

## **Cultural twin town meeting in Sarpsborg 17.09.2015**

### **Big events and celebrations**

Present:

Trine S. Mosegaard, Struer

Mai Lindgaard, Stuer

Mari Noromies, Forssa

Raine Immonen (afternoon)

Eduardo Morris, Södertälje

Stefan Sundblad (Museumgroup)Södertälje

Siri B. Harborg, Sarpsborg

### **Program:**

9.00 Brief welcome by Siri

9.10 Group welcome, introduction and practica orientation of today's agenda by Trine

9.20

9.45 "No cash" by Svein A. Halvorsen

10.00 Short coffee break

10.15 Organization of Struer's 100 year anniversary, anniversaries in general and the connection to Aarhus 2017, Cultural capital in 2017 by Trine.

11.00 Sponsorships in public offices and municipalities for big events and celebrations. Concrete examples, contracts and handling by Eduardo Morris, Södertälje

11.45 Summary of the morning program by Trine

12.00-13.30 Lunch and tour of Sarpsborg Scene

13.30 Brief introduction to the afternoon program by Trine

13.45 Shared historical roots are a natural focal point for large scale events. Viking history and culture offers a highly recognizable and attractive setting for such events. A large scale event or celebration could benefit from marketing effort targeted at twin towns

15.15 Debating today's program and topics good/bad, useful, and the group's future organization and meeting frequency.

16.00 End of meeting

Most of the group new each other from the meeting in Södertälje, a brief update on who was who was conducted to welcome the new members.

Siri took the group through the organization of " Sarpsborg 2016", Sarpsborg's city beautification plan, including new art projects, major events, history dissemination and the youth involvement through the schools and other channels.

Svein A. Halvorsen came along and talked about the "No cash" concept. It's a main idea for the millennium celebration to have as little cash transactions as possible. He gave the group an insight in Sarpsborg's work to ensure sponsors for the events to be held in 2016.

Trine talked about the organization of Struers 100 year anniversary, and the city's collaboration with Aarhus.

A very interesting point through the discussions was organization and finance of projects events.

Eduardo gave a wholeheartedly and candid lesson about his work around sponsorships in Södertälje. Planning, consistency (stick to the plan) and meeting the potential sponsor with the right people at the right level, is key in this work.

Mari updated the group briefly about Forssa's annual events, and how this are funded and organized, before we had a discussion about how to proceed further in our work.

The group decided that we want to continue collaborations, and have set the following projects to be explored further

1. Exchange of experience concerning organizations and events. What to do- and what NOT to do.
2. Arrange a twin town day in each city
3. Expand the info on the municipality's websites with up dated info on events and happenings regarding the twin cities.
4. Sponsorships
5. For the tourist offices; Bus tours to events in the twin cities.
6. The group will communicate formally via documents on the common platform, but informally on skype and email.