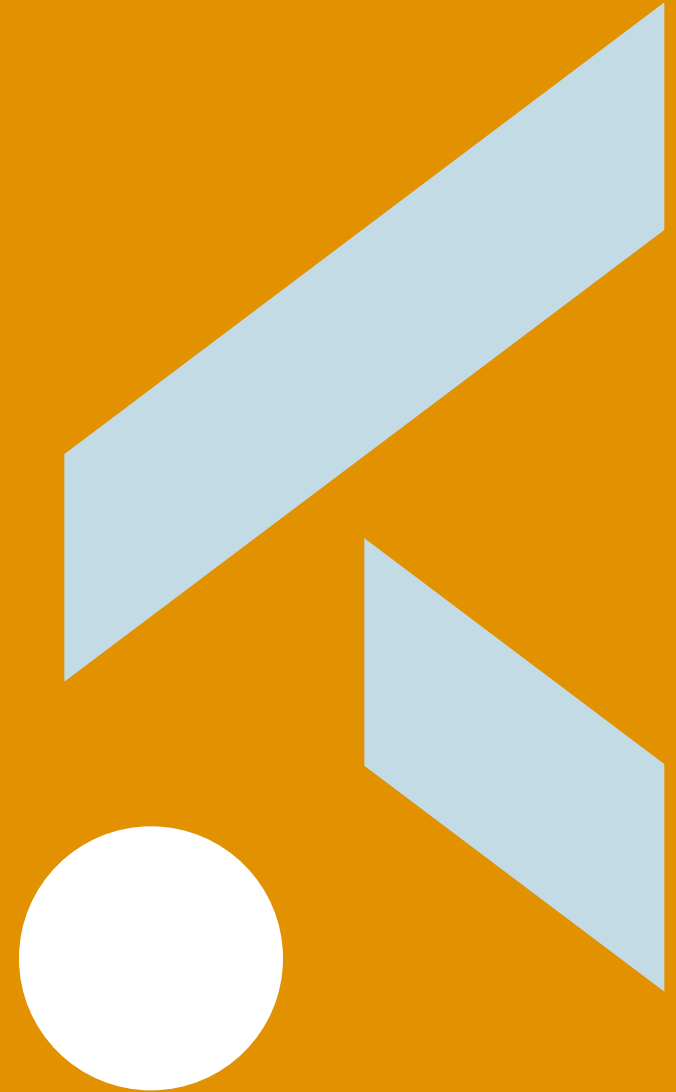


“BSR Cultural Pearls”

CULTURE AND SOCIAL RESILIENCE ACTION PLAN
GUIDEBOOK
FOR THE BALTIC SEA REGION





**BSR
CULTURAL
PEARLS**

Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

BSR Cultural Pearls

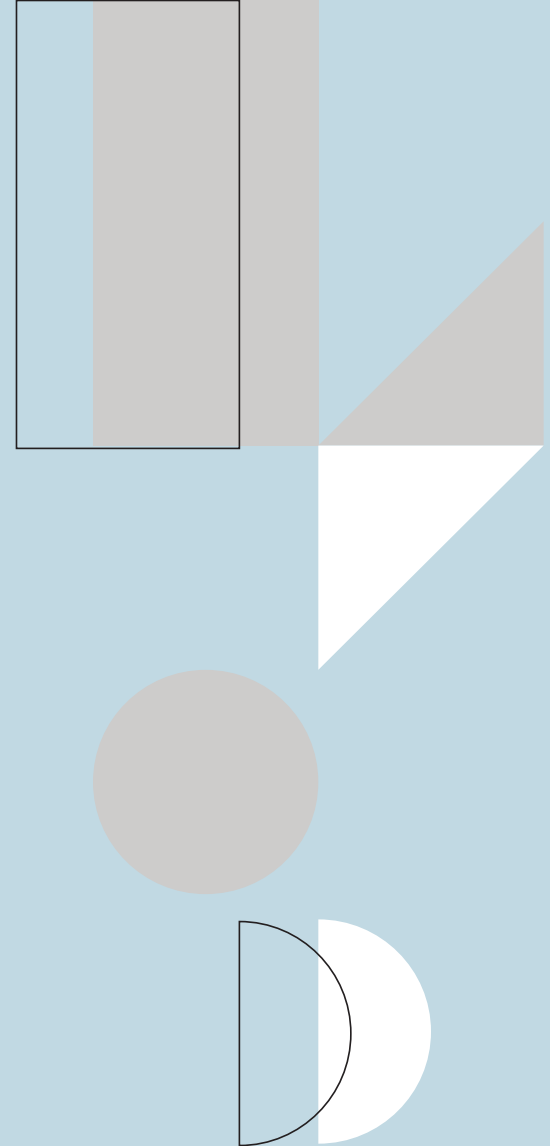
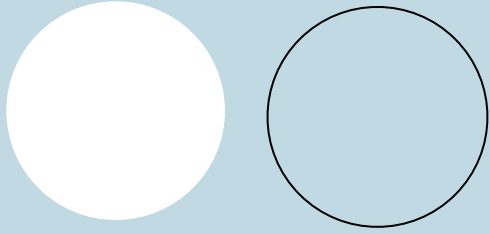
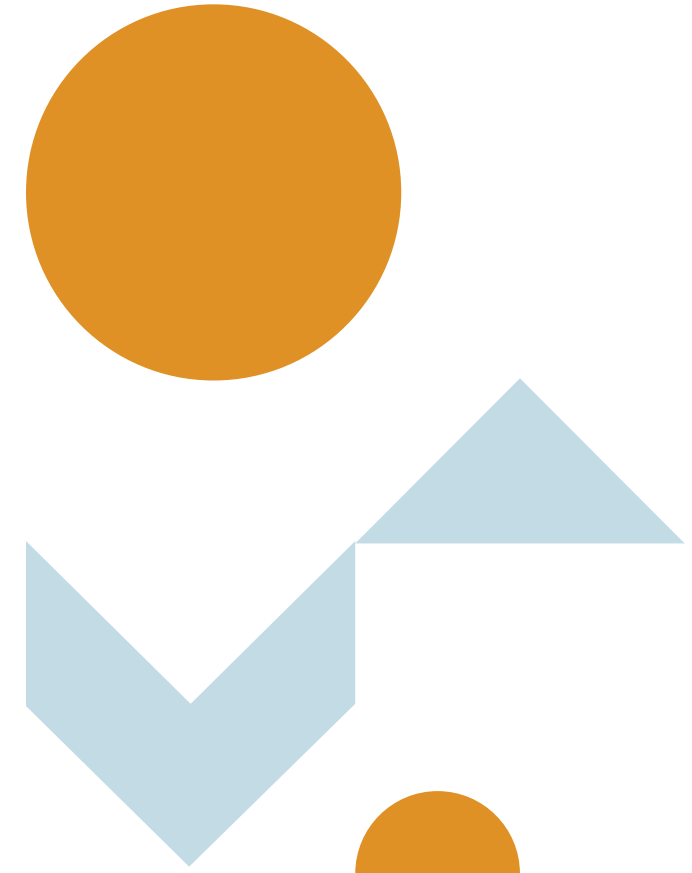
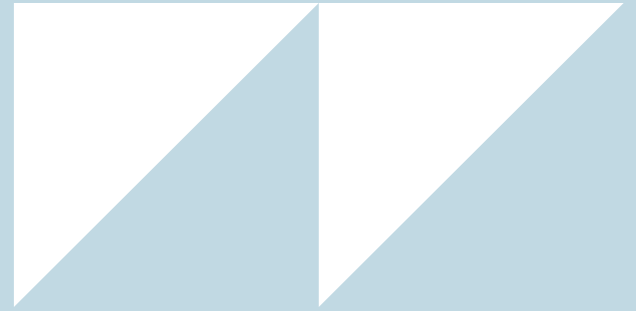
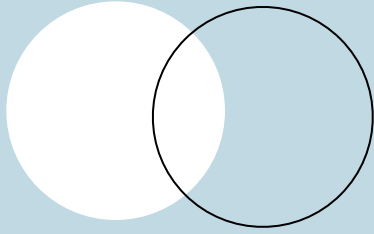


