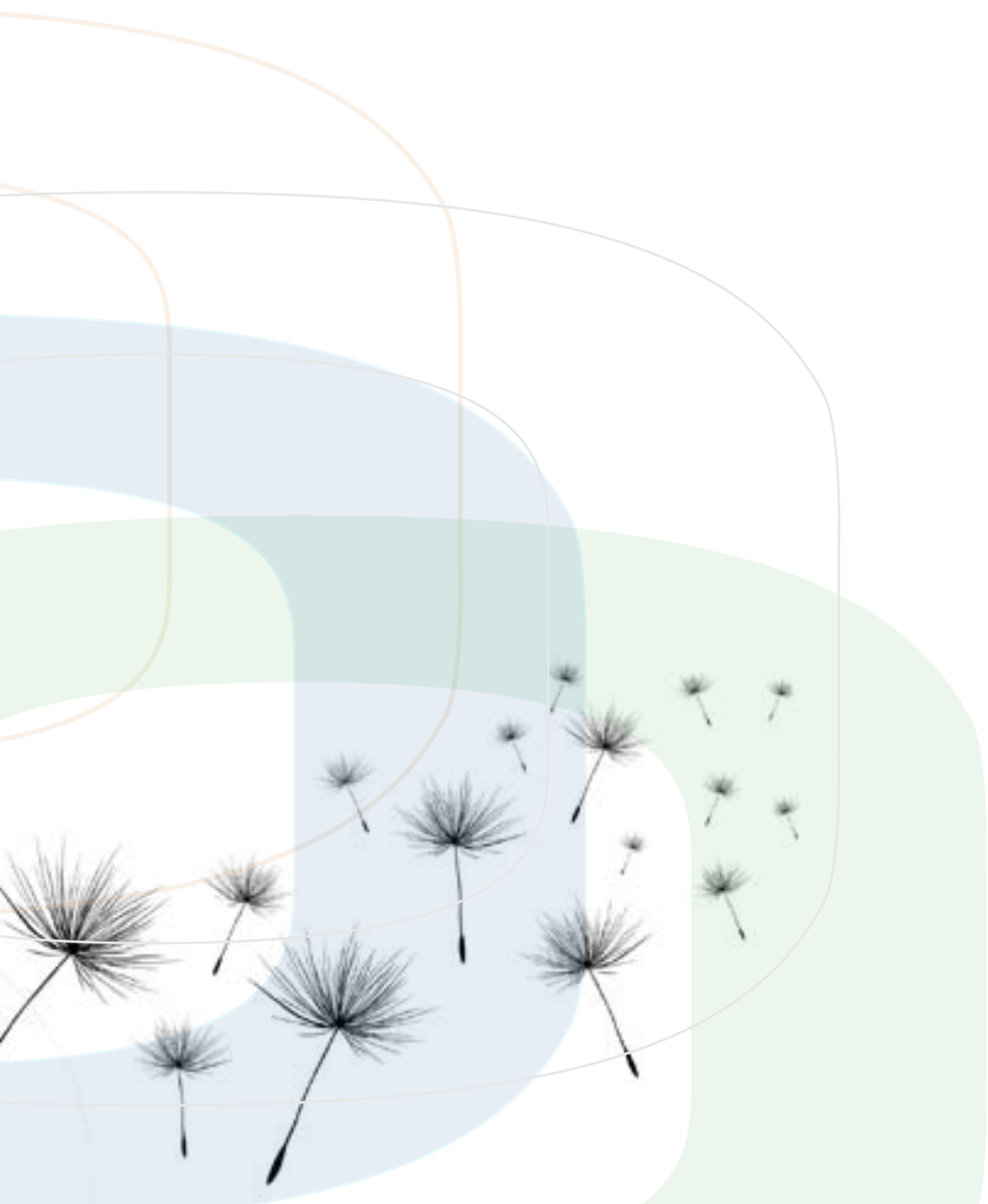


Nordic Cultural Co-operation 2010–2012 – Aims and Vision





Nordic Cultural Co-operation 2010–2012

– Aims and Vision

ANP 2010:756

© Nordic Council of Ministers, Copenhagen 2010

ISBN 978-92-893-2119-8

Layout: Jette Koefoed

Fotos: ImageSelect

Copies: 500

Print: Arco Grafisk, Skive

Printed on environmentally friendly paper

This publication can be ordered on www.norden.org order

Other Nordic publications are available at

www.norden.org/publications

Printed in Denmark



Nordic co-operation

Nordic co-operation is one of the world's most extensive forms of regional collaboration, involving Denmark, Finland, Iceland, Norway, Sweden, and three autonomous areas: the Faroe Islands, Greenland, and Åland.

