



Coordinators of the **Policy Area Culture**
of the EU Strategy for the Baltic Sea Region
in cooperation with the **Council of the Baltic Sea States Secretariat**
and the **Baltic Region Heritage Committee**
warmly invite to take part in:

7th Strategic Project Development Workshop
- focus on Cultural Heritage & Digitalization -

Gdańsk, March 8-9, 2018

Under the topic **Cultural Heritage & Digitalization** we would like to reflect upon a strategic project development in the field of cultural heritage - an inspiring and competent arena for the participants with varying background. The workshop is especially dedicated for existing and emerging projects and project managers who are interested in developing their project's ideas, acquiring new project partners, connecting projects with similar ideas and/or gaining the flagship status as it defined in the Action Plan for the EUSBSR. It is the great opportunity to meet creative experts and their initiatives from the BSR as well as to consult future cooperation possibilities or join the existing projects consortia.

PRELIMINARY PROGRAMME

Venue: The Baltic Sea Cultural Centre, Korzenna street 33/35 (the Old Town Hall)

Day 1, 8th of March

15.00 –15:30	Registration and welcoming coffee & snacks
15.30 – 16.00	<p>Opening of the Workshop</p> <p>Welcoming remarks: PA Culture coordinators - Justyna Zielkowska MKIDN, Stefan Musiolik MJEVG CBSS Senior Adviser for Culture & Education – Anna Enemark Baltic Region Heritage Committee - Baiba Mūrniece European Commission, DG Education and Culture – Maciej Hofman The Baltic Sea Cultural Centre – Larry Ugwu / Magda Zakrzewska-Duda</p> <p>Introduction to the 7th Strategic Project Development Workshop on Cultural Heritage – Tomasz Jalukowicz, PA-INNO</p>

16.00 – 16.45	Setting the BSR Stage: Cultural Heritage in BSR Common Baltic Cultural Heritage <i>Where have we been? Where are we going to? - priorities & initiatives for the cultural heritage in the BSR.</i> <ul style="list-style-type: none"> • Baiba Murniece, The Baltic Region Heritage Committee – cultural heritage in the agenda of incoming Latvian CBSS Presidency • Maciej Hofman –European Commission – European Year of Cultural Heritage 2018, activities in EU, BSR and future perspectives • Mapping priorities and common needs in the BSR <ul style="list-style-type: none"> ○ <i>How can we work together for better utilization of cultural heritage? What are the experience-based insights?</i> discussion led by Tomasz Jalukowicz, PA-INNO
16.45 – 17.30	Project ideas with added value to BSR <ul style="list-style-type: none"> • Antonio Carlos Ruiz Soria – Cultural heritage and innovative audience development - best practices and key findings from the research with particular focus on the Baltic context. • Marianne Lehtimaki – Cultural Route of modern architecture and design • Malgorzata Steckiewicz – Baltic Makers • Ingrid Galadriel Aune Nilsen, Hands on history - The Guerilla of Cultural Heritage <ul style="list-style-type: none"> ○ <i>What can we do together?</i> ○ <i>What can policy makers do?</i>
17:30 -17.45	ERDF MA Network - Alignment of funds and resources based on PA-INNO experience with ERDF MA Network piloting activities - Tomasz Jalukowicz
17:45 – 18.00	Summary and conclusions
18:20 – 19.20	Study visit in St. John Centre <ul style="list-style-type: none"> • Rehabilitation and Conversion of St. John's Church into St. John's Centre – guided by Iwona Berent, Head of Renovation Office of St. John's
19:30	Networking dinner – <i>Cała Naprzód</i> Restaurant ul. Tokarska 21-25, Gdańsk, IV floor, the Maritime Culture Centre

Day 2, 9th of March

9.00 – 9.30	Coffee & snacks
9:30 – 9.35	Introduction to the 7th Strategic Project Development Workshop on Cultural Heritage and Digitalization – Tomasz Jalukowicz, PA-INNO
9.35 – 10.00	Maja Drabczyk, National Audiovisual Institute of Poland - Use And Impact Of Digital In Cultural Heritage. Focus: International Collaborations Eva Eglāja – Kristsons, University of Latvia - Digital Participatory Approaches to Cultural Heritage in the Institute of Literature, Folklore and Art at the University of Latvia
10.00 – 11.00	Introduction projects/project ideas related to cultural heritage and digitalization <ul style="list-style-type: none"> • Anna Miler, The Metropolitan Woman - Gdańsk Shipyard from women's perspective • Agata Abramowicz - A city from ruins. Reconstruction of Gdańsk through the eyes of witnesses • Simon Drewsen Holmberg - BSR Cultural Gaming • Svante Helmbaek - Shared History

	<ul style="list-style-type: none"> • Magda Zakrzewska Duda – Shared History– Gdańsk perspective <ul style="list-style-type: none"> ○ <i>What is the added value of your project in terms of digitalization?</i> ○ <i>Which concrete aspects of digitalization does your project have?</i> ○ <i>On which level does your project link the BSR through digitalization?</i> ○ <i>What are the lessons learned</i> ○ <i>What is the potential for further cooperation?</i> <p>Discussion on the added value of digitalization to BSR Cultural Heritage</p>
11.00 – 11:15	Coffee Break
11:15 – 11:45	<p>Maciej Hofman, European Commission - presentation of the report of EU Member States' experts on Promoting access to culture via digital means</p> <p>Magdalena Piotrowska, Ministry of Investment and Economic Development of Poland – funding digitization of cultural material with the help of the European Structural and Investments Funds (Digital Poland Operational Programme)</p>
11:45 – 12:15	<p>Summary and wrap up</p> <ul style="list-style-type: none"> • Report on HA Capacity WS “The Baltic Sea Region as an interconnected system” • PA Culture Seminar proposal for EUSBSR Annual Forum in Tallinn “Sharing Heritage through Digitalization The added value of Virtual Reality to BSR Cultural Heritage”
12.15 – 13:00	Networking gathering / lunch

How to get involved?

The workshop is free of charge. Please keep in mind that there only limited number of seats is available, so please register now and enjoy this unique experience.

For the registration and more details please do not hesitate to contact PA Culture coordinator, Ms. Justyna Zielkowska jzielkowska@mkidn.gov.pl

Looking forward to meeting you in Gdańsk!



Ministry of Culture and National Heritage of the Republic of Poland.