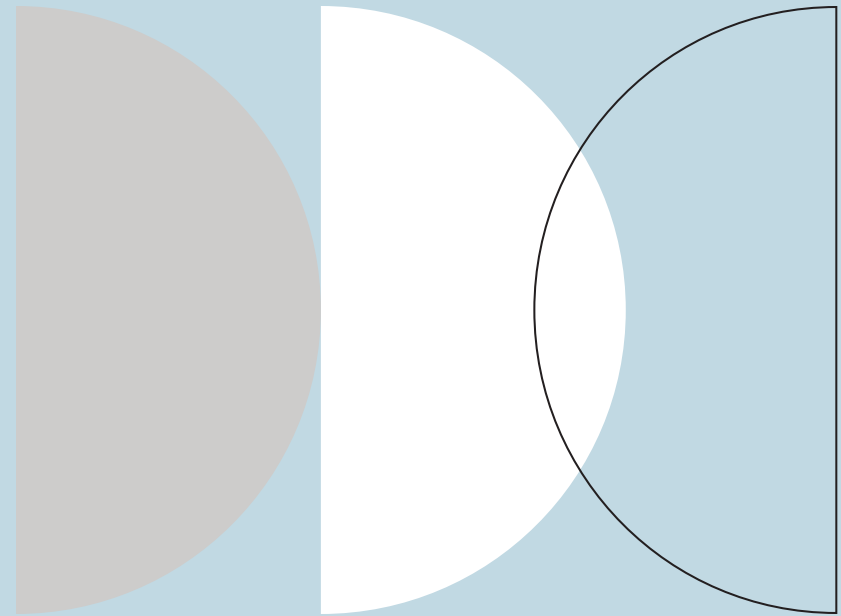
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Social Resilience

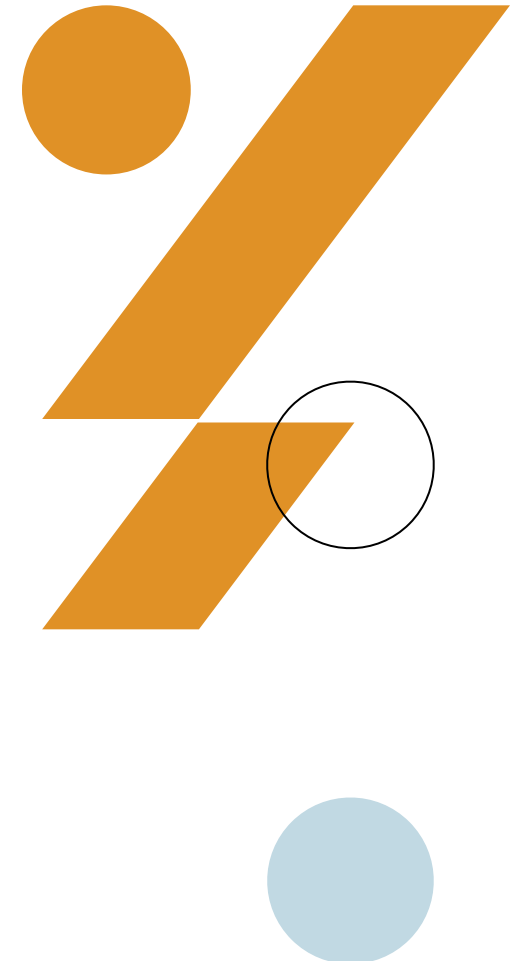


Context

We live in the world of fast changes to which it is difficult to adapt. Globalisation, digitalisation, urbanisation, ageing society, changes in how societies function migrations and climate crises influence our daily lives and require our actions here and now.

Why do we need to build social resilience?

In order to adjust to the challenges and demands of this fast changing world and make our neighborhoods more livable, decision-makers not only have to take good decisions now but also plan well for the future. We need to be able to solve problems of today, learn how to prevent negative trends/phenomena and prepare for the unexpected in the future. This is where the concept of building social resilience with help of cultural tools and our project “BSR Cultural Pearls” comes.



Invitation

In context of the above, we invite authorities of towns, cities, other settlements, municipalities and regions (especially those less central) of the **Baltic Sea Region** to join us and participate in the process of preparing your place of living to meet those challenges and become more resilient – in other words, better prepared for the world of today and tomorrow. The crowning of the process will be the abilities you gain in managing your town/city/settlement/municipality/region and the “BSR Cultural Pearl” title for those most outstanding in your work.



Who we are (Project Partners)

We are a partnership within the project “**Baltic Sea Region Cultural Pearls for more resilient Cities and Regions**” co-financed by the **Interreg BSR programme**. The leader of the project is the **Council of the Baltic Sea States**; the project partners are: Regional Council of Ostrobothnia/FI, Northern Dimension Partnership on Culture Secretariat, Danish Cultural Institute/Located in LV, Vidzeme Planning Region/LV, Baltic Sea Culture Centre in Gdańsk/PL, Heinrich Böll Foundation Schleswig – Holstein/DE, Creative Estonia/EE, Ministry of Justice, European Affairs and Consumer Protection of Land Schleswig – Holstein/DE, Ars Baltica, Varde Municipality/DK and Alytus city municipality administration/LT. We enjoy the support of the Union of the Baltic Cities, EUSBSR Policy Area “Tourism”, Region Scöne, Federation of Swedish Municipalities in Ostrobothnia for Education and Culture, Estonian Business and Innovation Agency, National Association of Creative and Cultural industries/LT, Region of Southern Denmark.



