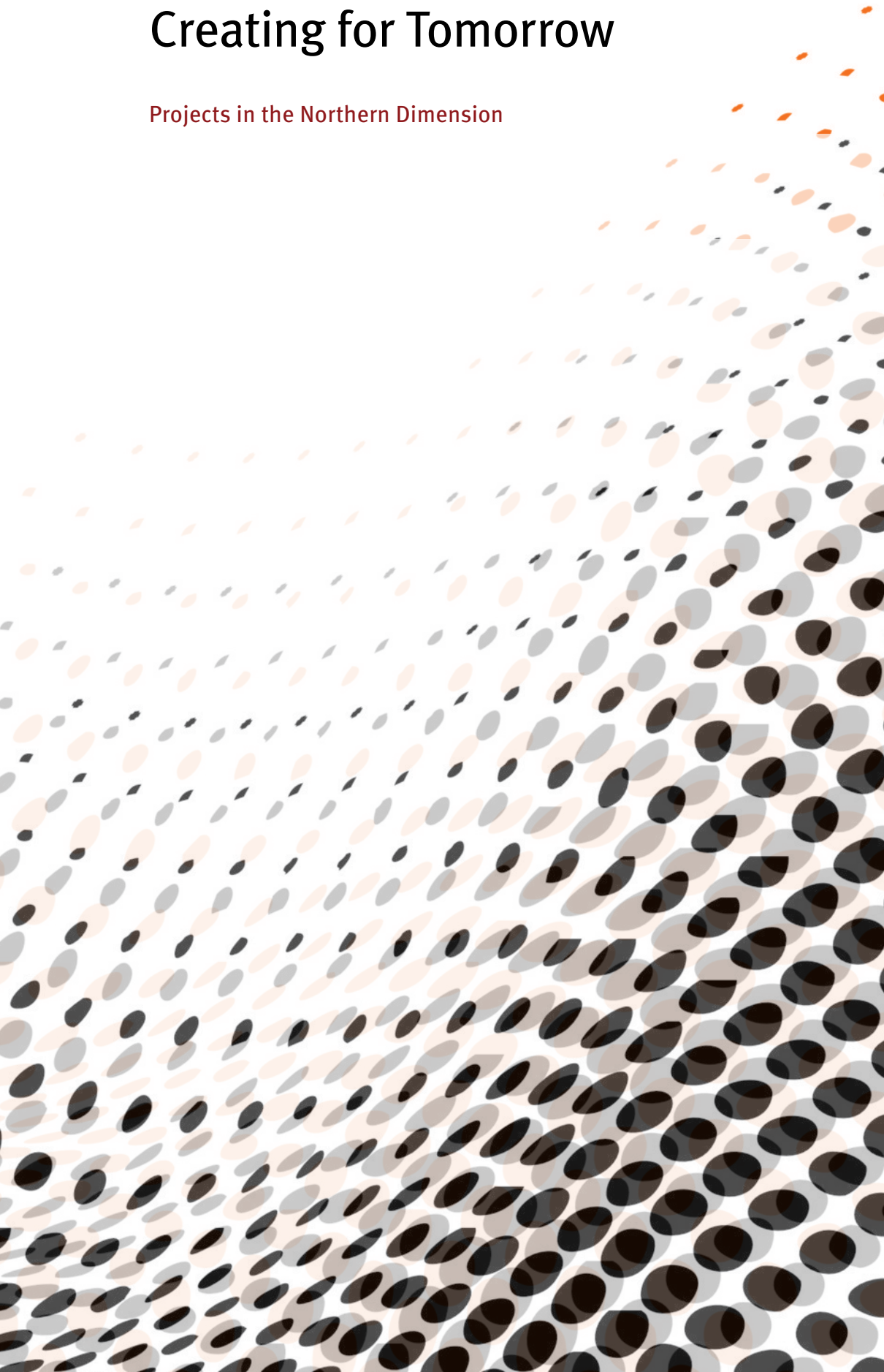




NORTHERN DIMENSION
PARTNERSHIP ON CULTURE

Creating for Tomorrow

Projects in the Northern Dimension



Creating for Tomorrow

Projects in the Northern Dimension

Film and media cluster

Entrepreneurship and
marketing cluster

Northern Dimension networking
and think tank cluster

Creating for Tomorrow

US: 2013:434

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The NDPC Secretariat is hosted by the Nordic Council of Ministers

