

2014
2017

Culture

exchanging knowledge & developing quality



Twin Towns

Forssa, Finland

Sarpsborg, Norway

Struer, Denmark

Södertälje, Sweden

Table of contents

Background and purpose	2
Nordic Cultural Cooperation	2
European Capital of Culture	2
Twin Town cooperation.....	3
Commissary	4
Organization.....	5
Overall plan of activities.....	6
Project plan.....	8
Time and act plan	9

Background and purpose

The purpose of this short introduction is to provide an overview of the context in which cooperation in Culture can be included in.

Nordic Cultural Cooperation

The Nordic Ministers of Culture adopted a new strategy for Nordic cultural cooperation 2013-2020 on 31 October 2012.

The strategy emphasises five topics:

- the Sustainable Nordic Region
- the Creative Nordic Region
- the Inter-cultural Nordic Region
- the Young Nordic Region
- the Digital Nordic Region

The strategy is among other

"A fundamental prerequisite for cultural cooperation is the principle of Nordic advantage: a collaboration happens in areas where the Nordic countries have common interest and challenges.....Through experience- and skill sharing and networking the Nordic Region must be developed and strengthened.....A broad – based cultural cooperation to develop fellowship and understanding between the peoples of Nordic Countries and thus contribute to the cohesion of the Nordic welfare."

The Nordic region is getting increasingly more attention from the rest of the world. Secretary-General of the Nordic Council of Ministers, Dagfinn Høybråten, was one of four regional leaders chosen to lead the World Economic Forum (WEF) session "Regional Transformations in a Global Context" in Abu Dhabi. 19/11 2013

European Capital of Culture

Denmark is hosting the European Capital of Culture 2017

Aarhus is designated as the host city.

Theme of cultural capital I RETHINK

RETHINK signals that Aarhus 2017 launch a cultural laboratory in the region where innovation and alternative solutions can evolve and take hold.



Aarhus is together with 18 other municipalities a part of Region Midtjylland.

Struer is one of them.

From mid-2013 is a comprehensive planning launched.

Twin Town cooperation

On a first meeting in Struer October 11th 2013 representatives from Södertälje, Sarpsborg and Struer¹ discussed the opportunity of exchanging knowledge among the Twin Towns, - in the ambition on developing quality of our cultural work on the long term.

Agreements were made, to catch up on the discussion – first by e-mailing headlines on the talks in Struer, and later on in a meeting, where a proposal on a commissary is to be made.

On a second meeting in Sarpsborg December 9th 2013 this draft of commissary was made.

The commissary is to be presented for the Twin Town Steering Committee on their meeting in Forssa May 2014.

In order to coordinate and make agreements on further cooperation, a shared time- and actsplan is described.

Henrik Eurenus, Sarpsborg
Siri Braadland Harborg, Sarpsborg
Torill Stokkan, Sarpsborg

Erik Østerby, Struer

¹ Lars Ahlin, Södertälje, Henrik Eurenus, Siri Braadland Harborg og Torill Stokkan, Sarpsborg, Erik Østerby, Struer

Commissary

Exchanging knowledge between and developing creative cooperations among twin town culture-institutions in 2014 – 2017

Purpose:

- We want to exchange knowledge in order to develop quality of cultural efforts in each of the four twin towns
- We will explore the possibilities of the program from the Nordic Council of Ministers
- We will look for European partners during the EU program Creative Europe
- We also want to prepare plans for concrete cooperation on touristic issues

This is supposed to happen through **quality development** on several levels and in various current theme areas of importance to the twin towns. In these areas we want to exchange experience and knowhow.

The exchange will take place on more levels:

- * Political
- * Head of departments
- * Leaders of cultural institutions
- * Others...

