



**The Joint Working Group on Culture (JWGC) meeting 31 March 2011 in Arkhangelsk, Russia.**

**1. Opening of the meeting**

The meeting was opened by the host and co-chair Ms Lidia Butorina. The list of participants can be found in Appendix 1.

**2. Adoption of the agenda**

The agenda was adopted with the comment that item 5, information from the Working Group of Indigenous people had to be omitted due to the fact that the WGIP was not represented at the meeting. See Annex 2.

**3. Adoption of the Protocol of the JWGC meeting 22-24 September 2011 in Umeå and the Annual Report for 2010**

The protocol was adopted as well as the annual report 2010.

The documents will be published on the BEAC website <http://www.beac.st/?DeptID=8559>

**4. Information from IBS on current BEAC/BRC issues including the status of JWGC mandate for 2011-2013**

The new mandate for the JWGC 2011-2013 has been prolonged and adopted.

In the beginning of February 2011, Sweden chaired a meeting for the BEAC Committee of Senior Officials to which also the national chairs of each working group were invited. Mr Mikael Schultz, co-chair of the JWGC attended the meeting and presented the current status of the JWGC.

The big Barents event of 2011 is the handing over of the BEAC and BRC chairmanships from Sweden to Norway and Troms (Norway) to Norrbotten (Sweden). The event will take place in Kiruna (Sweden) in October.

**5. Information from the Working Group of Indigenous People (WGIP)**

The item was omitted due to the fact that no representatives from the WGIP was present.

**6. New Horizons in the Barents Region – 3rd Programme of Cultural Cooperation 2011-2013**

The draft 3<sup>rd</sup> Programme of Cultural Cooperation was discussed and approved after some amendments and smaller changes.

The final version of the programme will be published on the BEAC Website - [www.beac.st](http://www.beac.st)

**7. Tour de table – presentations from each region and member state on regional co-operation on current projects and issues**

The regions made presentations of current projects and issues and exchange and discussions on future projects were held.

**8. Presentation by Ms Irina Nazarova, special consultant at the IBS on funding possibilities and project application**

Ms Irina Nazarova made a presentation on funding possibilities and project application.

**9. Exchange and discussions on future multilateral projects**

See item 7.

**10. Next meeting and next co-chairs**

It was concluded that the next meeting will take place in the County of Norrbotten (Sweden), possibly in the city of Luleå, at the end of 2011 or at the beginning of 2012. Following BEAC/BEARC the co-chairs for JWGC will be Norway as national co-chair and the County of Norrbotten (Sweden) as the regional co-chair.

**11. Any Other Business**

Information on the side-event seminar “Cultural and Creative Industries in the Barents Region – finding synergies with regional structures in the Barents/Northern Dimension area” that took place the day after the JWGC meeting April 1 2011 was given. Mr Andrew Erskine, Senior Associate of Tom Fleming Creative Consultancy was invited by the Swedish chairmanship to lead the seminar. Conclusions from this seminar can be found in annex 3.

Many participants took the floor to thank the host for excellent meeting arrangements

## Appendix 1

### LIST OF PARTICIPANTS

<b>Aho Tomi</b>	Arts Council of Lapland	Secretary General
<b>Andreassen Karoline</b>	Finnmark County Council	Advisor
<b>Anikina Irina</b>	Ministry of Culture of the Republic of Karelia	First Deputy Minister
<b>Butorina Lidia Co-chair JWGC</b>	Ministry of Education, Science and Culture of the Arkhangelsk Region	Deputy minister - Head of the Cultur
<b>Drobaha Natalia</b>	Ministry of Culture of the Republic of Karelia	Head of the Projects and Programs Department
<b>Juurikka Maria</b>	Council of Oulu Region	Senior Adviser
<b>Lassila Ulla</b>	Arts Council for the Region of Oulu	General Secretary
<b>Lawson Bella</b>	County Council of Västerbotten	Officer of Cultural Affairs
<b>Lummepuro Maija</b>	Ministry of Education and Culture, Finland	Counsellor for Cultural Affairs
<b>Schultz Mikael Co-chair JWGC</b>	Ministry of Culture, Sweden	Deputy Director
<b>Østgård Ellen</b>	Troms County Council	Fylkeskultursjef
<b>Lervik Randi</b>	Nordland County Council	Head of department, Arts and Culture
<b>Gamulina Anna</b>	Ministry of Education, Science and Culture of the Arkhangelsk Region	
<b><u>External experts</u></b>		
<b>Erskine Andrew</b>	Tom Fleming Creative Consultancy, London	Senior Associate
<b>Frankby Mårten</b>	Embassy of Sweden, Moscow	Cultural Counsellor
<b>Ruponen Sisko</b>	Finland-Russia Society	Project coordinator
<b>Nazarova Irina</b>	International Barents Secretariat	Senior Adviser