Design: Jette Koefoed

Cover: Jette Koefoed/ImageSelect

Photo p. 6: Karin Beate Nøsterud/norden.org

Print: Rosendahls-Schultz Grafisk A/S

Copies: 500

Paper: Munken Polar

Font: Meta LF

Printed in Denmark



This publication has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of *Northern Dimension Partnership on culture* and can under no circumstances be regarded as reflecting the position of the European Union”



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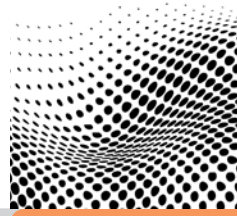
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Creating for Tomorrow

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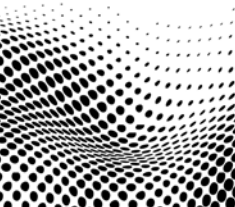
Foreword

I am very pleased to present 12 projects supported by the Northern Dimension Partnership on Culture through the first open call for applications “Cultural and Creative Industries Platforms”. The program connects European Union and non-European Union countries in co-operation platforms and corresponds with the mission of the NDPC. Following the Northern Dimension Policy framework document – the NDPC is involved in the implementation of two priority areas – culture and economy.

Innovation creates new products belonging to new branches. One of these branches is the creative industries. The 12 projects, that received support from the program used culture based innovation ideas to facilitate creative economy production, develop creative knowledge and establish a foothold for developers, policy-makers and other key interest groups.

The Partnership is convinced that collaborative platforms will support an international market for creative products and services, contributing to economic and social life in the Northern Dimension area and thus generating the future.

Elena Khoroshkina
Senior Adviser/
Northern Dimension
Partnership on Culture



The Northern Dimension Partnership on Culture (NDPC)

What?

The NDPC was established in 2010 as the fourth Partnership in the Northern Dimension Policy, a common policy for EU, Iceland, Norway and Russia. The policy's main objectives are to provide a common framework for the promotion of dialogue and concrete co-operation, to strengthen stability and well-being, intensify economic cooperation, and promote economic integration, competitiveness and sustainable development in Northern Europe.

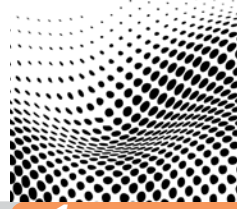
Why?

Northern Europe has an interesting cultural heritage and history, cultural and linguistic diversity, a versatile cultural and artistic production, profound experiences in cultural co-operation and exchange, and lot of professional networks in all sectors of society. Cultural production and culture-based services and innovations should be used to promote Northern Europe and its culture for the people in the region and for wider international consumers and thus contribute to social development and economic growth.

How?

To promote the objectives the NDPC will

- Function as a complement to already existing national and international organization institutions working with cultural co-operation and exchange
- Advocate for the potential of the cultural and creative industries to make a change
- Provide a platform to facilitate dialogue and exchange of best practices
- Follow the policy development for cultural and creative industries and cultural based innovation in the Member countries and regional councils
- Highlight the cross- sector character of cultural and creative industries and organize meetings, seminars and workshops to connect various stakeholders as cultural and creative entrepreneurs, funding and financing institutions and agencies, civil servants with responsibility to develop policies for cultural and creative industries, media etc.
- Commission studies and research on relevant topics or/and sectors in the ND area
- Inform about cultural and creative industries development and networks in the ND area by the Partnership's home page <http://www.ndpculture.org>



Nordic-Baltic Collaboration Network of 3D & Visualisation

1

There is a rapid growth in the demand for developing 3D related knowledge and highly skilled professionals, but there is a lack in an overview of what is going on, who are the players, what kind of trainings/films/skills/etc. are needed in the field. With a Nordic-Baltic Collaboration Network of 3D & Visualisation, Tartu Centre for Creative Industries creates a co-operation platform to unite professionals and students in the field of 3D and visualisation. The two-day network building event is open for all companies, freelancers, students, etc. active in the field of 3D animation and visual effects in the Nordic-Baltic region. The aim is to strengthen the participants in order to use their skills, knowledge and time more effectively and, as a result, raise awareness of the Nordic-Baltic region as a 3D and visualisation production ground, as well as attract new talents and money into the region.

