

Twinned Town Conference

Södertälje

12th and 13th of February, 2015

Time	09:10 – 17:30, with breaks for lunch and coffee
Place	Ytterjärna Kulturhus, Södertälje, Sweden
Present	<p>Sarpsborg, Norway</p> <p>Henrik Eurenus, director of cultural affairs Marianne Aarum, principal of the school of culture Anette Kure, head librarian (director of libraries) Siri Braadland Harborg, advisor and head of inter-city partnerships Lars Grunde Olsen, representative of the Council for culture Kjell Einar Andersen, representative of the Council for sports Øyvind Frydenlund, representative of the Council for music</p> <p>Struer, Denmark</p> <p>Trine S. Mosegaard, cultural representative Tove B. Christensson, , cultural representative Birthe W. Hansen, , cultural representative Mai Lindgaard, culture manager Midtpunktet Majken Høgh, curator Struer Museum Carsten H. Jenssen, culture manager Infocenter Struer</p> <p>Forssa, Finland</p> <p>Jarmo Pynnönen, director of cultural affairs Maarit Järväläinen, head librarian (director of libraries) Kati Kivimäki, director of Forssa Museum</p> <p>Södertälje, Sweden</p> <p>Staffan Jonsson, director of the department of arts, sports and leisure Stefan Sundblad, director of the Torekällberget open-air museum Annika Suomjo-Ulander Ida Burén, cultural strategist (Intercult) Axel Christensson, secretary of the board of arts, sports and leisure Monica Malmgren, administrator</p>
Secretary	Axel Christensson

1. Introduction

- Staffan Jonsson opens the conference and bids everyone welcome to Södertälje and Järna. The participants are given the opportunity to introduce themselves. Staffan Jonsson gives a brief presentation of Södertälje and Järna.
- As director of the department of arts, sports and leisure, Staffan Jonsson explains the department's vision and its mission statement. He also gives an overview of the department's different sections and their respective areas of responsibilities, as well as brief introductions to a number of ongoing activities and projects. Long and short term collaborations with external partners are central to the way Södertälje manages and promotes culture, sports and leisure. The department has established partnerships with a number of different actors; private companies, state and regional authorities, non-governmental organizations, private art collectors and patrons of the arts, and sports clubs.

2. Transnational collaborations – beyond the local view

- Ida Burén, CeO of Intercult, gives a lecture on the subject of transnational collaborations between European cities, dubbed Town Twinning by the European Commission. She predicts that the smaller cities of Europe will be at the forefront of cultural development in the not too distant future.
- The participants are asked to present their expectations regarding the potential benefits from Town Twinning.
- Ida Burén presents Intercult, its mission and its ongoing projects (see attached presentation).
- Ida Burén describes the EU's cultural policies and their impact on Town Twinning. Special attention is given to the EU's agenda for Culture 2011-14, and to the union's long term budget. The EU's policies in the cultural sector are of course shaped by a number of structural factors, not the least of which is the current economic situation in Europe. Furthermore, the adverse security situation in certain parts of Eastern Europe can be expected to have an impact on EU policy in general. Although not cultural in and of themselves, these factors nonetheless shape the political and economic environment in which cultural policies are formulated and implemented.
- The subject of evaluation and cost-benefit analysis in the cultural sector is broached. It is by any account a complex question; how does one measure and evaluate culture? Is it possible to ascribe a quantitative value to a cultural experience, and if so, how should one go about it? The challenges associated with evaluation in the cultural sector are considerable, but more reliable data-gathering techniques are crucial if the EU's is to be able to maximize the benefit from the limited budgetary means reserved for activities and projects within the cultural sector.

3. Workshop

Each city, or rather its representatives, is given the opportunity to outline its current activities and the main challenges it currently faces.