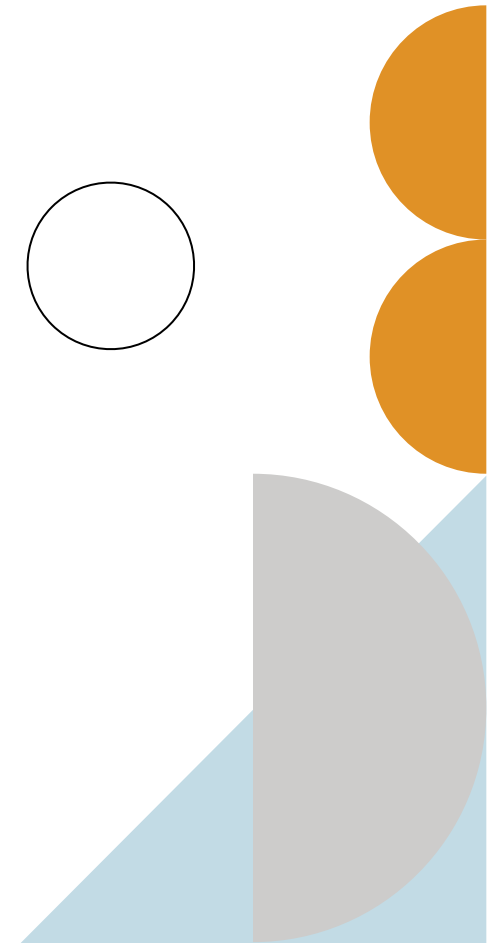
Helping to understand / definitions

Social Resilience

Social resilience refers to the ability of individuals, communities, and societies to withstand and recover from social, economic and environmental shocks and stresses. It involves capacity to adapt and learn from these challenges as well as to maintain or improve social and economic well-being.

Social resilience can be strengthened through a variety of strategies, such as building strong social networks and relationships, investing in education and training, promoting economic diversity and fostering a sense of community ownership and participation. It is also closely linked to broader issues of social justice, equity and sustainability, as vulnerable and marginalized groups may be disproportionately affected by shocks and stresses.

Overall, social resilience is an important concept in the context of sustainable development and building more resilient and equitable societies.



Shock

A shock is a sudden event that impacts the vulnerability of a city, citizens, society. It may mean loss of life, disability, damage to infrastructure and housing, loss of livelihoods, reductions in government support, etc. These can be natural, man-made or economic disasters. Examples: climate-related: torrential rains, floods, draughts, heat/cold waves, climate variability, land degradation, terrorism, conflicts, deforestation, gender-based violence, crime, fire, social exclusion, market failures, toxic spills, dam failures, pandemics, disease onsets.

Stress

Stresses are slow onset events, changes and lengthier disruptions that can be of high impact but generally occur over a longer period. Examples: aging society, migration, digitalisation, social conflicts, loss of jobs, drug addictions, poverty, health problems.

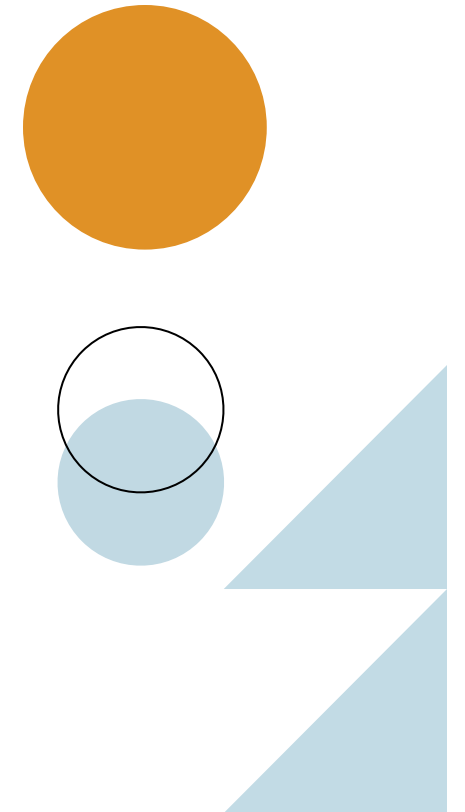


Why Culture and Creative Sector (CCS) in the context of resilience?

In the “BSR Cultural Pearls” project we apply a very broad definition of culture. It includes all creative activities that bring people together, from theatre, music, arts to rituals, language, food and everyday life.

We understand culture as part of an activist approach towards social resilience. To enable participation and inclusion of all community members, culture must be accessible. Thereby, local cultural assets & heritage as well as the potential of creative sector should be taken into account.

Following the broad definition also allows small villages and towns to find actors within the creative sector that are willing and capable of contributing to necessary adaption and transformation.

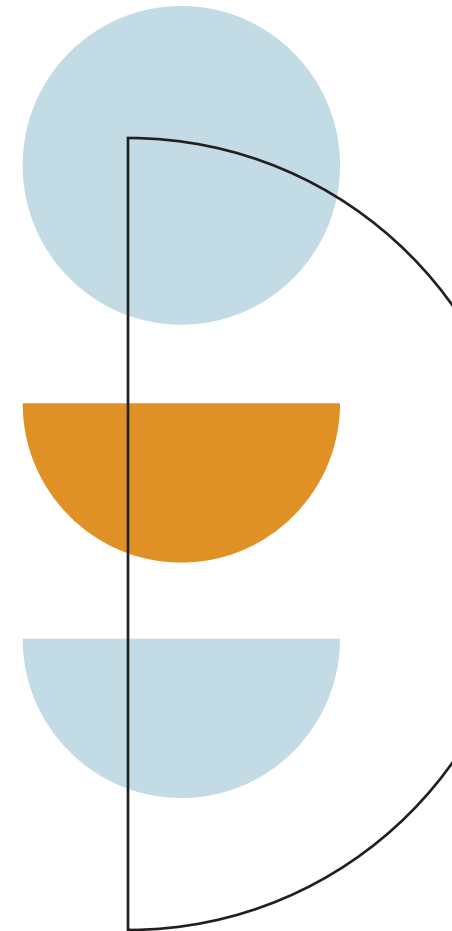


CCS in “The Baltic Sea Region Cultural Pearls”

Culture and Creative Sector covers a broad range of activities, including cultural heritage, architecture, music, live performance, publishing, the art and antiques market, arts and crafts professions, television and radio, film and video, advertising, design, fashion, video games, and software.