Nordic co-operation has firm traditions in politics, the economy, and culture. It plays an important role in European and international collaboration, and aims at creating a strong Nordic community in a strong Europe.

Nordic co-operation seeks to safeguard Nordic and regional interests and principles in the global community. Common Nordic values help the region solidify its position as one of the world's most innovative and competitive.

Nordic Council of Ministers

Ved Stranden 18

DK-1061 Copenhagen K

Phone (+45) 3396 0200

Nordic Council

Ved Stranden 18

DK-1061 Copenhagen K

Phone (+45) 3396 0400

www.norden.org

Nordic Cultural Co-operation 2010–2012 – Aims and Vision

- 7 Aims and Vision
- 9 Themes for Nordic cultural co-operation in 2010–2012
- 15 Strategies and work plans



Aims and Vision

Nordic cultural co-operation constitutes a strong unit, exerts collective influence and reflects shared Nordic values. Cultural co-operation looks to the future, embracing and making an impact upon the complex processes of change taking place in the Region and globally.

The Nordic Council of Ministers actively strives to enhance Nordic co-operation on art and culture, both of which are vital to the sense of community that binds the countries of the Region together.

The structure of Nordic co-operation in the cultural sphere has changed significantly in recent years, making it more open, transparent and flexible.

This process of development will continue in the coming years, as internal and external challenges will require constant alteration of the foundations on which Nordic cultural co-operation is built.

These changes will be continually followed up, and a wide-ranging evaluation of cultural co-operation, starting in 2010, will identify what needs to be changed and developed.

Why Nordic cultural co-operation?

Nordic cultural co-operation covers a broad spectrum of themes and priorities, ranging from broad, popular activities to the work of individual artists. It is important to provide opportunities for all of them to flourish and develop. In this context, the Nordic institutions and programmes help to provide positive, flexible frameworks.

The co-operation has three overarching objectives:

1. To reflect the art and culture priorities shared by the Nordic countries
2. To promote a Nordic perspective in the individual countries
3. To promote interaction between Nordic and international culture.

To achieve these aims, the Council of Ministers works with a number of organisations, including the Nordic houses and institutes, the Nordic culture programmes and the Nordic Culture Forum.

Six themes

The strategy for co-operation in 2010–2012 consists of six prioritised themes:

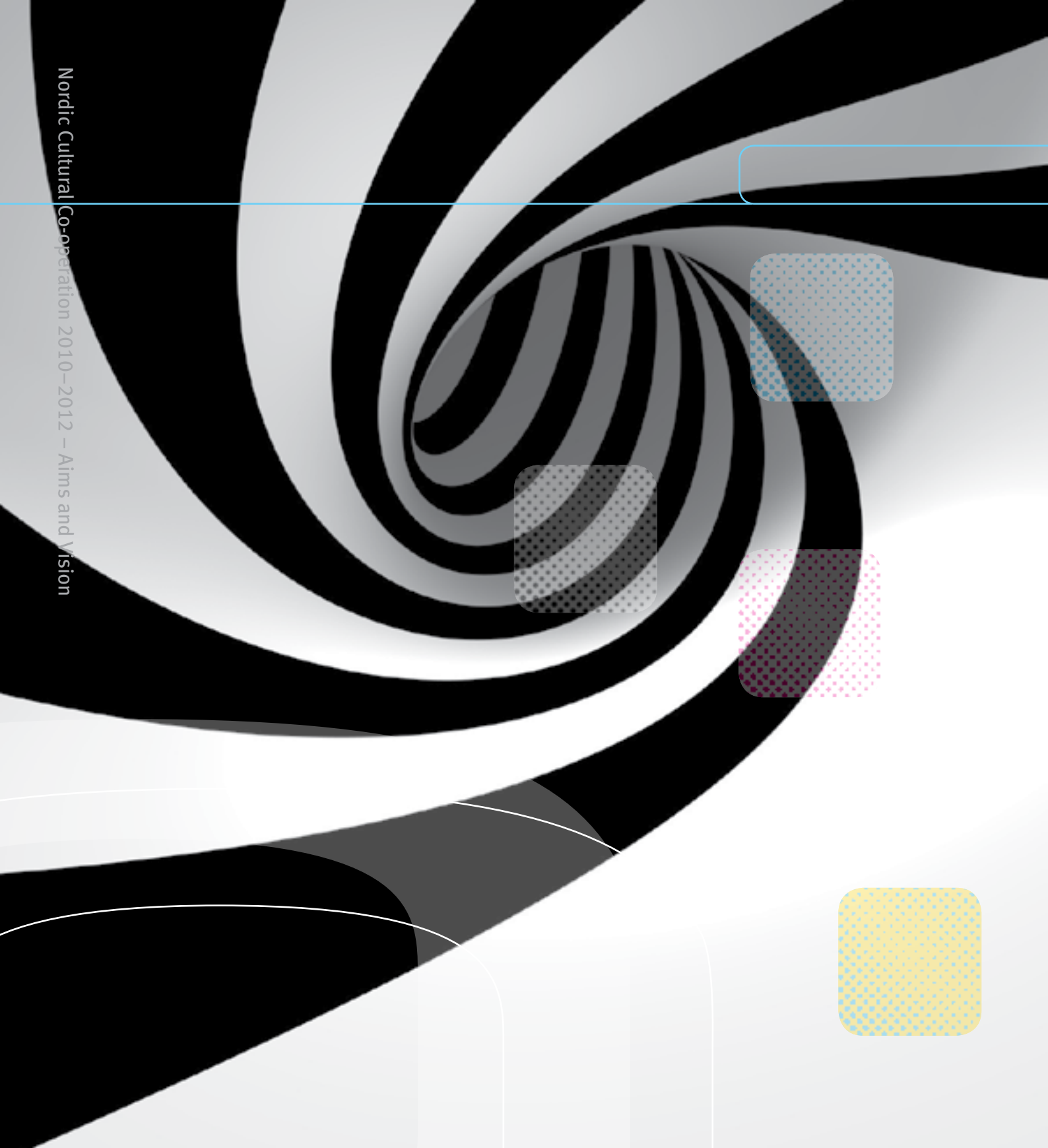
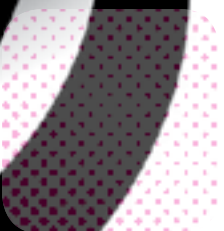
1. The creative Nordic Region – response to the challenges posed by globalisation
2. Nordic language understanding
3. Culture for children and young people
4. Cultural diversity
5. Nordic cultural heritage
6. The Presidency of the Council of Ministers' culture programme.

The document Nordic Cultural Co-operation 2010–2012: Aims and Vision describes the overarching strategies and themes for the period.

Facts

The Council of Ministers for Culture has an annual budget of *DKK 160 million*, much of which is earmarked for art and culture projects that apply for funding to the Nordic Culture Fund and the Council of Ministers' programmes. The budget also covers the running and development of the Nordic Houses, institutes and institutions and the three Nordic culture prizes.





Themes for Nordic cultural co-operation in 2010–2012

1. The Creative Nordic Region – a response to the challenges posed by globalisation

Aims

To make Nordic art and culture more visible on the global stage and encourage those involved to help face up to and make the best of the challenges and opportunities posed by globalisation.

The culture ministers have drawn up a proactive globalisation strategy for cultural and media co-operation, which makes culture a separate profiling area within the overall Nordic globalisation initiative.