3.1 Sarpsborg

- Sarpsborg manages its arts, sports and leisure within a citizen-centric framework that emphasizes the necessity of evaluating the expected and/or potential benefit from current or

planned projects and activities in terms of the needs and wants of its citizens. Thus, administrative simplification and expedience must always be regarded as second order interests.

- Next year, Sarpsborg will celebrate its 1000-year anniversary, coinciding with the celebration of the martyrdom of Saint Olav; founder of Sarpsborg and patron saint of Norway. The celebration will include a children's festival, which will highlight and celebrate the ethnical diversity of Sarpsborg. The festival will showcase traditional Norwegian songs and dances alongside their counterparts from the city's various immigrant communities, thus bringing together the different cultural strands that make up the tapestry that is modern day Sarpsborg.
- Sarpsborg is entertaining the idea of hosting sports events within the framework of town twinning. The concept involves inviting sports teams from its various twin towns, in an effort to promote inter-city collaboration within the sports sector.

3.2 Struer

- Struer will celebrate its 100 years anniversary in 2017. One suggestion is to mark the 100-year anniversary by arranging a 100-day celebration; each new day would bring new events. In this way the celebration will take the shape of series of smaller-scale events, rather than a few larger-scale events.
- The railway station in Struer celebrates its 150 year anniversary in 2015.
- Struer is branding itself as the City of Sound. The world-renowned maker of high end audio equipment, Bang & Olufsen, is based in Struer. In collaboration with Bang & Olufsen, the Struer museum is currently hosting an exhibition of various scientific audio experiments. The city plans to incorporate the concept of sound, broadly understood, in a variety of contexts.
- Struer has extended the opening hours at its library by introducing self-service access during evenings. Visitors are given access to the library through a system that utilizes RFID tags and personal pin codes.

3.3 Forssa

- Youth unemployment is one of the main challenges in Forssa, as it is in almost every part of Europe. The changing demographic, with an ageing population, means that a large part of the current workforce will exit the labor market in the medium-term future. Taken together, these factors impact the younger parts of the population in negative ways. Well-developed cultural projects offer a way to help mitigate this.
- Forssas has historically been as a center of the textile industry, and its museum has a vast collection of textile patterns. Working with this collection, Forssa has been experimenting with different ways of using historic textiles as bearers of cultural history.

3.4 SÖDERTÄLJE

- Södertälje is currently in the start-up phase of a large-scale sports project for children and young adults, called the Södertälje International Football Cup. As the name suggests, the cup will bring together football clubs from all over the world.

- Each summer Södertälje hosts a City Festival, called Kringelfestivalen. The festival focuses on musical entertainment, mixing performances by famous artists with those of more local talents.
- Södertälje is currently holding exploratory talks with a number of art institutions regarding the possibility of building a museum that will house the complete works of Hilma af Klint; perhaps the most influential female modernist painter.

4. Some conclusions

There are certain shared historical roots, the celebration of which could be used as a foundation for a deeper and more developed inter-city collaboration. The martyrdom of Saint Olav is a good example of this, highlighting the shared Viking heritage and the historical significance of the coming of Christianity to Scandinavia.

History needs not be ancient to be relevant. The history of the textile industry is one example of how industrial history interacts with cultural history to shape the identities of places and people.

The production of sound whether by musical instruments or by technical means, can be viewed as both an artistic expression and a scientific process. Thus sound has the potential to be used as focal point for the interaction of the technical with the artistic, the scientific with the creative.

5. Group discussions

The participants are divided into smaller groups, for in-depth discussions on a number of topics.

5.1 Cultural institutions and youth

There is a consensus regarding the importance of reaching at-risk youth. Creative and cultural activities can offer a means for at-risk youth to regain their interest in academic achievement.

A further area of discussion, related to the first, is the democratic deficiency that might arise if young people abstain from voting. There is a statistical correlation between at-risk behavior and non-voting.

5.2 Large-scale events and celebrations

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 efforts targeted at twinned towns. This could include supplying twinned towns with printed materials, such as brochures. One could also possibly offer a "twin town card", a discount voucher of sorts that would make a twinned town a more attractive tourist destination.