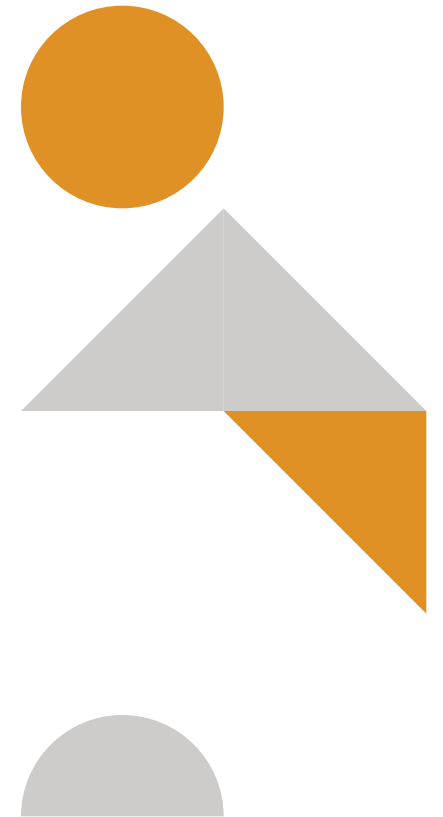
Collaboration with the CCS in the project can include using the skills of creatives for a better dialogue with various stakeholders, co-creating future visions and scenarios together and increasing civil engagement by concrete artistic interventions.

The incentive financial mechanism of up to 5000 euro will be used in the project to provide support to the awarded “BSR Cultural Pearls” to pilot and test new activities of creative solutions with their local CCS practitioners. It will be provided to encourage the Pearls to collaborate with their local CCS in new ways and use the creative services that will in practical manners demonstrate how creative means are used to develop social resilience.



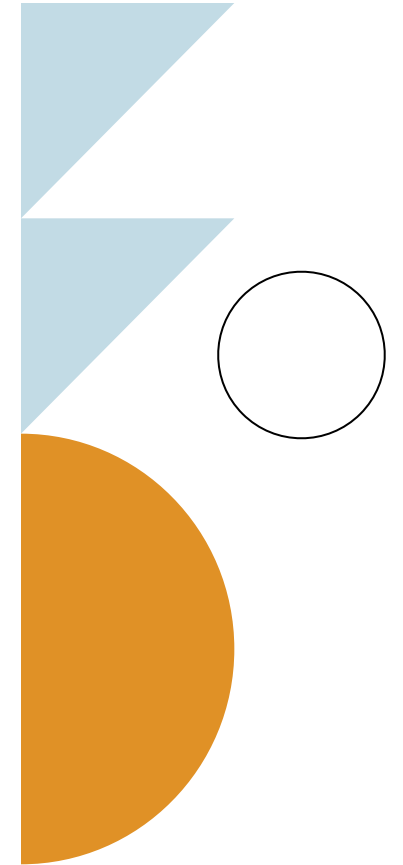
What we suggest

Bringing necessary changes for building resilience does not have to mean huge investments and big revolutions, even though some financial and especially human resources are necessary. It is about a participatory process and often small steps to change what is necessary now and plan and prepare for the future. It is essential to involve in the process various stakeholders such as cultural institutions, NGOs, business support centers, environmental organisations, etc., and most of all citizens - it is very much about participation and co-creation.



What we offer

We - the “BSR Cultural Pearls” partners offer support throughout the whole process of preparing the “**Culture and Resilience Action Plan**” which will help you to better plan for today and prepare for the future and thus increase resilience for the good of your citizens and in the longer run for the planet. We, together with our experts, will guide you through the process.

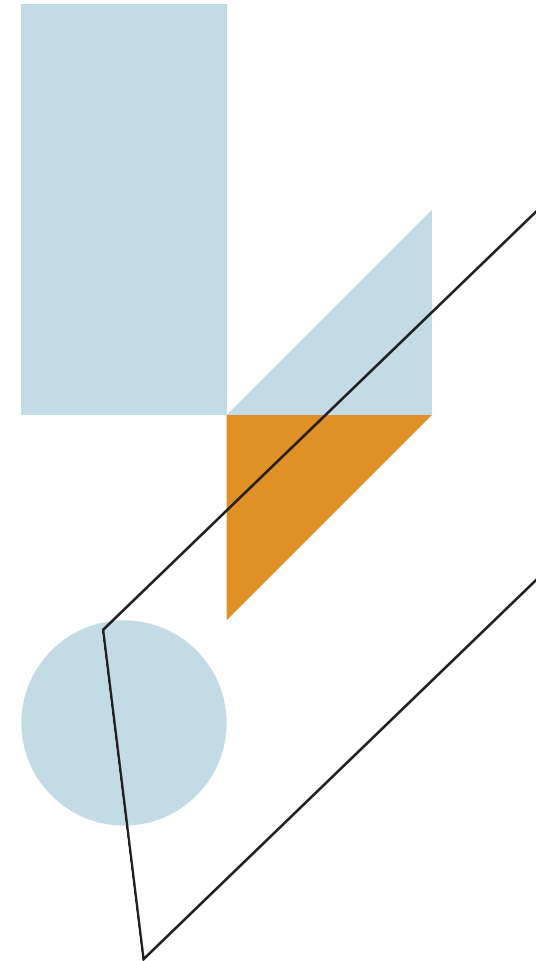


The process of preparing Culture and Resilience Action Plan/Steps

Diagnosis – you have to understand the place you live in or manage. You need to identify your assets and challenges you face, shocks and stresses you can encounter, which means it is necessary to have;

Identification of issues/themes to be dealt with (e.g. ageing society/demographic changes in the society, new technologies, migration, poverty, education needs, climate change and flood risks, urbanization);

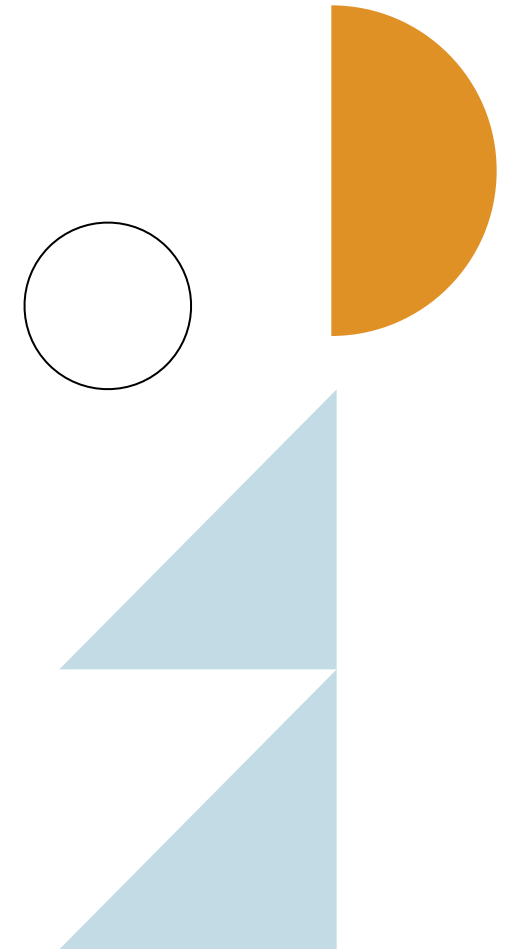
Identification of areas/places you want to cover (e.g. district with specific problem);