Project organiser: Tartu Centre for Creative Industries, Tartu, Estonia.

Contact person: Ave Anniste, ave@lmk.ee

Countries involved: Denmark, Estonia, Finland, Great Britain, Iceland, Latvia, Lithuania, Norway, Russia, Sweden.

Summer Outstanding Film Academy (The School of Film Agents)

2

The Summer Outstanding Film Academy provides a workshop which focuses on delivering targeted schooling and concrete advice on tangible projects in the creative- and film sectors. The participants are hand-picked by their own national institutions by the means of contests, based on the quality of their projects and the local demand for them. It comprises two weeks of intensive training, development of ideas, networking and visiting important cultural institutions in the region. The guidance of the teachers and experts will extend these two weeks, as to make sure that the projects are implemented by the participants and that they themselves become alumni who will be helpful for the future students of the Academy. The main goal of the Academy is to develop both culture and infrastructure of the creative and film sectors in countries of Central/Eastern Europe, Israel and Caucasus and to establish a network of professionals that would cooperate and support each other in a number of creative endeavours in the future.

Project organiser: Cinema Development Foundation, Wroclaw, Poland

Contact person: Zuzanna Popik, z.popik@frk.org.pl

Countries involved: Australia, the Baltics, Central/Eastern Europe, Caucasus, Israel, Jordan, Russia.

International Conference

“Financing of international creative documentary projects in the Northern Dimension area: cutting edge and trends”.

The project is a two-day conference placed in Saint Petersburg during the three events: The International Film Festival of documentary, short and animated films “Message to a Man”, Saint Petersburg Film Forum and the Nordic Weeks in Saint Petersburg. The conference aims to increase focus on the documentary film industry in the Northern Dimension area. The conference consists of presentations of reports and projects, screening of films, expert panel discussions, questions and answers etc. This introduces the audience to the topics of: distribution (video on demands, DVD, cinema, etc.), kick-starters, web-documentaries, broadcasters, funders and cross-platform projects, etc. In the evenings, participants are able to visit the Festival’s and the Forum’s screenings. Simultaneous webinar allows transmission of live video, PowerPoint presentations and to get online participants involved via chat and polling.

Project organiser: NordWestFilm (SevZapKino), Saint Petersburg, Russian Federation

Contact person: Ludmila Nazaruk, doxpro@miradox.ru

Countries involved: Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russia, Sweden.

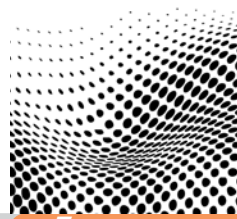
Filmlnteractive Festival Network 2013

Filmlnteractive Festival Network aims to create a network for cultural and creative industries for international and specifically Northern Dimension countries. Built around the already established Filmlnteractive Festival in Lodz, this international event is devoted to the new face of film in the digital age, innovative audio/visual content, interactive film, cross-media/transmedia, branded content and second screen. The project consists of Online and Offline Networking Zones. The Online Networking Zone is open 7 months before and 1 month after the Filmlnteractive event. It is created for A/V interested to get information about the event and form business contacts. The Offline Networking Zone will take place during the two-day Filmlnteractive event, which consists of Filmlnteractive Conference, Filmlnteractive Market, and the Filmlnteractive Festival.

