



Creativity and Cooperation in the South Eastern Baltic Area

Conference
7-8 June 2013
Kaliningrad



**CREATIVITY &
COOPERATION**
In the South Eastern Baltic Area
June 7-8, 2013 Kaliningrad

SEBA
Modernization Partnership
for the South Eastern
Baltic Area



Dear SEBA Conference Participants!

We would like to welcome you in Kaliningrad, in the midst of the South Eastern Baltic Area!

The South Eastern Baltic Area Modernization Partnership (SEBA), launched at the Oslo Ministerial Session of the CBSS two years ago, culminates now with a Conference displaying the creativity and human potential of the SEBA.

The Conference is dominated by four sessions in areas prioritized by the CBSS, i.e.

- Tourism: potential for international partnerships in the SEBA region
- Cooperation in the field of arts, culture and creative industries: key policies, challenges and potential synergies
- University Networking for Quality and Development
- Architectural heritage: integration into the modern urban landscapes

During the conference a number of new cooperation projects within the CBSS framework, financed through the CBSS Project Support Facility launched in March this year, will be introduced. One of them is focused on the development of natural trans-border area of Vistynets (Vistytis) Lake / Krasnolesye (Rominten) Forest through regional cooperation between Russia, Poland, Lithuania and other countries of the Baltic Sea Region.

The sessions will also include intervention presentations by the project groups of Balticlub – a programme empowering creativity and entrepreneurship in the Baltic Sea Region.

The evening of 7 June will offer a cultural and creative programme. The participants are invited to enjoy a special musical and art event – “The Spirits of the Baltic”, held at the newly restored historical site of Königsberg - Friedrichsburger Gate.

On Saturday 8 June an excursion is offered to the magnificent Natural Park area of the Rominten Forest and Lake Vistynets, subject to a SEBA modernization project.

We wish you a pleasant stay and fruitful work during the conference!

Jan Lundin Director General of the CBSS Secretariat, Stockholm
Anna Karpenko CBSS SEBA Project Coordinator, Kaliningrad

Programme outline

June 7, Friday

Venue – hotel Radisson, Ploschad Pobedy 10, Kaliningrad

09:00 – 09:30

Registration, welcome coffee

09:30 – 10:30

Plenary session (Hall Königsberg 3)

09:30 – 10:00

Welcome addresses by

Jan Lundin, Director General of the CBSS Secretariat, Stockholm (Sweden)

Sergei Petrovich, Chair of the Russian CBSS Presidency, Ministry of Foreign Affairs of the Russian Federation, Moscow (Russia)

Anna Karpenko, CBSS SEBA Project Coordinator, Kaliningrad (Russia)

Arne Grove, Director of the Information office of the Nordic Council of Ministers in Kaliningrad (Russia)

10:00 – 10:15

Introductions into the sessions' topics:

Tourism - **Wolf Born**, State Chancellery Mecklenburg-Vorpommern, Priority Area Coordinator for Tourism EU Strategy for the Baltic Sea Region (Germany)

Culture and creative industries - **Iliia Dementev**, Deputy Director at NGO Agency for Support of Cultural Initiatives “Tranzit”, Kaliningrad (Russia)

University cooperation - **Kari Hyppönen**, President of the Baltic Sea Region University Network (BSRUN), Riga (Latvia)

Architectural heritage - **Alexander Popadin**, Deputy chairman at the Kaliningrad Governor's Council for Culture (Russia)

10:15 – 10:30

BalticLab introduction

Project Presentation by **Mirjam Külm** (CBSS) and **Mikael Olsson** (Swedish Institute)

Project Idea “Baltic Design Ship: We ship the best” (**Algirdas Sabaliauskas, Ieva Skudraitė, John Heden, Katarzyna Cenian, Tomasz Kretek**)

10:30 – 11:00

Networking coffee

11:00 – 13:00

Parallel thematic sessions

13:00 – 14:00

Lunch: Baltic Lab introduces World Café format discussion!