The ministers' globalisation strategy (The Creative Nordic Region) includes the initiative Nordic Culture for the World, which has three major priorities for 2009–2011. The first step was the profiling of Nordic film in Toronto in 2009. In 2010, Nordic landscape architecture is being exhibited at Expo 2010 in Shanghai. In 2011, Nordic literature will be profiled at Salon du Livre in Paris.

Nordic cultural co-operation will be profiled, both inside and outside the

Region, under the headings 'A more visible region', 'A more knowledgeable region' and 'A prosperous region'.

A more visible region – profiling Nordic culture abroad

The Nordic Region has the prerequisites to take the lead in the global development of the creative industries. The Nordic countries enjoy high international status in areas such as film production, music, literature, architecture and design. In recent years, the individual countries have taken initiatives to promote partnerships between culture and business in order to make the most of opportunities presented by the experience economy.

A more knowledgeable region – producing and attracting knowledge

The Nordic Region has the prerequisites to be a key player in international knowledge-transfer initiatives. Nordic cultural co-operation will serve as a launch pad for enhanced talent development, skills exchanges and solutions to problems of mobility.

A prosperous region – democracy and dialogue as inspiration

In terms of democracy and dialogue, the Nordic Region serves as a model for other regions of the world. Cultural co-operation's contribution to the generation and spread of peaceful democratic debate, cultural dialogue and interaction needs to be enhanced.

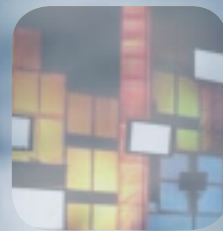
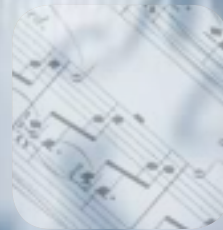
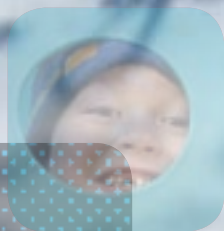
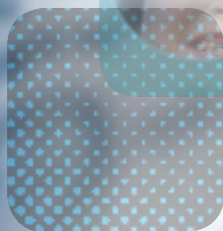
FACTS

The creative industries comprise a steadily increasing and more significant share of the total world economy. These are already strong sectors, but they have even greater development potential.

KreaNord is a multi-sectoral group for developing and profiling the creative industries. It uses tools such as policy recommendations, networking, development work and promotional activities to bring together initiatives that transcend cultural and business sectors in the Nordic countries.

www.kreanord.org





2. Nordic language understanding

Aims

Art and culture must help enhance understanding of the Nordic languages.

The Nordic languages must be sufficiently visible in the public sphere and in the media, e.g. films. Books in the official Nordic languages also need to be more readily available.

The Nordic Region is multilingual. Its people have good language skills, and language policy is based upon democratic foundations.

The Region can therefore act as a model for language policy in a globalised world. The range of languages in the Region enables knowledge, creativity, perspectives and international contacts to develop in ways that are not possible in monolingual societies.

Exchange programmes, literature, film and television all provide unique opportunities for culture to play an active role in promoting and enhancing understanding between the different language groups in the Region.

FACT

Literature: The Council of Ministers for Culture spends more than DKK 2.5 million a year on translations of literature between the Nordic languages, opening up works by authors from other countries to a wider audience.

3. Culture for children and young people

Aims

To provide children and young people with better opportunities to play an active role in culture and create their own idioms.

To make high-quality Nordic digital media products more readily available to children and young people.

The Nordic houses and institutes will spread and stimulate children's and young people's culture.

The Council of Ministers has drawn up a strategy specifically for children and young people. Its vision is of the Region being the best place in the world for children and young people to live. The aim is to guarantee good living conditions, and to enhance children and young people's opportunities to exert influence, irrespective of gender, ethnic, cultural or socio-economic background, age, place of origin, sexual orientation or disability.

Children and young people are affected by most of the Council of Ministers' activities. All sectors will therefore adopt a children's and young people's perspective in their activities. Culture will be a particularly highly prioritised sector in the next few years.