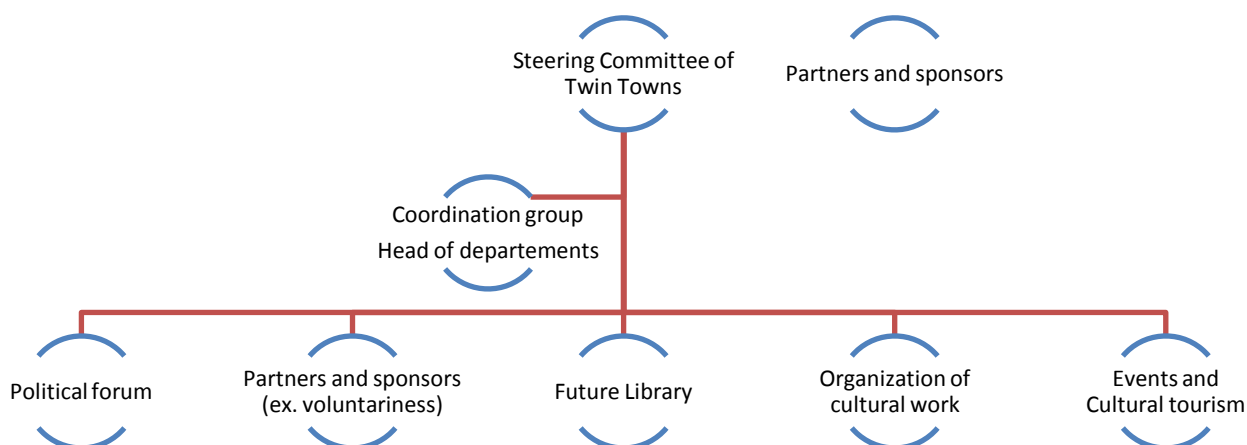
Organization

The Steering committee in the Twin Towns of Forssa, Sarpsborg, Södertälje and Struer are taking the overall decisions on the cooperation.

The Coordination Group is responsible for the project progress and results, and are committed on keeping the project on trail and time.

The chairman of the various projects are responsible for the outcome their own project. Members of the projects are responsible for the outcome as well.

The work is organized according to the plan below



Overall plan of activities:

A

Activity	Level	Responsibility
Draft a plan to the politicians	Relevant culture employees	Head of departments + politicians

The plan must contain the following:

Theme areas:

- Policy making, strategy and economy
- Partners and sponsors (ex. Voluntariness)
- Future library
- How to develop, make and plan our Events?
- How do we organize our culture – institutions?
- Culture & tourism

Time- and actsplan containing; introduction, coordination, implementation and evaluation.

B

Activity	Level	Responsibility
Policy making, Strategy and economy	Head of departments and politicians	Head of departments

- Head of departments will visit each other with the purpose of exchanging experiences.
- They must plan, draft and carry out a theme day for politicians.

C

Activity	Level	Responsibility
Partners and sponsors (ex. Voluntariness)	Head of departments Culture consultants Leaders of culture institutions	Culture consultants Leaders of culture institutions

- Visits with the purpose of exchanging experiences
- Involving research from higher education to inspire the work with volunteers
- More....?
- Models for Partnership and Sponsorship.
- New ways for finance of Culture.
- Develop collaborations with external / new players
- Include volunteers.
- Perennial agreements, content, 'who can't be a sponsor'?
- Marketing functions / staff
- Examples; Billund, DK, Horsens, DK, Sweden Association
- Funds, European Union, Nordic Council of Ministers

D

Activity	Level	Responsibility
Future Library	Staff and head of Libraries	Head of Libraries

- Re-Building and new/other content (democracy, education, digitization).
- How to be more active in the city, society (meeting place and place of learning)
- Develop a city-center as meeting- and information center
- ReThink to give the service in smaller cities/villages (branches, bus, selfservice, other?).
- Planning for new building in Sarpsborg (2017), rebuilding Struer (2014).

E

Activity	Level	Responsibility
How to develop, make and plan our Events?	Head of departments Culture consultants Leaders of culture institutions	Culture consultants Leaders of culture institutions

- How to develop, make and plan our Events? (planning / design / economics / volunteers)
- Already planning events - (provisional timetable for own events, festival, anniversary?) Make list of Event Name, dates, visitors, budget, etc.
- PR, communication, marketing / sponsorship, media partner
- Exchange of youth groups / bands / volunteers etc.
- Corporate with retail, restaurants, etc.
- Target Group? How to 'select' and 'complete'?