Project organiser: Lodz Media Klaster Foundation, Lodz, Poland

Contact person: Sonia Fizek, sonia.fizek@filmlnteractive.eu

Countries involved: Poland, Denmark, Estonia, Germany, Latvia, Russia, Sweden



HOUSE OF BALTIC SPIRIT

The aim of the HOUSE OF BALTIC SPIRIT is to capture and brand the creative identities of the Baltic States in the market of design consumer goods, and to unite the efforts of creative agents working in the region to increase the impact of the message. The HOUSE OF BALTIC SPIRIT will be a consultation platform for designers, a representation platform at international exhibitions and showroom business and function as a collaboration project with designers and manufacturers to enhance the scalability of design projects into consumer goods. There will also be an online platform where design consumer goods of creators that seek and express Baltic creative identity can be showcased and sold. HOUSE OF BALTIC SPIRIT WITH Creator will also be a branded fashion and design collection with the aim of targeting both the market of regional souvenirs and the fashion/design consumer goods market.

Project organiser: Black Swan Brands, Vilnius, Lithuania

Contact person: Giedrė Stabingytė, giedre@theblackswan.eu

Countries involved: Estonia, Latvia, Lithuania, Russia.

AKKA, Sami showroom in the European Capital of Culture

SSR is a political independent membership organization who wish to help Sami businesses in i.a. the cultural and creative sector to grow and expose themselves to costumers.

Umeå is in 2014 the European Capital of Culture and the seat of many cultural activities. Many of these activities have a Sami theme. SSR defines Umeå municipality as a “show-room” to be used in various ways to contribute to development in the Sami-owned enterprises in the cultural and creative sector. SSR will establish AKKA - a platform for Cultural and Creative Industries in Sápmi. AKKA will be a network and sales channel which bases its success on market research and meetings conducted in 2013. It is important to SSR that the show room is created so that its model can be used several times and so forth create benefits for all involved partners.

Project organiser: SSR- Swedish Sami Association, Umeå, Sweden

Contact person: Fritz Sprung, fritz.sprung@umea.se

Countries involved: Sweden, Norway, Russia, Finland.

Creative Business Cup Northern Dimension – Now With Russia

Creative Business Cup is a competition for entrepreneurs from the creative industries all over the world. The purpose is to strengthen the business competences of creative entrepreneurs, promote entrepreneurship within the creative industries and to promote winners and role models. By participating in the competition, the entrepreneurs will increase their ability to successfully start up a company based on their creative competences. In each country, a national host organization hosts a national business concept contest for entrepreneurs within the creative industries. The winner from each country is sent to the international final, to be held in Denmark, in order to present his/her business concept to the international jury, thereby competing for a number of prizes and the title of the world's best entrepreneur within the creative industries.

Project organiser: Center for Cultural and Experience Economy, Roskilde, Denmark.

Contact person: Søren Würtz, sow@cko.dk

Countries involved: Denmark, Finland, Germany, Iceland, Norway, Russia, USA.

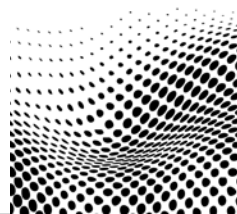
ARTERRITORY

ARTERRITORY is an international network for culture actors working in various media connected with visual arts. This includes fine arts, crafts, design, film, architecture and art theory. The network aims to achieve more active and effective involvement of Russia's culture potential in EU art processes and information space. It also integrates Nordic and Baltic philosophy and practices of CI networking among facilitators of Russian creative industries. The goal is to widen and strengthen an exchange platform for updated and analytical information dealing with visual art processes in EU and Russia.

Project organiser: INDIE, Culture Project Agency, Riga, Latvia.

Contact person: Brice Mairita, mairita@indie.lv

Countries involved: Estonia, Finland, France, Iceland, Latvia, Lithuania, Russia, Sweden.