14:00 – 15:45

Parallel thematic sessions

15:45 – 16:15

Networking coffee

16:15 – 17:00

Closing plenary

16:15 – 16:40

Summary of sessions

16:40 – 16:50

BalticLab Project Idea “Little Brother Initiative: Innovative digital dialogue” (**Ali Piltan, Dominykas Smilga, Magdalena Czapiewska, Rapolas Vosylius**)

16:50 – 17:00

Closing word by **Jan Lundin**, Director General of the CBSS Secretariat

17:00 – 17:30

Transfer to the Friedrichsburger Gate, Museum of the World Ocean (Portovaya 39, Kaliningrad)

17:30 – 19:00

Reception: net-diving amidst ancient stones, historical ships with the sounds of the Curonian Spit.

19:00 – 21:00

Art-night “The Spirits of the Baltic”: celebrating diversity and uniqueness of SEBA!

Session Tourism: potential for international partnerships in the SEBA region

Hall Königsberg 3

The tourism session will focus on new international partnerships and projects. We would like to discuss the possibilities for new joint initiatives, including new financial and support instruments, as well as to identify approaches to prolonging projects' effects, to share results and experience. We expect that new partnerships can be established, as well as some recommendations for future projects and activities will be developed.

11:00 – 13:00

Part 1 "Projects and Perspectives of tourism cooperation in the BSR"

Moderator — *Wolf Born, State Chancellery Mecklenburg-Vorpommern, Priority Area Coordinator for Tourism EU Strategy for the Baltic Sea Region (Germany)*

11:00 – 11:15

Introduction and welcome address by **Natalia Klimenko**, Ministry of Tourism, Kaliningrad region, Russia

11:15 – 11:30

"Tourism in the Baltic Sea Region: current state and future perspectives", **Maria Erashova**, German Chancellor Research Fellow at the Task Force EU Strategy for the Baltic Sea Region, State Chancellery Mecklenburg-Vorpommern (Germany)

11:30 – 11:45

"Tourism in the EU Strategy for the Baltic Sea Region – State of play and outlook", **Wolf Born**, State Chancellery Mecklenburg-Vorpommern, Priority Area Coordinator for Tourism EU Strategy for the Baltic Sea Region

11:45 – 12:00

"Business Generating System - Economically sustainable tourism businesses in the Baltic Sea region", **Jan Lundin**, Swedish Travel and Tourism Industry Federation, CEO (Sweden)

12:00 – 12:15

"Tourism cluster development in Kaliningrad and cooperation with tourism partners in the Baltic Sea Region", **Thomas Winther**, Innogate ApS, Director (Denmark)

12:15 – 12:30

SPORTOUR "Programme of development of sport and outdoor event tourism in the Baltic Sea Region", **Andrzej B. Piotrowicz**, Polish Union of Active Mobility, Secretary General (Poland)

12:30 – 13:00 Discussion

14:00 – 15:45

Part 2 "Sustainable tourism and development of rural areas: potential for regional partnerships in the South-Eastern Baltic Area"

Moderator — *Anna Karpenko, CBSS SEBA Project Coordinator, Kaliningrad*

14:00 – 14:20

"CBSS Initiative on regional cooperation and development of trans-border (RUS-PL-LT) natural area Vistynets (Vistytis) Lake / Krasnolesye (Rominten Forest) **Anna Karpenko**, CBSS SEBA Project Coordinator, Kaliningrad

14:40 – 15:00

"International and regional cooperation in the Rominka Forest Landscape Park" **Jaromir Krajewski**, Rominka Forest Landscape Park (Poland)

14:20 – 14:40

"Concept of the natural park Rominten Forest: Russian-German project of 2007 – 2011" **Alexey Sokolov**, Director of the Vistynets eco-historical museum, Krasnolesye, Kaliningrad region (Russia)

15:00 – 15:20

"Project 'Water, nature and people in the disappearing landscape': On experience of rural tourism development in the Polesk district of the Kaliningrad region", **Viktoria Korneva**, project PR-manager, Kaliningrad region (Russia)

15:20 – 15:35

Krzysztof Podhajski, The European Fund for the Development of Polish Villages "The activities of The European Fund for the Development of Polish Villages in supporting the development of rural areas in Poland"

15:35 – 15:45 Discussion

Session Cooperation in the field of arts, culture and creative industries: key policies, challenges and potential synergies

Hall Königsberg 2

The session will bring together policy-, decision- makers and practitioners shaping cultural policy and development agenda in the region with a view of mapping on-going projects and initiatives, identifying challenges that emerge in their way and brainstorming on possible solutions and synergies.