F

Activity	Level	Responsibility
How do we organize our culture – institutions?	Head of departments Leader of culture institutions	Head of departments

- Creative Units (ex. Schools of visual/art, -culture, -music, museum, culture for children/other groups ex. old people).
- Develop integration model.
- Working together with 'public schools 6-15 year'. (Kulturpas in Struer), School of Culture is part of the law in Norway. Finland and Sweden, the cultural labor incl. in schools.
- Re-/Building and content in Culture Units.
- Talent - how-to be prof?
- Healthcare - involvement and development of health promotion through active participation.

G

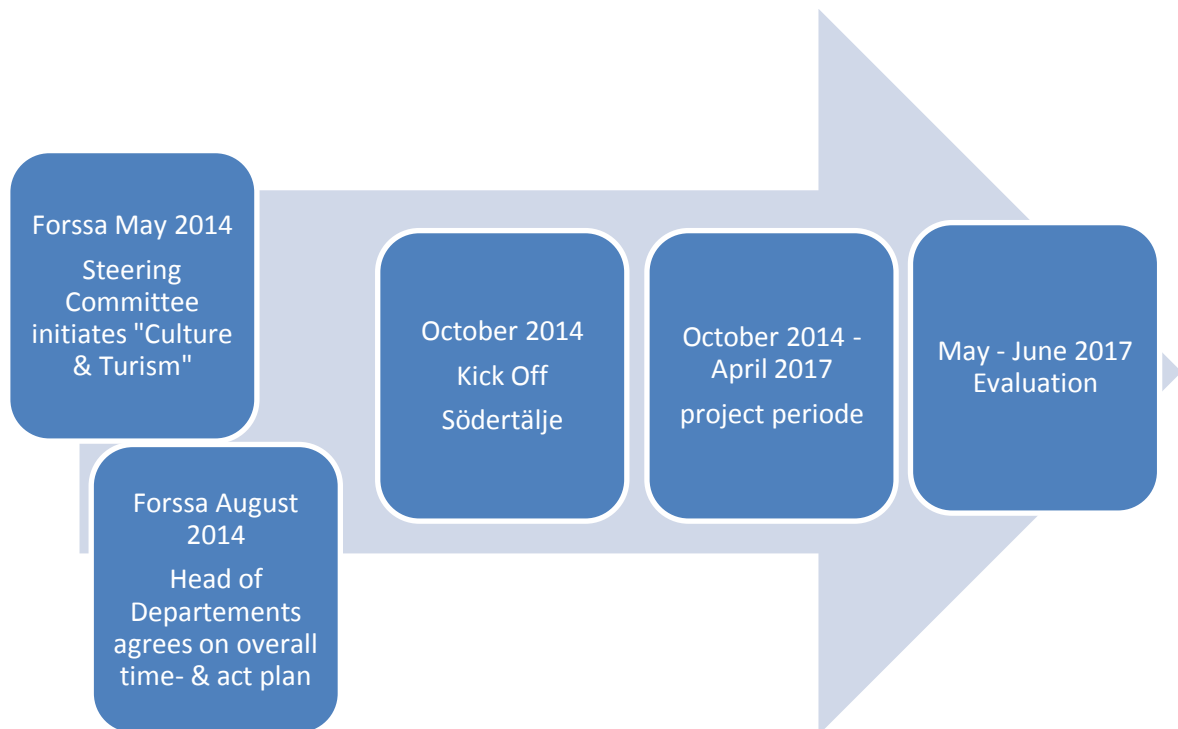
Activity	Level	Responsibility
Culture and tourism	Head of tourist information	Head of tourist information

- 2 days of work experience
- Developing a plan for presentation Twin Towns on tourist office's
- Exchanging tourist information among Twin Towns (focusing on exchanging tourists from Twin Towns)