The Nordic Committee for Children and Young People actively supports the Council of Ministers for Culture, helping to ensure that children's and young people's culture is integrated into all relevant parts of the Council of Ministers' work.



FACTS

Norden For og Nu (The Nordic Region: Then and Now) is a website for children and young people, set up by the Committee for Children and Young People and the Danish Broadcasting Corporation, with support from the Nordic Culture Fund. This interactive site provides information, e.g. about Nordic history, for use in schools in the Region.

4. Cultural diversity

Aim

To enhance diversity within Nordic cultural co-operation.

Cultural co-operation must support and develop diversity within the concept of culture in ways that guarantee that it is broad-based and of high quality. Co-operation will therefore support a broad spectrum of activities, from community

projects to professional works of art. In this context, ‘diversity’ is defined as cultural diversity in relation to both content and target groups.

Art and culture have major potential in terms of helping more people to avail themselves of the opportunities presented by the knowledge society, e.g. learning processes, social inclusion and preventive measures.

5. Nordic cultural heritage

Aim

Co-operation helps to preserve, draw attention to, make use of and develop Nordic cultural heritage.

Our cultural heritage provides basic knowledge of the traditions and norms that serve as the framework for mutual understanding in the Region. Focusing on cultural heritage will promote cohesion within the Region and enhance the Nordic sense of identity, as well as the sense of local and regional identity.

Encounters with other cultures challenge the way in which we understand ourselves. Increasing awareness of cultural heritage – both national and global – creates conditions for the development of a sustainable society.

The Nordic countries have a long history of working together on cultural heritage, both within the Region and elsewhere in the world. This co-operation needs to be linked more closely to the international UNESCO conventions on cultural diversity, cultural relics and cultural heritage, as well as the Council of Europe’s conventions on cultural heritage.

6. The Presidency of the Council of Ministers’ culture programme

Aims

The programme helps to develop and implement the priorities set by the Ministers for Culture, implement the agreed globalisation priorities and ensure continuity in the ministers’ work.

Every year, the country that holds the Presidency draws up a special sectoral programme to reflect and supplement the work done by the Council of Ministers. This programme plays an important role in realising the vision for Nordic cultural co-operation.

Each Presidency seeks to create continuity in relation to its predecessor and successor. Denmark holds the Presidency in 2010, Finland in 2011 and Norway in 2012.





Strategies and work plans

Programmes:

- Nordic Game Program
- Nordic–Baltic Mobility Programme
- Art and Culture Programme

Nordic Game Program 2010–2011

The Nordic Game Program is designed to provide children and young people with access to distinctly Nordic, high-quality computer games. Key activities include sales and export, digital distribution, consumer and producer information, and expert support.

The programme aims to:

- encourage higher quality and a wider range of Nordic-produced games for children and young people
- provide an efficient Nordic infrastructure for developers, producers and distributors
- co-ordinate joint Nordic activities
- encourage information exchange and improve knowledge of the industry
- establish an industry network.

The Nordic Game Program is administered by Nordic Game Resources AB in Malmö, Sweden.

www.nordicgameprogram.org

The Nordic–Baltic Mobility Programme 2010–2011

The Nordic–Baltic Mobility Programme for culture is open to participants from the Nordic and Baltic countries. The programme has three modules: mobility support, networking and support for artists' residences. Funding can be provided in all artistic areas for board and lodging, network-building in the Nordic and Baltic countries, and residences for professional artists and culture workers from other Nordic or Baltic countries.

The Nordic and Baltic countries jointly fund and run the programme. The Nordic–Baltic Mobility Programme aims to:

- improve the mobility of artists, producers and other culture-workers from all sectors of art and culture
- develop culture networks
- increase the number of artists' residences and their level of activity.

Nordic Culture Point in Sveaborg, Finland, provides administrative support for the programme.

www.kknord.org

Art and Culture Programme 2010–2011

The Art and Culture Programme is open to Nordic artists and cultural practitioners, as well as art and cultural institutions and organisations. The programme has been adjusted to enable amateur practitioners and the voluntary sector to seek funding from the programme with effect from 2010.