It will include presentations of current policies and instruments and large-scale projects funded by the Nordic Council of Ministers, Swedish Institute, EU South-Baltic Program, CBSS, Lithuania-Poland-Russia ENPI Cross-border Cooperation Programme 2007-2013 etc and a final discussion.

The following questions will be addressed by speakers and participants: what are the achievements and potentials of the existing support policies and schemes, what kind of problems and challenges do they face and how can the two be balanced?

Moderator – *Ilija Dementev, Deputy Director at NGO Agency for Support of Cultural Initiatives "Tranzit", Associate professor at I.Kant Federal State University of Russia, Member of the Presidium of the Council on Culture of the Governor of the Kaliningrad region*

11:00 – 13:00

Part 1 «Culture and Sustainable Development: key policies in the Baltic Sea region and Nordic countries»

11:00 – 11:20

Introduction, Welcome address from the Ministry of Culture of the Kaliningrad region

11:20 – 11:40

«Culture and Sustainable Development in the Baltic Sea Region: 8 findings, a number of opportunities and a way forward...», **Oleg Kofoed**, Director of Cultura 21 Nordic

11:40 – 12:00

«Priority Area Culture of the EU Strategy for the Baltic Sea Region: potentials and challenges», **Stefan Musiolik**, Ministry for Justice, Cultural and European Affairs, Head of Unit "Baltic & North Sea Affairs", Land Schleswig-Holstein.

12:00 – 12:15

«Strategy for the Nordic Cultural Cooperation 2013-2020», **Anna Enemark**, Senior Advisor, Nordic Council of Ministers

12:15 – 12:30

«Culture as a part of sustainable development», **Michael Matz**, Senior Advisor, Nordic Council of Ministers

12:30 – 13:00

Discussion

14:00 – 15:45

Part 2 «On-going initiatives in the South Eastern Baltic Sea area: challenges and potential synergies»

14:00 – 14:15

Project «Culture and Arts. Step II - New quality of education» in the framework of Lithuania-Poland-Russia ENPI Cross-border Cooperation Programme 2007-2013, **Malgorzata Samusiew**, Association of Polish Communes of Euroregion Baltic (Poland)

14:15 – 14:30

«Experience of a Centre in a Periphery: Nida Art Colony's case», **Rasa Antanavičiūtė**, Executive Director, Nida Art Colony

14:30 – 14:45

«Technopolis GS – the area for creativity in the Kaliningrad region», **Elvira Gizatullina**, Vice-Director for Strategic Development, Technopolis GS

14:45 – 15:00

«Setting up a Centre for creative industries in Kaliningrad in the light of the Kaliningrad region's development strategy until 2020», **Yury Seliverstov**, Member of the Council on Culture of the Governor of the Kaliningrad region

15:00 – 15:15

BalticLab project presentation "Mind Mill - The Baltic Department for Innovative Ideas: From raw ideas to refined solutions" (**Aiuna Badmarinchinova, Aginete Preidyte, Brian W Jones, Canan Yasar, Indré Viltrakytė**)

15:15 – 15:30

Facilitating exchange in the field of contemporary Arts and Culture between Gdansk, Kaliningrad and Klaipeda: project «Close Stranger» in the framework of Lithuania-Poland-Russia ENPI Cross-border Cooperation Programme 2007-2013, **Yulia Bardun**, Baltic Branch of the National Centre for Contemporary Arts

15:30 – 15:45 Discussion

The Session is co-organized by the Kaliningrad Creative Industries Development Project implemented by the Information office of the Nordic Council of Ministers in Kaliningrad and NGO Agency for Support of Cultural Initiatives «Tranzit».

