

NORDIC TWIN TOWN MEETING / COOPERATION IN CULTURE

Town Hall of Forssa the 29th of August in 2014 at 8.30-16.15

Participants

Sarpsborg, Norway

Henrik Eurenus, Enhetsleder Enhet kultur

Struer, Denmark

Carsten Hother Jensen, Infocenterchef

Södertälje, Sweden

Eduardo Morris, Marknads- och sponsoransvarig (Kof)

Forssa, Finland

Maarit Järveläinen, Library Director

Jarmo Pynnönen, Head of Education and Leisure Time

Summary of the Meeting

Introduction and the next Meeting

Participants shortly presented themselves. The next meeting will be in Södertälje in October as has been planned already in Copenhagen. The goal of this meeting was to discuss about the program for Södertälje meeting and to decide who will be invited to the meeting and to think about target for the culture and how to involve the politicians.

Meeting in Södertälje will be the kick-off for the years 2014-2016. Friday the 10th of Oct. will be the working day. Beginning of the day will be for everybody and after that there will be about 4 workshops. The more detailed program for the Södertälje kick-off will be made by Eduardo Morris with the help of others.

Financing

For the years 2014 and 2015 money will be applied from the Nordic Council. Carsten Hother Jensen makes the application as soon as possible.

For years 2016 and 2017 (possibly 2018) money will possibly be applied from EU (Europe for citizens, Erasmus Plus and Creative Europe), because the application time ends in October 2014.

In Södertälje the decision needs to be made about if the EU funding is applied and from which funding program and which town is going to be the applicator.

The planning of the project starts between the four twin towns, but to apply money in October 2015 from Creative Europe, project needs at least five member countries.

Partners and Sponsors

Eduardo Morris gave a presentation about sponsorship and private-public-partnership: what is or isn't sponsorship and what are the problems with sponsorship. Municipalities need to have a sponsorship policies and good salespersons with a sales strategy to get sponsorships. Every municipality is competing from limited money with other municipalities and organisations and therefore sponsorship policy, sale strategy, involving politicians, networking and pure courage are important.

As a conclusion all the twin towns should start a discussion about starting associate marketing.

Cultural Events

Each twin town will make an events calendar of the most important events of their town. The purpose of the calendars is to create possible cooperation.

With the topic of cultural events could be added tourism.

Future Library

Carsten Hother Jensen gave a presentation of the theme by showing cases of the Changing Public Libraries. See more: <http://modelprogrammer.kulturstyrelsen.dk>. In kick-off meeting this website could be used.

Carsten told also about the renovations of the premises of Struer library and how library functions will be situated there. The library will be a modern infocenter and the place where citizens can "meet the Struer kommune".

Culture Institutions

Henrik Eurenus shortly presented how Culture Schools operate in Norway. Main challenges are to cooperate more closely with 'grundskola' and how to arrange activities for every child and youngster for free.

All though there is not a similar Culture School -system in other Nordic countries the issues and problems are the same.

Henrik Eurenus will attend a seminar about the matter in Helsinki in September. He'll keep others informed of the meeting. Henrik will also continue to work with this theme.