



REGERINGSKANSLIET

Memorandum

21 March 2011

Ministry of Culture Sweden

SEMINAR

**Cultural and Creative Industries in the Barents Region
- finding synergies with regional structures in the
Barents/Northern Dimension area**

**Friday April 1, 09.00-12.00 at the Ministry of
Education, Science and Culture of the Arkhangelsk
Region**

Mr Andrew Erskine, Senior Associate of Tom Fleming Creative Consultancy will start with looking at global issues which have relevance and meaning in the Barents and Northern Dimension Area. He will examine the rationale for developing a coordinated approach to supporting the cultural and creative economy across the region. He will also argue for the need to establish an understanding of which sectors should be focused on relating to the differing strengths and weaknesses across the region.

How do we work with regional distinctiveness and celebrate differences? - What will be achievable at a local level and what requires regional and international approaches? - What is the role for place-marketing and place-making within this agenda? - How do we measure success?

Opportunities to be looked at include developing networks and connecting cultural infrastructure, digital technology, Intercultural dialogue, connecting to the wider economy, branding and identity, education and business culture.

After this talk there will be an overview of the different regional structures in the area and there will be a case-study presentation of the Finnish-Russian Cultural Forum as a possible model for cooperation by project coordinator Sisko Ruponen. In conclusion we will have a discussion on synergies and what we can do. Mr Erskine will wrap up the seminar.

Andrew Erskine is a senior Associate of Tom Fleming Creative Consultancy Andrew's main focus is on innovation and the creative economy, with an especial interest in entrepreneurship, strategic support initiatives, the business of culture, knowledge exchange and transfer, creative places and spaces.

Core to his work is the exploration of creativity and its transformative effect on all aspects of our lives. In particular he is interested in how individual and collective creative capital can be unlocked through new uses of technology, approaches to learning and skills, improved public services and organisational development. Much of his work involves projects which build connections across a variety of public agendas including place-making, regeneration, social inclusion and diversity, economic growth and sustainability.