Indigee 2 – Indigenous Entrepreneurship

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The Indigee 2 project will develop and assist Indigenous youth in the Northern Dimension area towards sustainable economic independence through entrepreneurship. It is a continuum of a previous project, Indigee 1, which was a great success. The project will consist of seminars, workshops and counselling available for the participants. The final goal is to assist the participants in achieving concrete results in the development of their enterprises within fields such as handicraft, modern design, art, music, tourism, reindeer herding and other sectors. The aim of the project lies in dissemination of relevant strategic knowledge and creating a frame for implementation of the gained information in practice. The Indigee 2 project will provide a concrete international platform for sharing the obtained experiences and practices, contributing to the establishment of business networks and enterprises among indigenous entrepreneurs across the Northern territories. The project targets promotion of economic growth of indigenous businesses and highlights entrepreneurship as a strategic way to improve well-being of indigenous communities in the Northern Dimension area.

Project organiser: The International Barents Secretariat, Kirkenes, Norway.

Contact person: Anna Afanasyeva, anna.afanasyeva@beac.st

Countries involved: Finland, Norway, Sweden.

Estonia-Finland-Russia Music Industry Platform Partnership

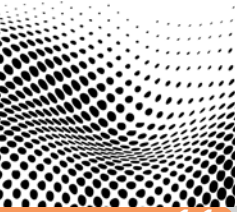
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The main goal of the Music Industry Platform Partnership, is to maximize the region's (Finland, Estonia, Russia and also Latvia and Lithuania) artists' business opportunities and to increase their audience / client base in Finland, Estonia and Russia. The project will facilitate the artists travel to the relevant industry events in these markets, creating more promotion opportunities and a higher media value for them and strengthen the resources of the existing music industry platforms in the region. Through collaboration between Music & Media Finland, Tallinn Music Week and Stereoletto music festival, in Saint Petersburg, a platform will be made to develop useful services for helping talents to have an easier access into other countries in the region.

Project organiser: Musiccase OÜ, Tallinn, Estonia.

Contact person: Helen Sildna, helen@tmw.ee

Countries involved: Estonia, Finland, Latvia, Lithuania, Russia.



Northern Dimension networking and think tank cluster

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Nörd Camp 'Transforming Education Days' in Helsinki

GameChangers is a free, two-year educational program for students based in Saint Petersburg, with interdisciplinary backgrounds in new technologies, creative industries and business. The program complements traditional university curriculum with intensive knowledge sharing and networking with key stakeholders in creative industries, as well as having a learning by doing approach.

GameChangers is conducting an international event – Nörd Camp which will take place in Helsinki and is devoted to research on the most advanced forms of educational programs and methods throughout Europe and Russia. It is a two-day platform for various activities related to education, work, networking and entertainment, with new technologies and creative industries as a uniting theme. The event will gather international representatives of independent, innovative, educational programs for creative industries, new technologies areas, leading university programs, technology companies, top students and policy makers. In the process of preparation, GameChangers will create an online map of innovative educational programs in the Northern Dimension area. The map will summarize the current stand of approaches to education in creative industries and new technologies, and serve as an information and contacts bank.

Project organiser: LLC GAMECHANGERS, Saint Petersburg, Russian Federation

Contact person: Ivan But, info@gamechangers.ru

Countries involved: Estonia, Finland, Germany, Russia, Sweden, USA.

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OPEN NORTH. Launching Project of North European Creative Network and Think Tank

OPEN NORTH, a project to develop and launch Open North Creative Network and Think Tank, a new collaboration platform for innovation in art, culture and the creative industries sector in the Northern European region. The purpose of the project is to develop strategies and policies for open innovation in creative industries in the region, and to work out models and tactics for providing artists, cultural organizations and other creative producers with accessible routes into the sector.

Project organiser: RIXC, the Centre for New Media Culture, Riga, Latvia

Contact person: Agnese Baranova, rixc@rixc.lv

Countries involved: Belgium, Denmark, Estonia, Finland, Latvia, Lithuania, Poland Russia, Sweden.



norden

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The Nordic Council of Ministers is the Nordic governments' co-operation. The Nordic co-operation includes Denmark, Finland, Iceland, Norway and Sweden as well as the Faroe Islands and Åland.

The political co-operation is built on common values and a willingness to achieve results that contribute to a dynamic development and increase Nordic competencies and competitiveness.

The Northern Dimension Partnership on Culture program "Cultural and Creative Industries Platforms" is partly financed by the European Union.