



BALTIC SEA CULTURAL PEARLS

Strengthening the capacity of cities to increase social resilience through culture.

Helping cities, towns and municipalities to work with their communities to increase quality of life, attractiveness and well-being, while strengthening their international profile and visibility.

Annually, four candidates are awarded the title of “Cultural Pearl” by an international jury.

WHAT DO YOU GET?

01

CULTURE AND RESILIENCE ACTION PLAN

including mentor guidance and support outlining an action plan for the title-year

02

CULTURAL PEARLS PROGRAMME

a peer-learning programme with implementation and procurement support

03

NATIONAL AND INTERNATIONAL VISIBILITY

is supported by a communication campaign, local and international ceremonies and events.

04

BALTIC SEA REGION-WIDE NETWORK

strong collegial network of peers, access to international contacts, network event, exchange and study visits

WHO CAN APPLY?



Towns, cities and municipalities from Denmark, Finland, Sweden, Estonia, Latvia, Lithuania, Poland and Germany (the States (Länder) of Berlin, Brandenburg, Bremen, Hamburg, Mecklenburg-Vorpommern, Schleswig-Holstein and Niedersachsen).



Smaller and mid-sized towns and cities are especially welcomed.



A single municipality or a team of municipalities can participate, but in this case a lead partner needs to be indicated.



The capital cities Stockholm, Helsinki, Tallinn, Riga, Vilnius, Warsaw, Berlin and Copenhagen are non-eligible.

WHAT ARE WE LOOKING FOR?

MOTIVATION

Willingness to strengthen culture-driven social resilience in your town or city and the role of BSR Cultural Pearls program in helping you doing that.

ABILITY TO LEARN

is supported by a communication campaign, local and international ceremonies and events.

CAPACITY TO DELIVER

Capacity of human and financial resources to participate in the program, develop and implement the culture driven social resilience action plan.

AWARENESS

Understanding local community needs, challenges and strengths.

ENGAGEMENT

Readiness to cooperate with local NGO's, culture and creative sector actors.

BSR PERSPECTIVE

Openness for cross-border cooperations and knowledge exchange within Baltic Sea Region.

WHY SHOULD YOU APPLY TO BECOME A CULTURAL PEARL?



CAPACITY

Learning skills, and building cross-sectional understanding for culture, community and social resilience.



VISIBILITY

Local award ceremony – creating momentum in the community region and nationally, international marketing campaign.



CULTURE AND CREATIVITY

Boosts local Culture and Creative Industry, stimulates creativity and culture among the population.



CONNECTION

Builds a professional network of peers in the Baltic Sea Region.



REGENERATION

Boosts local Culture and Creative Industry, stimulates creativity and culture among the population.



ATTRACTIVENESS & COMPETITIVENESS

Increases the city's attractiveness for tourism, settlement and investment.

— KEY DATES ×

10.aug

Call for applications opens

08.sep

Application deadline

25.sep

*Shortlist announced
Prep-programme launch*

05.dec

Announcement of Cultural Pearls 2024

01.feb

Announcement of Cultural Pearls 2024

HOW DOES IT WORK?

01

APPLYING

A local authority fills out an application questionnaire.

02

QUALIFIED CANDIDATES DRAFT AN ACTION PLAN

Based on a template candidates decide a theme and outline activities and processes for the year to come, aligned with existing priorities and strategies and supported by a playbook, a database of good practices and the Cultural Pearls team.

03

FOUR CULTURAL PEARLS ARE SELECTED BY AN INTERNATIONAL JURY

The awarded cities are announced and the visibility campaign is launched.

04

THE CULTURAL PEARLS PROGRAMME IS LAUNCHED

- Mentor organization supporting implementation of the action plan.
 - Capacity-building programme with expert interventions and networking.
 - International exchange and visits.
 - Procurement support, a ready-made model for procuring service providers from the local Culture and Creative Sector, covered by Cultural Pearls Project partners.
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05. LOCAL AND INTERNATIONAL AWARD CEREMONY

Creates momentum, raises awareness about social resilience through cultural means and highlights achievements.

06. BSR NETWORK

Baltic Sea Region wide network unites all Cultural Pearls and candidates continuing to share knowledge and good practices on the culture-driven social resilience.

HOW DOES THE CULTURE AND CREATIVE SECTOR RELATE TO QUALITY OF LIFE, ATTRACTIVENESS AND SOCIAL RESILIENCE?

SOCIAL CHANGE

The cultural sector can contribute to building social resilience by promoting social change. Through art and cultural activities, individuals and communities can raise awareness of social issues, challenge stereotypes, and promote social justice and equality.

BEHAVIOUR CHANGE

The CCS can play a significant role in driving behaviour change by using its unique ability to influence attitudes and perceptions through creative expression. It can create content that promotes positive social values, raises awareness of important issues, and encourages people to adopt new behaviours.

INNOVATION & CREATIVITY

The creative sector can help to build social resilience by encouraging creativity and innovation. By fostering a culture of experimentation and risk-taking, individuals and communities can develop the skills and resilience needed to adapt to changing circumstances.

SENSE OF COMMUNITY

Cultural activities of all sorts can bring people together, foster a sense of belonging, stability and create social connections. This can help to build social resilience by increasing social capital and creating a support network that can help individuals and communities to weather difficult times.

— CONTACTS ×

Felix Schartner Giertta

Council of the Baltic Sea States Secretariat

+ 46 73 026 73 12

felix.schartner.giertta@cbss.org