## Appendix 2

### **Draft agenda for the Joint Working Group on Culture (JWGC), 31 March - 1 April 2011 in Arkhangelsk, Russia**

1. Opening of the meeting
2. Adoption of the agenda
3. Adoption of the Protocol of the JWGC meeting 22-24 September 2010 in Umeå, Sweden and the annual report 2010
4. Information from on current BEAC/BRC issues including the status of JWGC mandate for 2011-2013
5. Information from the Working Group of Indigenous People (WGIP)
6. New xxx in the Barents Region – 3rd Programme of Cultural Cooperation 2011-2013
  - decision
  - translation
  - publishing Internet/brochure
  - comments and suggestions related to the programme (Komi and Arkhangelsk)
7. Tour de table – presentations from each region and member state on regional co-operation on current projects and issues (approx. 10 minutes each)
8. Presentation by Ms Irina Nazarova, special consultant at the IBS on funding possibilities and project application
9. Exchange and discussions on future multilateral projects
10. Next meeting and next co-chairs
11. Any other business

## **Cultural and Creative Industries in the Barents region – finding synergies with regional structures in the Barents/Northern Dimension area**

*Our sons and daughters will not hew, forge, mine, plough or weld. They will serve, design, advise, create, compose, analyse, judge and write. Their skills will be applied to all industries and services, not just the high-tech. Agriculture, the oldest industry of all, is becoming increasingly dependent on bioscience, information technology and branding.*

Charles Leadbeater "Britain's creativity challenge"

### **Three global themes to consider**

#### **1. Placemaking and Distinctiveness**

- Understand the power of creative industries and culture as transformative to places and regions. Important to build on existing strengths whether in traditional cultural sector or in emerging creative industries.
- Need to move beyond cultural tourism – and understand that modern tourists are attracted to live cultural production, challenging and surprising events, creating and making.
- Culture can and should connect with industry and science – look to explore opportunities where they exist
- Above all understand culture and creativity as an ecology – with a fabric of infrastructure that needs to connect wherever possible to business, universities and the public sector.

#### **2. Convergence and digitization**

- Traditional boundaries between sectors are diminishing. Increasingly there are lower "costs to entry" and disintermediation mean that more people than ever can produce cultural goods
- music, video, games – and get them to market wherever they are based.
- "Apps" for iphone/android are a classic example of this – very small companies generating real wealth for limited investment
- "Culture hacking" and letting young people play with traditional institutions can be transformative
- NT live – is a great example of how a play can be seen by thousands across the world live
- However without certain conditions being place – skills, access to broadband, financial, IP, networks – hard for individuals to exploit the technology

#### **3. Innovation and growth**

- Innovation and growth should be the starting point for any strategy – if it doesn't promote both it should not be included. Be ruthless!
- We know that openness and collaboration are the biggest contributing factors to innovation
- how can we open up our institutions?
- Look beyond "artists studios" are focus on the connection between creative industries and the wider economy
- Think of freelancers – the worker bees supporting the creative hive
- Work with the unique DNA of place – the fabric of institutions, public and private, networks, strengths and weaknesses which can be woven better together

– All our cultural institutions should be places of exchange – how does a gallery/library/theatre work as a place for business, a place for leisure, creativity and innovation?

## **Three specific themes for the Barents**

*Building on our rich and diverse cultures, Europe must pioneer new ways of creating value-added, but also of living together, sharing resources and enjoying diversity.* EU Green paper on Culture and Creativity

### **1: Understand the logic for thinking regionally**

- Three types of logic – Commercial, professional and cultural
- Commercial relates to the market size, relating to global markets, scale and convergence
- Professional relates to the benefits of knowledge exchange, skills and research
- Cultural logic relates to shared history and experience, intercultural dialogue, branding of the region
- EU policy is based around the need to put the right enablers in place by increasing the capacity to experiment To move towards a creative economy by catalyzing the spill-over effects of CCIs on a wide range of economic and social contexts

### **2: Maximising the diversity advantage**

- Focus on exchange and dialogue – but don't forget businesses

*"Industry-to-industry dialogue, scouting missions and market intelligence, and collective representation in international fairs are among the specific tools developed to support exports. Cooperation schemes offer both an opportunity for mutual learning and a network of contacts abroad. Facilitating artistic exchanges with third countries is also important to stimulate cultural diversity."* EU Green Paper

- Work out which themes for exchange and connection are most relevant to the region i.e. entrepreneurialism, building creative places or clusters
- Is the region as a whole a potential connector between West and East?
- Can we build a network of New spaces for experimentation, innovation and entrepreneurship in the cultural and creative

### **3: Innovation and Entrepreneurialism**

- Network of spaces for collaboration and innovation
- Utilisation of old industrial sites
- Cross-over and development of relationship with University and art schools
- "Smart specialization" based on local strengths and potential
- Integration with ICT and digital
- What do we need to develop locally, regionally and nationally?

*"The success of any integrated strategy therefore depends very much on how regions are able to adapt, adjust, re-discover and re-combine their assets and resources. It should therefore be based on a thorough territorial mapping of existing resources and infrastructure."* EU Green Paper

**Andrew Erskine April 1, 2011**

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