Session University Networking for Quality and Development

Hall Pillau

The session will explore the human resource, teaching and research potential universities can bring to international cross-border projects like SEBA using as examples university networks, consortia and projects like the CBSS EuroFaculty in Pskov. The challenges and promises of networking will be examined. Participants are encouraged to present their own experiences during discussion.

Moderator - Dr. Kari Hyppönen, President of the Baltic Sea Region University Network (BSRUN).

11:00 - 13:00

Part 1

11:00 - 11:15

Introduction to the theme and the session, **Dr. Kari Hyppönen**, President of the Baltic Sea Region University Network (BSRUN).

11:15 - 11:45

"The Future of EuroFaculties", Professor **Antti Paasio**, Director of BID (Business and Innovation Development), University of Turku (Finland), Project Leader of the CBSS EuroFaculty Pskov

Case studies:

11:45 - 12:05

Dr. Dmitry Vasilenko, St. Petersburg State University of Economics (FINEC), Vice-rector for International Relations (Russia)

12:05 - 12:25

Dr. Jerzy Jaroszewski, University of Warmia and Mazury in Olsztyn (UWM), Vice-rector for Research (Poland)

12:25 - 12:40

Presentation of the BalticLab Project "Social Innovation Baltic: Connecting Social Innovators for Good!" (**Ilyana Demushkina, Mattias Kroon, Jarosław Piotrowski, Kinga Polynczuk, Kristina Kashina**)

12:40 - 13:00 Discussion

14:00 - 15:45

Part 2

14:00 - 14:20

"CBSS Summer University on Good Governance: Project Idea", **Krister Hanne**, Humboldt-Universität zu Berlin, Department of Northern European Studies (Germany)

14:20 - 14:40

"Public diplomacy in the Baltic Sea region: on-line seminar" **Dr. Kazimierz Musiał**, Deputy Director of the Scandinavian Studies Department, University of Gdansk (Poland)

14:40 - 15:00

"Baltic Law Institute Project Idea", **Dr. Vadim Voinikov / Anastasia Malinina**, Immanuel Kant Baltic Federal University (Russia)

15:00 - 15:45 Discussion

The Session is co-organized by the Baltic Sea Region University Network (BSRUN).

Session Architectural heritage: integration into the modern urban landscapes

Topics to discuss:

- Architectural techniques for the renovation of historic landscapes in European cities and the ways to integrate architectural, historic and cultural sites into the contemporary urban context;
- Tourist and historic sites in the contemporary functional variety of historic cities;
- Ways to turn ruined sites into museum-like ones in the urban landscape;
- Examples of giving new functions to historic sites.

Moderator — *Alexander Popadin, Deputy Chairman at the Kaliningrad Governor's Council for Culture*

11:00 – 11:45

“Cultural heritage in the Baltic Sea Region and Activities of the Monitoring Group on Cultural Heritage in the Baltic Sea Region” Prof. **Dr. Claus von Carnap-Bornheim**, Director of the Schleswig-Holstein State Museums Foundation, Chair at the Monitoring Group on Cultural Heritage in the Baltic Sea States

11:45 – 12:30

“Restoration of the ruined historical centers in the European cities after the WWII. The Berliner Castle: strategy and lessons”, **Alexander Popadin**, deputy chairman at the Kaliningrad Governor's Council for Culture

12:30 – 12:45

Presentation of the quest excursion “The Queen's Dream in Luisenwahl”, **Margarita Grishechkina**, Executive Director of the Kaliningrad Local Community Foundation, Project Coordinator of Königsberg Architectural Historic Landscape: Significance for Contemporary Kaliningrad Cultural and Urban Development

12:45 – 13:00 Discussion

14:00 – 15:15

Presentation “Non-governmental historical and cultural expertise of the Heart of the City Programme: contexts, problem framing and objects of cultural heritage and archeology”, **Oleg Vasyutin**, Architect, Member of the Kaliningrad Governor's Council for Culture

15:15 – 15:45 Discussion

The session will be held in Russian and German (consecutive interpretation)

The session is organized within the project “Königsberg Architectural Historic Landscape in Contemporary Kaliningrad Cultural and Urban Development” launched in line with the Germany Year in Russia 2012/13.