Identification of your goals – (you have to take decisions about what you are aiming for such as, for instance: “we will become more resilient”, “we will use participatory and co-creation methods”, “we will develop innovative resilient solutions”, “we will turn our water into asset”, “we will increase citizen wellbeing by making the city more green”, “we will secure growth by using sustainable resources”, “we will strengthen social resilience in collaboration with citizens and stakeholders”, “we will make urban spaces more available to citizens”, “we will build social cohesion by using social spaces”, “we will invest in youth”, “we will make our city friendly to all age groups”, “we will make our city more walkable”, “we will support citizen education in digital technologies”, “we will take steps to create a digital society” (on the basis of the Vejle Resilience Strategy);

Identification of stakeholders to build local partnership - (cultural institutions, business support organizations, key NGOs such as environmental organisations or local associations, youth organisations, etc.);

Identification of Culture and Creative Sector present in your city (e.g. media companies, artists, musicians, film producers, design institutions/companies, video games producers, software companies, local television or radio station, etc.);



Identification of local leaders (local change-makers – individuals who are active and ready to take lead);

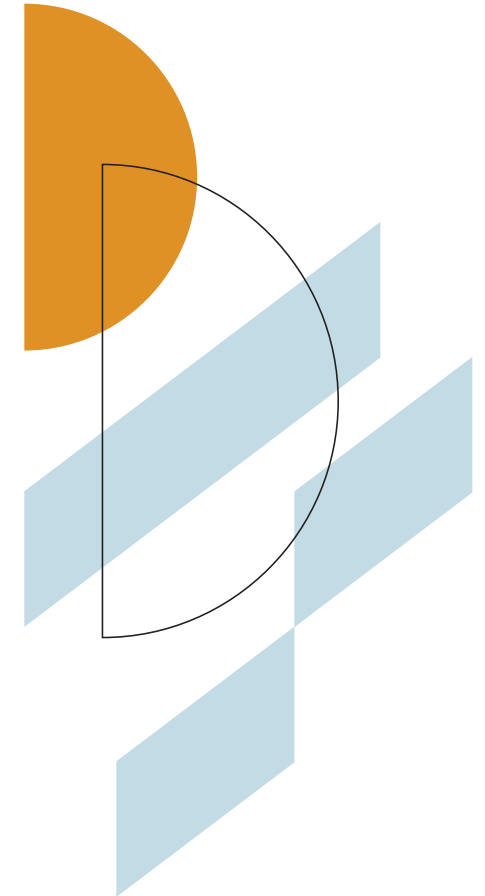
Identification of process owners/governance of the process (city council, identified department, self-governmental cultural institution, water management institution, university);

Identification of timeframe – ongoing, short-term, medium, long-term;

Identification of actions (e.g.: establishment of a resilient city committee, deliver an action plan for co-creation between citizens, business, unions, institutions, make sports spaces more open to all citizens, cooperate with a local institution to promote resilience, define a partner for digital education and solutions, increase the number of green spaces, check which built areas should be made less grey (less concrete) to stop water loss, include resilience into the annual festival/youth event, introduce permeable paving, introduce water education, promote circular behaviours);

Identification of monitoring/evaluation process (tools, institution, time-span);

Identification of good narration to “sell” the plan/initiatives – storytelling as well communication channels.

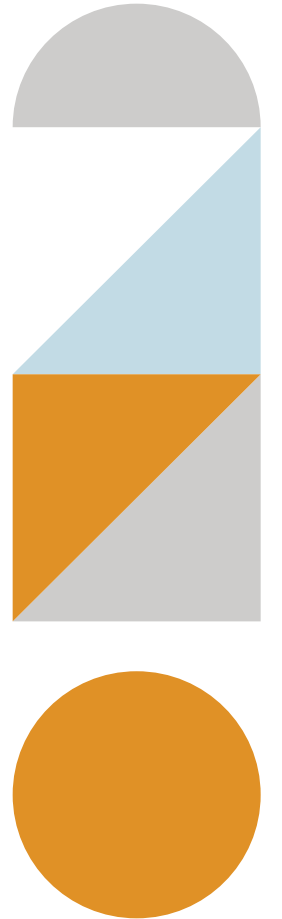


What you will gain

The ultimate gain for you, your town/city/other settlement/municipality or region and the citizens will be better functioning, healthier neighborhoods where co-creation, cooperation, involvement of different stakeholders will create mutual trust, civic engagement and better understanding between decision – makers and citizens.

There will be also many other benefits:

- You will build your capacity (learning skills, and building cross-sectoral understanding for culture, community and social resilience);
- You will have a plan, supported by city stakeholders on which to base your financial decisions and actions;
- You will help citizens to build stronger sense identity with their neighbourhood;
- You will strengthen your culture and creativity assets (boost local CCS actors, stimulate creativity and culture among the population). Please note that due to the special incentive financial mechanism up to 5000 EUR will be provided to support the awarded “BSR Cultural Pearls” to pilot and test new activities of creative solutions with their local CCS practitioners;
- You will gain additional visibility (international marketing, local and international award ceremony – creating momentum in the community, region and nationally);
- You will be a more attractive and competitive place - for settlement, investment or tourism;
- You will be better connected internationally (builds a professional network in the BSR, with similar cities and towns – long-term peer learning).



Criteria to be met to qualify

Eligibility criteria

Towns, cities and municipalities from Denmark, Estonia, Finland, Latvia, Lithuania, Poland, Sweden and Germany (the States (Länder) of Berlin, Brandenburg, Bremen, Hamburg, Mecklenburg-Vorpommern, Schleswig-Holstein and Niedersachsen).

Smaller and mid-sized towns and cities are especially welcomed.

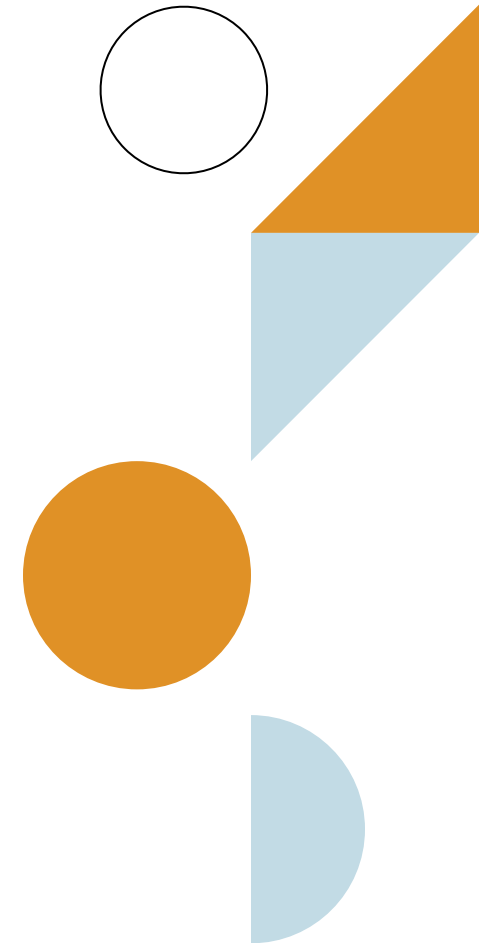
A single municipality or a team of municipalities can participate, but in this case a lead partner needs to be indicated.

