

Seed Money Initiative Roadmap

A roadmap for the Cultural Pearls to collaborate with CCS partner



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BSR Cultural Pearls

The BSR Cultural Pearls title is a key outcome of the BSR Cultural Pearls project, financially backed by the European Union's Interreg Baltic Sea Region programme.

The total budget of the BSR Cultural Pearls project is 3.5 million euros, of which 80 percent, or 2.8 million euros, come from the Interreg Baltic Sea Region programme and the remaining 20 percent, or 0.8 million, come from the project partners.

This initiative stands as a significant and extensive effort to foster culture-driven social resilience throughout the Baltic Sea Region.

For more details, please visit the project's page: interreg-baltic.eu/project/bsr-cultural-pearls/

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Seed Money Initiative

The Seed Money Initiative serves as the project's method to support the awarded BSR Cultural Pearls in piloting and testing new creative solution activities with their local Cultural and Creative Sector (CCS) practitioners. It offers financial assistance to encourage the Pearls to engage with their local CCS in innovative ways and to utilize creative services effectively to foster social resilience.

The CCS practitioner collaborating with the Pearl is eligible to receive up to 5000 EUR support for their local piloting activity. For example, you can collaborate with a CCS practitioner to design future visions and scenarios, to create artistic interventions, or to facilitate community dialogue.



Roadmap

This roadmap outlines the process and requirements for Cultural Pearls to access the seed money and details the conditions entailed.

The roadmap is targeted at the Cultural Pearls project managers and teams in the city or municipality. It aims to guide the implementation of the pilots through 7 steps outlined below:

Initiation

1. Selecting a local CCS partner
2. Kick-off Meeting
3. Agreements

Pilot

4. Implementation & documentation

Wrap up

5. Documentation
6. Wrap-up meeting
7. Invoice & payment

Initiation

1

Selecting a local CCS Partner

Choosing the right partner for a project can vary significantly depending on the project's scale and budget. For large-scale projects, public authorities often adhere to strict procurement guidelines. Conversely, smaller projects typically offer teams greater flexibility to choose their partners in a more open and participatory manner.

Within the context of this pilot, you will be selecting one CCS partner to collaborate with using any preferred method. Ask: What kind of CCS piloting activity would align with our CuReAP plan for the activities? Could we collaborate with a CCS service provider that we have not formerly collaborated with and expand our networks?

It is important to take in consideration your organization's procurement procedures and national laws that may apply.

2

Kick-off Meeting

After the Cultural Pearl has selected their CCS partner, a kick-off meeting is planned with NDPC, the Cultural Pearl, the national mentor, and the selected CCS partner.

NDPC uses a work plan template document to structure the meeting. This document is shared beforehand with all meeting parties to be able to prepare.

The kick-off meeting is an important step to co-develop the pilot's scope and expectations. The detailed work plan for the collaboration ensures alignment and commitment from all parties involved.

3

Agreements

The agreement needs to encompass the responsibilities and contributions of all parties towards the pilot project.

There are two options for the agreements:

- 1) NDPC will sign an agreement with the CCS partner
- 2) The national mentor(s) organization will sign an agreement with the CCS partner. The agreement procedures and schedule will be agreed about in the kick-off meeting.

Pilot

4

Implementation & Documentation

The Pilot phase marks the transition from planning to action, where the local CCS partner begins the hands-on work of implementing the pilot. This phase is characterized by active collaboration between The Cultural Pearl and the CCS partner.

Plan how you will follow-up, monitor, and align during the implementation with CCS partner. What are the collaboration rituals you want to follow?

Documentation happens simultaneously while implementing the pilot. Think of how you want to share the story of your pilot with others, internally or externally. The pilot acts as a case study and it is intended as part of the BSR Cultural Pearls project communication, to further inspire actors around the region to work through culture for social resilience.

The documentation content should be accessible and understandable for public actors like cities and municipalities, as well as cultural and creative sector practitioners and anyone with interest to the matter.

Wrap up

5 Documentation

The Cultural Pearl, in collaboration with the CCS partner, is tasked with gathering a specific set of materials to document the pilot thoroughly.

- **10 photographs with good quality** are required to document the pilot's activities. For any photo that includes identifiable individuals, a GDPR release form must accompany it to comply with data protection regulations.
- **A one-page story** or blog post that include a synopsis of the pilot, introduce the partners involved, and highlight the results achieved. The story can be written in the Cultural Pearl preferred language.

The Cultural Pearl is encouraged to share any supplementary materials produced during the pilot.

6

Wrap-up Meeting

After the implementation is completed, a wrap-up meeting is planned to facilitate the evaluation and closure of the pilot. The meeting brings together NDPC, the national mentor, the Cultural Pearl, and the CCS partner.

During this meeting, the Cultural Pearl presents briefly the documentation of the pilot and NDPC facilitates the evaluation process following the After-Action Review method.

The After-Action Review Method that focuses on these four questions:

1. What was supposed to happen?
2. What actually happened?
3. Why was there a difference?
4. What can we learn from this?

7

Invoice & Payment

Once the pilot is completed, and the documentation materials are shared with the NDPC, it is time for the financial compensation. The CCS is reimbursed according to the agreement made in the start of the collaboration process.



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