

# *North Eastern European Culture Event*

Place to exchange, experiment and  
accelerate innovation



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# Summery

- Young creative people from different countries meet for 10 days in Öresund region to learn, exchange experience, experiment with different culture forms and make connections for future projects.
- It is a point for different perspectives to meet and stimulate social innovation and future business opportunities.
- Next year the Event is hosted by one of the guesting countries/organisations.



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# Where?



- 4 cities of Öresund for 4 public festival days in Helsingborg, Helsingör, Copehagen, Malmö. Lund
- 1 city - 1 Location – 1 day for public
- 5 cities – 9 locations – 1 week for participants.



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# For whom?

- Young creative people (16-32)
- Social entrepreneurs and companies who are searching for inspiration through creation
- Countries: Sweden, Denmark, Belarus, Ukraine, Russia, Poland, Lithuania.



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# Because

- Exchange creates professional networks
- Promoting integration processes and effects
- Discovering cultures for each other makes place for experiment
- Experiment accelerates innovation
- Innovations bring solutions
- Solutions enhance sustainable business and culture development
- Development encourages exchange



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# How it looks

- 3-5 participants from each country
- 4 working groups: 1 per challenge
- 8 days of intern collaboration for and by the participants: 3 with their projects, 5 for further experience exchange.
- Public presentation of the results of challenges: culture installations. One intensive day in each of 4 cities with the participation of each of 4 working groups.
- 4 public days of the event in total, divided between 2 weekends.



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# *What's about intern collaboration?*



For participants only:

- Workshops
- Seminars
- Presentations
- Study visits



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# *What's the challenge?*



- Participants come up with the proposition by themselves, what culture installation they are going to work on, to prepare for publics.
- They will only have 3 days to do that.
- Participants will first meet three days prior to the vernissage of their upcoming culture installation.



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# Schedule



today



Guests participants are arriving 16 september



20-28 september

1:st festival weekend

20 sept 21 sept

2:nd festival weekend

27 sept 28 sept

remotly



Öresund region



Sign-in

Till 17 May

paperwork

18 June

Planning and communication

20 August

15 september

Work in themagroups

17- 19 september

presentations

#1

#2

#3

#4

1

2

3

4

1

2

3

4

Experience exchange activities: study visits, workshops and seminars

1

2

3

4

1

2

3

4

Culture organisations: NGOs, companies and entrepreneur, 1-3 participant per city

Visum, tickets, booking, network

Assigning the participants to the "themagroups" according to the area of interest and competence

last minute planning & changes

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# *What do we expect?*

- Around 30 participants
- Around 700 visitors
- Reaching about 4000 people
- Continue next year with same concept implemented in one of the guesting countries by one of the represented organisations.



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# What do we need?



- Volunteers:
  - Project coordinators SE and DK
  - Media and PR-responsible
  - Sponsor relations (monitoring and representation)
  - Logistics and booking
  - Participants cooperation facilitator (while summer)
- Partners and participants
  - Young dare-devils with a connection to a culture-related organisation
  - Financial and information support
- A place for final installations for 1 day in Cph, Hgr, Hbg, Lund or Malmö.
- Propositions for experience-exchange activities between the festival weekends.



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# What do we offer?



- To volunteers:
  - Great experience of international cooperation and event production
  - Merits for future jobs
  - International network of colleagues
  - Boost of ideas for future projects
- To partners and participants
  - Promotion in North and Eastern Europe, for organisation's prime support as well as contribution to social innovations development
  - A unique constellation of workshops and seminars for creativity boost
  - A great story to tell and use in organisation communications
- To all involved: remarkable memories and inspiration.



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