The capital cities Berlin, Copenhagen, Helsinki, Riga, Stockholm, Tallinn, Vilnius and Warsaw are non-eligible.

Selection Criteria

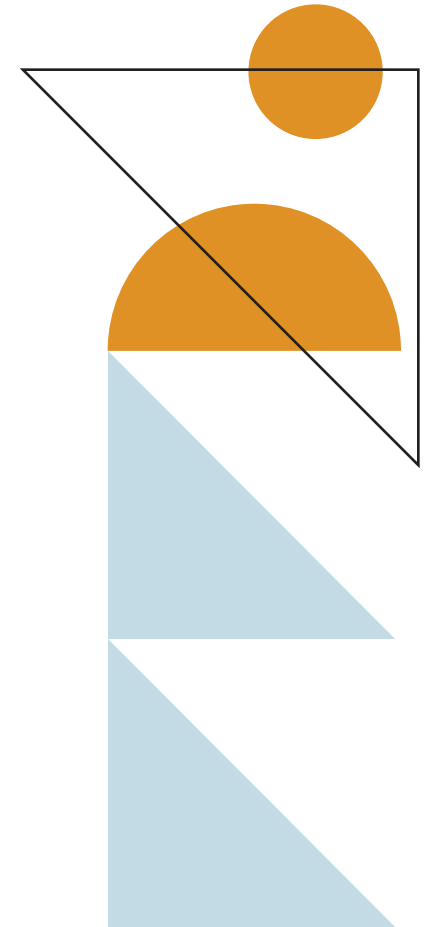
Motivation and General Concept.

Process and Engagement.



What you need to do now

The process consists of two stages. What you need to do in the first stage is to complete this pre-selection **Questionnaire** and send it back to us. We will contact you on the selection results. If you get to the second stage you will be asked to fill in the **Action Plan Template** for which process you will receive guidance and assistance from us. Those who submit most convincing **Action Plan Template** will be awarded **BSR Cultural Pearl** title.



Contact details

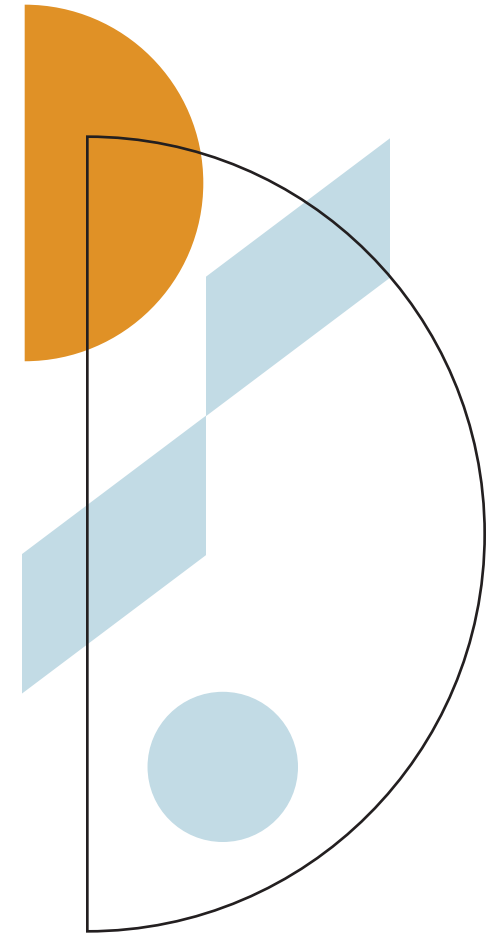
Please be in contact with us
if you need some assistance or information:

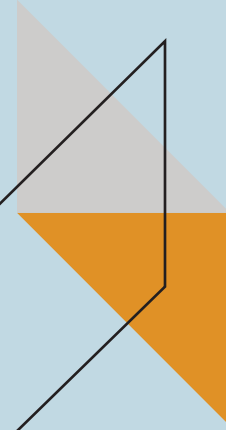
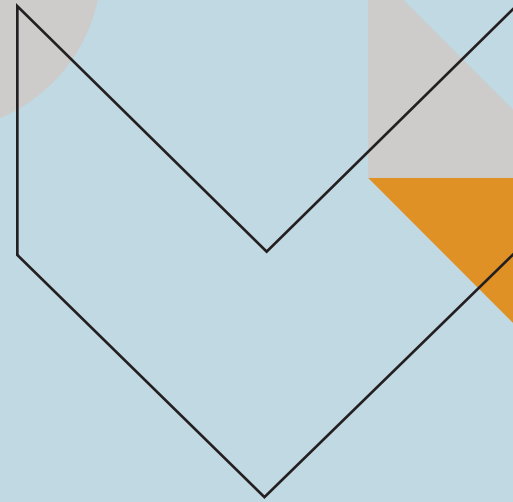
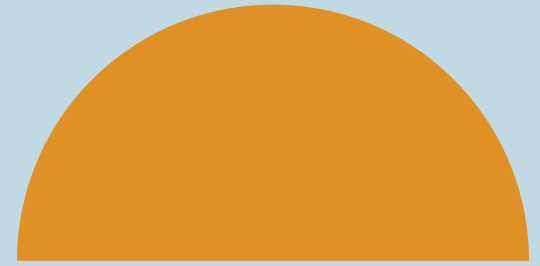
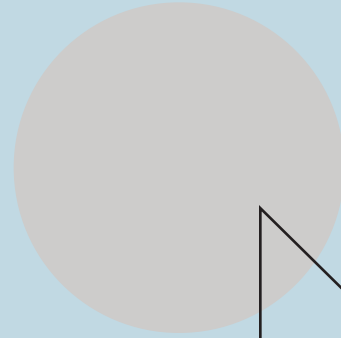
www.culturalpearls.eu

Project Leader:

Council of the Baltic Sea States - CBSS

info@culturalpearls.eu





Good practice examples

Everyone’s Backyard - PL

#revitalization #neighbourhood #art #youth #community

Where: Przedmieście Oławskie neighbourhood/Wrocław

Issue/Challenge: lack of social cohesion, neglected neighbourhood

The project was implemented in Przedmieście Oławskie neighbourhood in the city of Wrocław/ Poland (the area nicknamed “Bermuda Triangle” for its social and physical issues). Iza Rutkowska, an artist/designer, was commissioned by the City to help renovate a dilapidated backyard. She used participatory artistic actions to involve local residents into joint actions for the sake of the area and the local community. First, with the help of a giant hedgehog „toy“ she gathered kids for joint plays and actions in their neighbourhood, then through fundraising they went to spend time together in Hedgehog Rehabilitation Centre which gave them feeling of agency and resulted in the residents’ trust. The follow up was a joint social event for Christmas and finally, by broad consultancy process and winning in the city Participatory Budget the local residents submitted a project for sports and recreation site in the backyard. The project brought residents together, built trust among them and towards authorities, built stronger neighbourhood bonds and belief in the sense of joint actions and compromise for common good.