The next couple of years will see a number of industrial history anniversaries in the cities. These could be promoted digitally. Struers brand as the City of Sound corresponds nicely with Forssas silent movie festival, the latter creating a counterpoint to the former.

5.3 Research into funding opportunities.

The group has looked at the EU's town twinning programs and at Erasmus +. It seems prudent to take time to study the rules for each specific program carefully, as they all come with stringent application requirements. Funds are awarded based on a number of predetermined selection criteria, the meeting of which requires a detailed application. Furthermore, it seems

that much could be gained by clearly stating the potential benefits from the sharing of best practices. This would include listing the areas within which each town has achieved notable success.

5.4 Future libraries

The construction of new libraries, as well as the rebuilding of existing ones, offers both challenges and opportunities. Digital technology is fueling a transformation of libraries, from institutions shaped by the storage requirements of print-books to public meeting places and repositories of ideas and knowledge.

Providing citizens with access to libraries can be a challenge in rural and less densely-populated areas, as well as in smaller towns. Access to e-books can be part of the solution. Handling e-book loans comes with its own set of challenges, not least of which is the cost associated with such loans. Norway has chosen a model for e-books loans that seems more easily manageable, from the library's point of view. The number of e-books that can be accessed at any given time is limited, just as it would be if it were print-books. This gives the library better cost control, and counteracts runaway costs. In comparison, the model that is used in Sweden has meant that the costs have risen sharply during the last couple of years.

Sarpsborgs experiences with a night-time, self-service library are positive. Contrary to some predictions, there are no reported cases of crime or vandalism during the hours in which the library is opened but unstaffed.

In Forssa's experience libraries in smaller towns have to fulfill a more general cultural role. That is, the lack of cultural workers in smaller towns makes the library the natural focal point for cultural activities not necessarily connected to literature.

The representatives are in agreement regarding the need for a library group, comprising the head librarians of each city. Sarpsborg volunteers to take the lead in forming such a group.

Tid	08:45 – 1 with breaks for coffee
Plats	TomTits Experiments, Södertälje, Sweden
Närvarande	<p>Sarpsborg, Norway</p> <p>Henrik Eurenus, director of cultural affairs Marianne Aarum, principal of the school of culture Anette Kure, head librarian (director of libraries) Siri Braadland Harborg, advisor and head of inter-city partnerships Lars Grunde Olsen, representative of the Council for culture Kjell Einar Andersen, representative of the Council for sports Øyvind Frydenlund, representative of the Council for music</p> <p>Struer, Denmark</p> <p>Trine S. Mosegaard, cultural representative Tove B. Christensson, , cultural representative Birthe W. Hansen, , cultural representative Mai Lindgaard, culture manager Midtpunktet Majken Høgh, curator Struer Museum Carsten H. Jenssen, culture manager Infocenter Struer</p> <p>Forssa, Finland</p> <p>Jarmo Pynnönen, director of cultural affairs Maarit Järväläinen, head librarian (director of libraries) Kati Kivimäki, director of Forssa Museum</p> <p>Södertälje Centrum</p> <p>Staffan Jonsson, director of the department for arts, sports and leisure Stefan Sundblad, director of the Torekällberget open-air museum Annika Suomjo-Ulander Eduardo Morris Axel Christensson, secretary of the board of arts, sports and leisure Monica Malmgren, administrator</p>
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6. Policies on sponsorship

A municipality is part of the public sector. As such, there are considerable legal constraints on its ability to be the recipient of external sponsorship. For instance, a Swedish municipality is prohibited from asking for or accepting sponsorship, whether in cash or in kind, that relates to its exercise of public authority.