BalticLab “We believe young creative minds can drive innovation and integration”

Balticlab is a new concept created by the Council of the Baltic Sea States and the Swedish Institute to fill what we recognized as a relative lack of networks bringing young talented entrepreneurs and creative industries from the region together, but also to provide them with a platform for working together more concrete on a regional level. The aim of the Balticlab Project Development Programme this spring has thus been to create a link between individuals with potential to drive innovation and change on the one hand and the policy-making and policy-enacting community engaged in the Baltic Sea Region on the other. Throughout April-June 2013, the 19 talented participants from Lithuania, Poland, Russia and Sweden were thus provided with entrepreneurial, media and design tools, as well as regional perspectives, needed to manage macro-regional cross-border collaborations in areas related to their personal interests, with a link to the themes addressed by political frameworks in the Baltic Sea Region. This collaboration has resulted in four projects offering a fresh impetus and a creative outlook on regional integration, which will also be presented throughout the SEBA Conference.

Balticlab project groups

Social Innovation Baltic

“Connecting Social Innovators for Good!”

Ilyana Demushkina, Mattias Kroon, Jarosław Piotrowski, Kinga Polynczuk, Kristina Kashina

There is a huge innovative potential residing in social entrepreneurs and in organisations they form. Through international cooperation, they might be able to mitigate social and environmental issues existing in the Baltic Sea Region and connected to, for example, ageing society, non-communicable diseases, sustainable development or marine pollution. The aim of Social Innovation Baltic is to facilitate this cooperation and assist with the creation of meaningful partnerships within the framework of regional public funding. This will be done through creating a simple and usable web-based platform consisted of the database of available funding and, at a later stage, relevant partners among the organisations of social entrepreneurs in the Baltic coastal countries, as well as their individual members eligible to apply. Ultimately, Social Innovation Baltic might contribute not only to the mitigation of the social and environmental issues but also to the increased effectiveness of the publicly funded regional projects.

Mind Mill — The Baltic Department for Innovative Ideas

“From raw ideas to refined solutions”

Aiuna Badmarinchinova, Aginete Preidyte, Brian W Jones, Canan Yasar, Indré Viltrakytė

We want to see the Baltic Sea Region become the most creative place for business on the continent. We will do this by addressing the core objectives from the European Union Strategy for the Baltic Sea Region (EUSBSR)—connecting the region, saving the sea and increasing prosperity—with innovative solutions developed by teams of young creative professionals. These solutions will be developed in a studio environment by a multidisciplinary team of Pan Baltic creatives during intensive project sessions at the Mill. The studio will improve business cooperation in the region and provide the young creative participants with more business confidence to accelerate their careers. The studio's projects will support EUSBSR Flagship projects, regional businesses and build a network of the region's creative talent in the process.



Projektträger des Deutschlandjahres in Russland 2012/13:



Baltic Design Ship

"We ship the best"

Algirdas Sabaliauskas, Ieva Skudraitė, John Heden, Katarzyna Cenian, Tomasz Kretek

The main objective of the Baltic Design Ship is to create a regional identity and increase competitiveness of the Baltic Sea Region (BSR) in the global market. We believe that innovative design is a perfect tool to both unite the region and promote it. By inviting interdisciplinary professionals to work together on board of the ship we will create an effective BSR network of creative professionals. During the marketing campaign we will use fruits of the networking period - dynamic, international collaboration and cutting edge design - to promote the region.

Little Brother Initiative

"Innovative digital dialogue"

Ali Piltan, Dominykas Smilga, Magdalena Czapiewska, Rapolas Vosylius

Project Little Brother is a communication initiative to improve transparency and accessibility in the Baltic Sea Region by enabling participation and dialogue through an innovative application of digital technologies. The aim is to provide a toolkit open to participants of regionally important activities, enabling them to record, publish, and contextualise those activities in order to make them accessible for the broader public.