Cultural Tools

- Cultural Intervention
- Youth involvement
- Designing the backyard
- Social event
- Participation (citizens’s survey and voting)

Social Resilience aspects

- Building social networks and relations in the neighbourhood
- Building mutual trust
- Fostering a sense of community and ownership
- Empowerment
- Youth involvement
- Participation
- Creating the feeling of agency

Main take-aways

- You need to build trust among citizens to bring people together and achieve success
- You need to be persistent in what you do
- Culture can bring people together
- Not so obvious tools/interventions (like a huge hedgehog) can bring great results if properly used

Links

www.izarutkowska.com/en/everyones-backyard/

KreisKultur [Circle Culture] - DE

#method #villages #municipalities #funds #communities

Villages, towns, districts or communities are invited to develop their own cultural program. The development happens in a co-creative workshop. Together with the residents, the aim of this workshop is to find out which topics are of concern to the community. Based on this, the cultural format is developed in cooperation with employees of the cultural institutions. The results are presented to the community.

KreisKultur strengthens dialogue and understanding through the development of a joint cultural project. New impulses and activities revitalize the village community. Cohesion and togetherness are strengthened. At the end of the common path there will be a unique event in the community. In addition, cooperation between the locations, communities or districts and the institutions should be maintained throughout the funding phase in order to enable a lively cultural exchange between institutions and the citizens.

The funding takes place in cooperation with the state of Schleswig-Holstein and the district of Rendsburg-Eckernförde. The aim of the funding is to change cultural institutions in such a way that they focus more on rural areas and thus contribute to strengthening their infrastructure.

Cultural Tools

- Development of a cultural program
- Co-creative work of citizens and cultural institutions
- Involvement of artists

Social Resilience aspects

- Revitalization of village communities
- Community building
- Strengthened cooperation between citizens, cultural institutions and administrations

Main take-aways

- Culture has the power to bring people together to solve problems
- Cooperation and trust is strengthened through joined projects

Links

www.kreiskultur.org/kreiskultur/das-projekt

Leisure Day for Newly Arrived - FI

#method #rural #communities #social diversity

Issue/Challenge: employment (lack of availability of jobs for more highly educated people), young people (staying/returning), immigration and integration (how to coordinate)

In the western Finnish city Närpes, Swedish is the majority language (77.5%) while 5.3% speak Finnish and 17.2% of the population has a mother tongue other than Finnish or Swedish. The city has a rich leisure life offer for its 9573 inhabitants.

The Leisure Day for Newly Arrived was arranged to present what leisure opportunities there are in Närpes while the associations had the opportunity to attract new members. More than 20 associations representing cultural, sports and youth activities participated in the event. The city also presented its own offer of leisure activities.

About 300 people attended the event. Visitors got to try out different hobbies or otherwise learn more about leisure opportunities in Närpes. Among the visitors were mainly new residents and families with children, but also other younger and older Närpes' residents.

The leisure day is organised by the Recreation Department and the city's integration staff. The event proved to be appreciated by both associations and visitors.

Cultural Tools

- presentation of cultural activities, such as
 - art clubs
 - photo clubs
 - music classes
 - theatre
 - youth associations
 - local folklore
 - museum
- presentation of sports activities

Social Resilience aspects

- building strong social networks and relationships, esp. for vulnerable and marginalized groups (here: e.g. immigrants)
- meeting space for residents from different backgrounds
- activation of community

Main take-aways

- Leisure activities bring together people from diverse backgrounds which contributes to social cohesion
- Leisure activities contribute to attractive and inclusive developments, for and with the people
- Leisure activities help to maintain and improve social well-being

Links

Contact persons:
Culture Secretary Victor Strömbäck +358 405690901
Integration coordinator Jennifer Ståhlgård +358 407678921

Vidzeme Culture Program - LV

#art #funding #community #rural

Issue/Challenge: Citizen empowerment, creative engagement in local problems

The Vidzeme Culture Program is an essential financial instrument that promotes and ensures the cultural activities in Vidzeme region (Latvia). The funding of the Vidzeme Culture Program is a part of “Culture Programs in the Regions” (since 2023).

The Vidzeme Culture Program provides an opportunity for the local residents of the region to implement their creative cultural ideas, strengthening the local community and cultural values of the Vidzeme region. The program is very popular among the local residents which is confirmed by a significant number of project applications each year.

From 2008 to 2022, a total of 636 cultural projects of various scale were implemented in Vidzeme region offering a wide range of cultural events and activities - workshops, lectures, seminars, discussions, concerts, exhibitions, festivals, open air events, hikes, excursions, educational stands, excursion routes, creation of books, sheet music collections, dance books, song collections, animated films, performances,, music compositions, video digitization and many more.

The Vidzeme Planning Region considers the citizen engagement in the decision making process as crucial. The communities' members are involved by the priorities of the Vidzeme Culture Program and consultations with the residents are carried out during the project evaluation process (according to the participatory budgeting method). Many local citizens are involved in the project implementation process (visitors, artists, coordinators, etc.) each year ~ 40 000 persons.

Worth emphasizing is the strong cooperation between regional authority and residents in the implementation process.

