



**Welcome to**

## **NORTHERN DIMENSION FUTURE FORUM ON CULTURE:**

**Creating a better world through cultural and creative crossovers**

**DATE: Thursday 15 November 2018, at 12.00-16.00**

**VENUE: Hotel Radisson Sonya, St. Petersburg, Russia**

The potential of culture and creativity is increasingly recognized in solving the social and societal challenges of the 21st century, including issues related to health and social wellbeing, sustainability, and environment. This event brings together policy makers, artists, and creative professionals to discuss and share experiences on cultural and creative crossovers addressing these challenges. The crossovers can be understood “as a process of combining knowledge and skills specific to the cultural and creative sectors together with those of other sectors in order to generate innovative and intelligent solutions for today’s societal challenges” (Council of the European Union, 2015). The event aims to inspire the participants through knowledge exchange and interactive discussions focusing on recent experiments by various actors as well as policy developments at various governmental levels. As a concrete output, the event aims to develop policy visions and recommendations for the Northern Dimension area to strengthen the crossover potential of culture and creativity in the society.

### **PRELIMINARY PROGRAM**

**11:00 Registration and light lunch**

**12:00 Welcoming words**

- Ms. Riitta Kosonen, Director, Center for Markets in Transition, Aalto University, Program Director, Strategic Research Programs on Security and Urbanization, Academy of Finland
- Ms. Maija Lummeppuro, Chair of the Northern Dimension Partnership on Culture Steering Committee, Ministry of Education and Culture, Finland
- Ms. Aleska Simkic, Deputy Head, Delegation of the European Union to Russia

**12:15 Inspirational speech: Artem Balaev and Uliana Kim**

**12:25 – 12:35 Setting the scene:** Ms. Signe Adamovica, IdeAllies, Creativity Lab, Demola Latvia, PULSE HUB

**12:35 – 13:40 Knowledge Arena 1: Design thinking in public services**

***Design in the public sector - case Estonia***, Ms. Tiia Vihand, Director, Estonian Design Centre, Estonia

***The Power of Empathy: changing city, policies and culture***. Ms. Maria Stashenko, Founder of Wonderfull Laboratory, Director at Design Thinking Center, Moscow, Russia.

***Design for Government***, Ms. Emilija Veselova, Doctoral Researcher, Aalto University, Finland

**Decision maker commentators:**

Ms. Lilita Sparane, Head of Creative Industries Division, Ministry of Culture, Latvia

Ms. Ilze Gailite-Holmberg, Senior Advisor, Northern Dimension Partnership on Culture

**13:40 -14:10 Coffee**

**14:10 - Knowledge Arena 2: Solving societal challenges through culture and creativity**

***Social and cultural integration of youth through artistic modes of expression***, Mr. Henrik Hartmann, C:NTACT, Denmark

***Art and culture in health care in Norway***, Mr. Odd Håpnes, General Manager, Norwegian Resource Centre for Arts and Health, Norway

***GREEN MOBILITY – towards Clean, Healthy and Accessible Environment***, Ms. Elena Belova, Academic Secretary, International Centre for Social and Economic Research “Leontief Centre” St. Petersburg, Russia

***Developing rural areas: Cultural mosaic of small towns and villages***, Ms. Olga Gracheva, NGO Kaykino Creative Projects

**Decision maker commentators:**

Mr. David Ek, Head of Section, Ministry of Culture, Sweden

Ms. Ilze Gailite-Holmberg, Senior Advisor, Northern Dimension Partnership on Culture

**15:30 Concluding remarks**

**Reception**