Although there are numerous similarities between philanthropic donations and sponsorship, there are important distinctions between the two. While a philanthropic donation is a form of gift-giving, without an explicit expectation of reciprocal benefit for the philanthropist, a

sponsorship agreement is at heart a business transaction. The sponsor expects certain benefits from the sponsorship agreement, typically in the form of public goodwill. Such benefits for the sponsor are generally not problematic. However, in some cases a potential sponsor might view a sponsorship agreement as a way to gain access to and influence certain decision making processes. This is of course not acceptable. In Södertälje's experience, the best way to avoid the potential pitfalls of private sponsorship is to formulate a sponsorship policy. This policy should make explicit the limits of sponsor involvement in different kinds of projects. Furthermore, the policy should address questions of intellectual property rights, as the right to use certain brand names and the like will often be at the heart of a sponsorship agreement. The process of formulating a sponsorship policy should always include legal expertise. For reference, see Södertälje's policy on external sponsorship as well as its model contract (attached).

7. Art schools

The representatives of Sarpsborg give a brief overview of the new national policy/strategy for art schools in Norway. All Norwegian municipalities are required to maintain an art school. The arts schools offer different curriculums depending on the ambitions and talents of each student. At the basic level the schools are open to all students. At the advanced level the schools offer a more demanding and intense curriculum for those students that are prepared to dedicate a significant part of their time to their chosen art form. Typically, these students intend to pursue a career as professional musicians in the future.

Södertälje's is working to create an art school that combines accessibility and openness with a curriculum that is seen as interesting and challenging for its most ambitious and advanced students. Thus it is important that the barriers to entry are as low as possible, which has partly been achieved by halving the tuition fees. The school also offers a special program for its more advanced students. This program requires the students to dedicate a sizeable part of their free time to their studies. The Södertälje School of Culture (Kulturskolan) manages el Sistema, an ongoing classical music project. El Sistema offers children from some of the less affluent parts of Södertälje the chance to play classical music and be mentored by professional musicians from the Swedish Royal Philharmonic Orchestra.

Forssa has a music school that is, in its own words, quite traditional. The different arts are taught at different institutions. The schools are regional, servicing a number of municipalities.

Struer has a municipal music school, while other arts are taught by independent non-profit organizations, in other words by volunteers. The steep fees, typical of the Danish system, limit attendance to children of wealthier families.

Art schools in general face certain challenges, of which the three perhaps most important are questions of social inclusion, questions of collaboration with regular schools, and questions of external sponsorship.

8. Future meetings

The next meeting will be held in Sarpsborg. The meeting is to be held during the end of September this year, after the general elections in Norway, with the 17- 18 of September as preliminary dates.

As host, Sarpsborg will ultimately be responsible for setting an appropriate program for the meeting. The program should however reserve ample time for discussions in the working groups listed below. Such discussions should include the topic of possibilities for joint applications to EU-funds etc. Collaboration with cities in other regions of the EU is one of the factors that could prove crucial in securing grants from the different EU-funds. The key issue is finding partners who have a solid infrastructure, in an administrative/political sense. The discussion on future joint applications should address this.

The meeting should also be longer than the present one; closer to two whole days is preferable. A lecture on a relevant topic should be considered, for preference on a subject that relates to one or more of the working groups (listed below). Such a lecture could be held by an external consultant.

It has been suggested that the chairmen of the various political bodies (councils, boards, etc.), that are responsible for arts, sports and leisure in the twinned towns, should be invited to the meeting in Sarpsborg. The suggestion needs further discussion before any definite decision is made.

8.1 Working groups:

- Future libraries (Annette Kure)
- Culture schools and cultural institutions (Sarpsborg)
- Big Events and celebrations (Trine S. Mosegaard)
- Civil society (Siri Braadland Harborg)
- Collecting memories through textiles (Kati Kivimäki)
- Political strategies and economics – partners and sponsors (to be decided)

Forssa agrees to create an online tool for collaboration in advance of the meeting in Sarpsborg. As there grants are awarded for the type of meeting that is planned in Sarpsborg, applications should be submitted.

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