List of participants

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Practical information



Photo project by Alexander Lubin (Kaliningrad)

Experimental folk music group "Krainost" (Kaliningrad)

The sound of the Curonian Spit – DJ set by local independent radio station Neringa FM (Nida, Lithuania, DJ LiNas)

Dance performance "Mind games" by the theater troupe "Incluses" (Kaliningrad)

7 June 2013

19:00

Place: Friedrichsburger Gate (Portovaya 39, Kaliningrad)

Free entry

Venue

The conference will take place at the premises of the Radisson hotel Kaliningrad.

Address: Radisson Hotel Kaliningrad – 10 Pobedy Square, 236010, Kaliningrad, Russia.

The Radisson Hotel Kaliningrad has been awarded with the Green Key label.

Registration

Participants can register for the conference from 9:00 till 9:30 on the first day of the conference at the venue. Participants will be offered morning coffee.

Transport

The venue of the conference is located within 15-minutes walking distance from the hotel Moskva (pr. Mira 19, Kaliningrad).

Wi-Fi

Radisson hotel offers Free Internet access. Please contact reception for the password.

Language

Simultaneous interpretation into English and Russian will be provided during the conference for Plenary Session, Session "Sustainable tourism in rural and coastal areas: potential for international partnerships" and Session "Cooperation in the field of arts, culture and creative industries: key policies, challenges and potential synergies".

If you need interpretation, please, take a headset when entering the conference hall and remember to return it when you exit.

The session "University Networking for Quality and Development" will be held in English only. The session "Architectural heritage: integration into the modern urban landscapes" will be held in Russian and German (sequential interpretation).

Conference coordinators

Conference coordinators can be easily recognized as they wear badges with red ribbons.

Information desk

The Information Desk will be placed next to registration desks. Should you need any information about the conference, please contact the Information desk.

Reception

The reception on behalf of the organizers of the conference for all participants will take place on June 7, 2013 from 17.30 till 19.00 at the Friedrichsburger Gate (Museum of the World Ocean) located at Portovaya Str., 39, Kaliningrad. Transfer from the Radisson hotel to the reception will be organized.

Art-night "The Spirits of the Baltic"

The reception will be followed by the art-night "The Spirits of the Baltic", celebrating diversity and uniqueness of SEBA. The event will start at 19:00 and last until 21:00. Transfer from the Friedrichsburger Gate to the hotel Moskva will be organized.