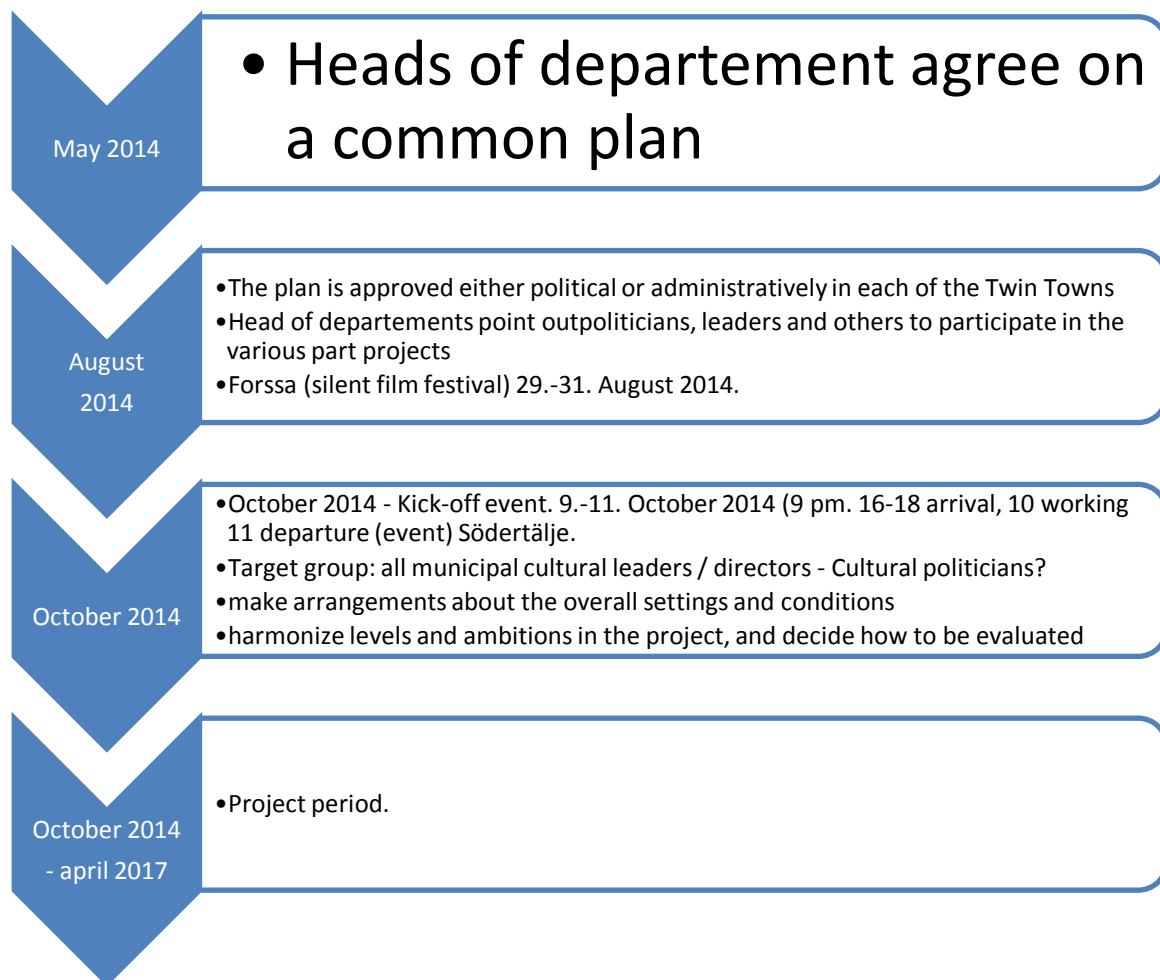
Project plan

The Steering committee is to make decision on the project in their meeting in Forssa May 20.-21.th 2014.

If the Steering Committee approves the Culture project, an overall plan look like below



Time- and act plan



May 2014

*Staffan Jonsson, Södertälje
Maarit Järveläinen, Forssa
Sigmund Vister, Sarpsborg
Henrik Eurenus, Sarpsborg
Carsten Hother Jensen, Struer*