Cultural Tools

- No direct cultural tools, but funds can be used for participatory purposes and for funding various cultural measures)
- Culture/Cultural programme is used as a tool to encourage citizens to identify and implement their cultural and creative ideas
- Cultural Programme as a tool to build/strengthen local identity and stronger community

Social Resilience aspects

- Funding cultural measures/getting CCS involved
- Participation
- Building feeling of agency
- Strengthening/building local identity
- Community building

Main take-aways

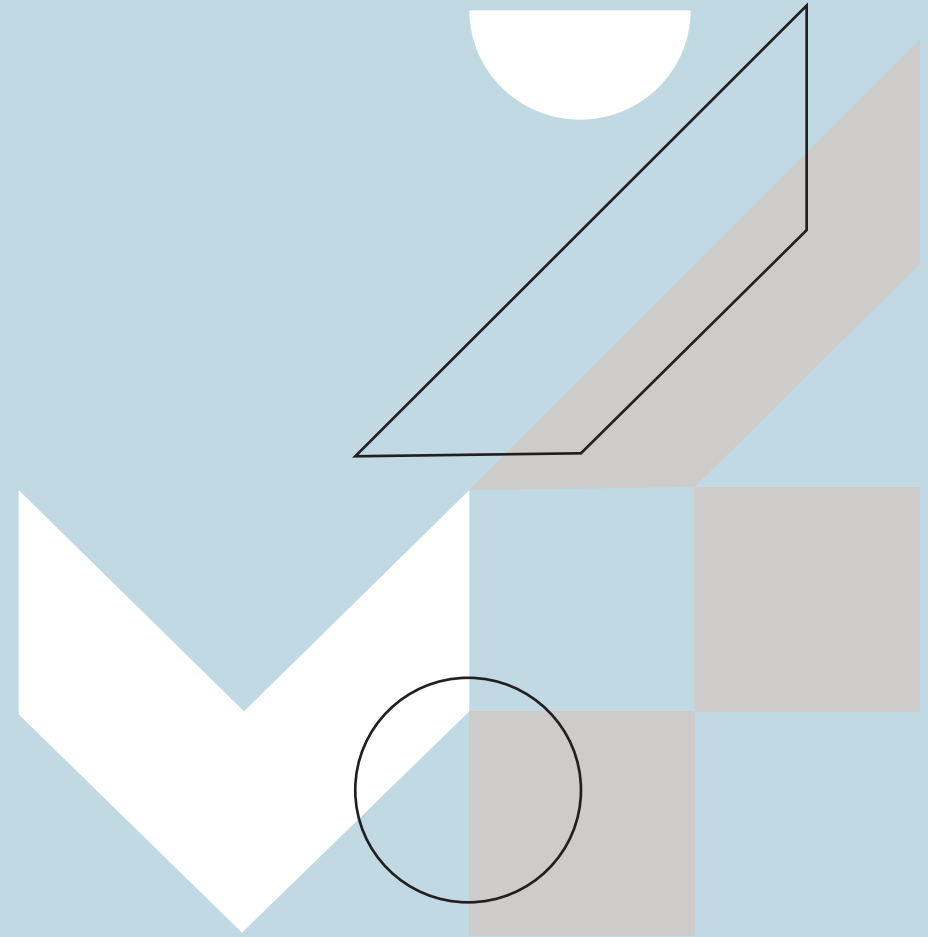
- Establishing participatory cultural fund helps build local/regional identity and stronger community/neighbourhood
- Involving citizens in participatory cultural fund you help create social links and bring citizens and authorities closer together
- While strengthening the local/regional cultural sector and tradition you can create the feeling of agency among citizens

Links

www.balso.vidzeme.lv/noteikumi



**Suggested
further reading**



On resilience

www.urbact.eu/networks/resilient-europe

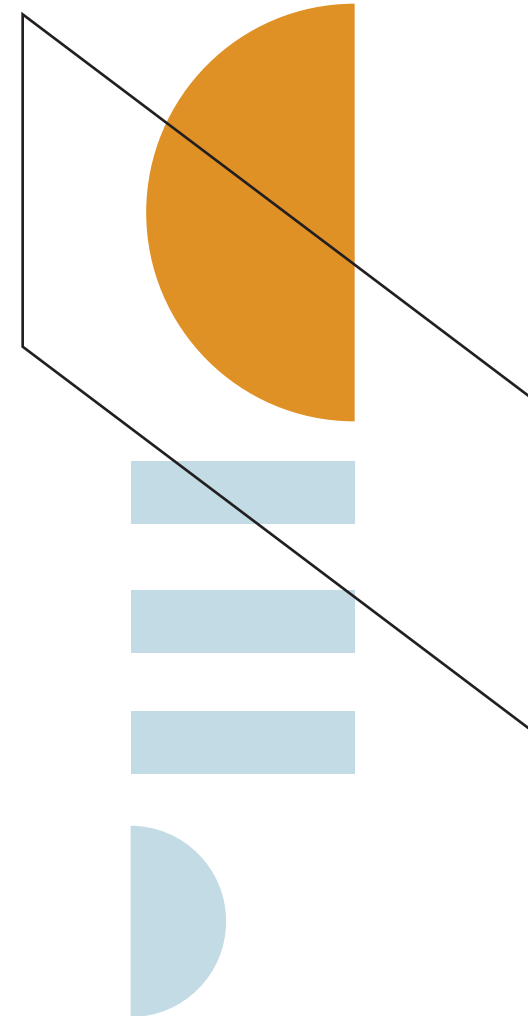
www.nordregio.org/wp-content/uploads/2017/04/Resilience-Study_Feb-2.pdf

www.urbanresiliencehub.org/wp-content/uploads/2018/11/Social-Resilience-Guide-SMALL-Pages.pdf

www.oecd.org/cfe/resilient-cities.htm

www.resilientcitiesnetwork.org/what-is-urban-resilience/

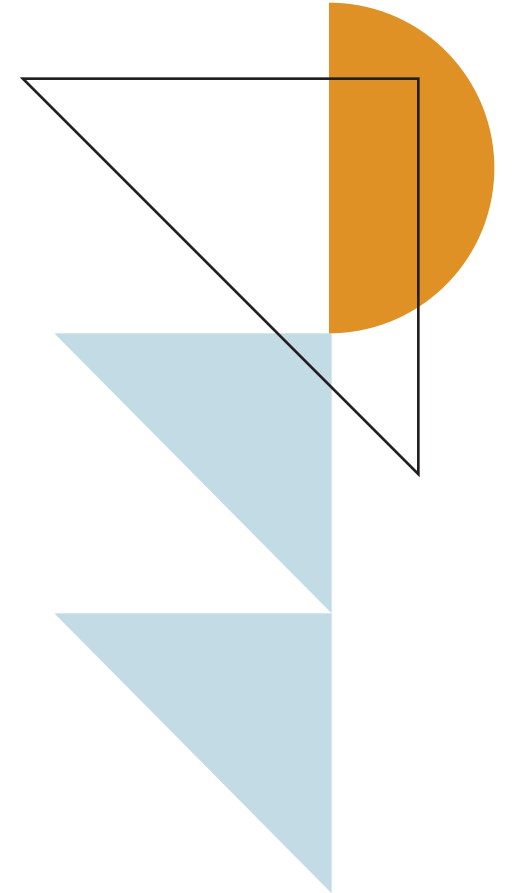
www.resilientcitiesnetwork.org/what-is-urban-resilience/



On CCS

www.eit.europa.eu/eit-community/eit-culture-creativity

www.culture.ec.europa.eu/cultural-and-creative-sectors/cultural-and-creative-sectors





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and **ARS BALTICA** (DE)

Go to the
LIST OF GOOD PRACTICE CASES - EXTENDED