Excursion to the Vistynets Lake/ Rominten Forest Area

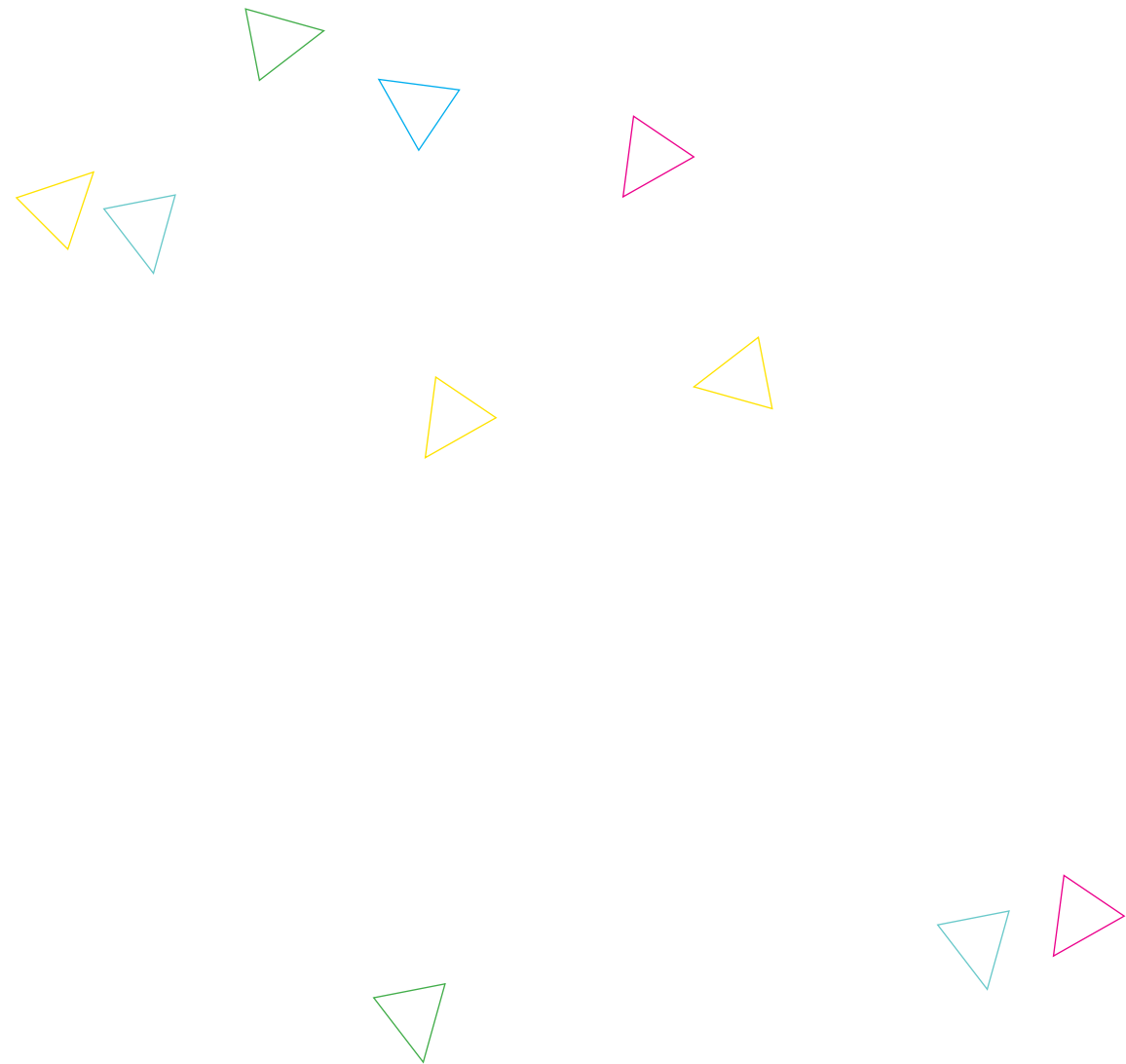
The excursion to the magnificent area of the Rominten Forest and Vistynets Lake for registered participants will take place on 8 June 2013.

Duration: from 9 a.m. until 9 p.m.

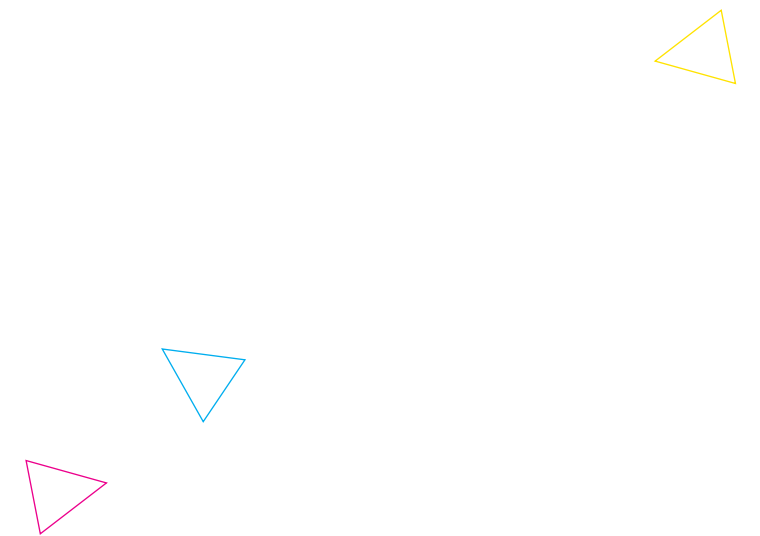
Departure from the hotel "Moscow" is at 9.00 by bus.

Please, take your passport with you as the area of the Vistynets Lake/ Rominten Forest is a border zone of the Kaliningrad region where a special permit is required.

Notes



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TRANZIT



Kaliningrad
Local Community
Foundation



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