Nordic Culture Point in Sveaborg, Finland, has responsibility for the programme's administrative support function.

www.kknord.org



Nordic Cultural Co-operation 2010-2012 – Aims and Vision

Nordic Culture Point

Nordic Culture Point provides information and operational support and manages fixed-term, theme-based programmes. It also co-ordinates and services the expert groups responsible for allocating project funds.

Nordic Culture Point is based in Sveaborg, Helsinki, Finland.

www.kknord.org

The Nordic houses and institutes – the Faroe Islands, Iceland, Finland, Åland and Greenland

The Nordic houses in the Faroe Islands and Iceland, and the Nordic institutes in Finland, Åland and Greenland are vital platforms for Nordic co-operation, and handle important administrative, promotional and information-related tasks.

The Nordic Council of Ministers also has offices in Estonia, Latvia, Lithuania and North-West Russia.

Nordic Culture Fund

The Nordic Culture Fund provides grants to projects in the Region, as well as Nordic projects elsewhere in the world. The range of activity reflects the breadth of culture – from visual arts, theatre, music and dance to literature and new media. Education, research and multi-sectoral projects also fall within the Fund's remit. In the education and research sectors, priority is given to projects linked to art and culture.

In the period 2010–2012, the Culture Fund and the Council of Ministers will work closely together on the development of cultural co-operation.

The Nordic Culture Fund secretariat is based in Copenhagen, Denmark.

www.nordiskkulturfond.org

Nordic Information Centre for Media and Communication Research (NORDICOM)

NORDICOM's remit is to spread knowledge of media and communications research and media developments in the Nordic countries.

NORDICOM is run by the University of Gothenburg, Sweden.

www.nordicom.gu.se

Nordic Film & TV Fund

The primary objective of the Nordic Film & TV Fund is to promote high-quality film and TV production in the five Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) by funding feature films, TV series and creative documentaries.

The Nordic Film & TV Fund secretariat is located in Oslo, Norway.

www.nordiskfilmogtvfond.com

In-service training for journalists

The Nordic Journalist Centre's primary role is to run courses, seminars and other skills-enhancement activities that attract and maintain the media's interest in Nordic solidarity and cultural affinity.

The Nordic Journalist Centre is located in Århus, Denmark.

www.njc.dk



Nordic cultural prizes: Literature, Music and Film

The Nordic Prizes help make Nordic art and culture more visible. In 2009, it was decided that greater efforts should be made to raise the profile of the prizes, draw attention to the important investment in cultural co-operation that they represent, develop collaboration on them, and generate synergies between the prizes and the way they are promoted.

The Film Prize is administered by the Nordic Film & TV Fund; the Literature Prize by the Swedish delegation to the Nordic Council; and the Music Prize by the Nordic House in the Faroe Islands.

Dialogue – Nordic Culture Forum

The Nordic Council of Ministers organises conferences, seminars and workshops under the banner of 'Nordic Culture Forum'. The Culture Forum provides opportunities for exchanging ideas and information between the Council of Ministers and art and culture stakeholders.

The Culture Forum is the Council of Ministers' most important information channel for ensuring that new programmes and initiatives are developed. It will therefore be further developed to ensure that dialogue will continue in an appropriate manner.

Each Nordic Culture Forum is designed to result in actual proposals to the Culture Ministers for the development of cultural co-operation. The themes for the Forum must always reflect the overarching objectives of the co-operation.

Evaluation

The reforms to Nordic cultural co-operation introduced since 2007 will be the subject of an in-depth evaluation starting in 2010 and finishing in 2011. The evaluation will, for example, assess the degree to which Nordic cultural co-operation is perceived as user-friendly, flexible and transparent.

A series of interim adjustments have been incorporated into this strategy and the aims and visions for cultural co-operation. These adjustments emerged from dialogue with the art and culture sectors, including the two Nordic Culture Forums held in 2009.

The future of the co-operation – in terms of both content and method – will be based both on demand and on political and professional input.







norden

Nordic Council of Ministers

Ved Stranden 18
DK-1061 København K
www.norden.org

ANP 2010:756
ISBN 978-92-893-2119-8