



**KARELIA**

CBC // Yhteistyöhanke



Karelia CBC -project

# Culture Open

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# WHAT WILL BE DISCUSSED:

- Project overview
- Motivation for project implementation
- Rationale for cross-border cooperation
- Added value & lasting impact
- Project outputs
- Lessons learnt
- Challenges and opportunities for the future





# Culture Open: Creating Culture Together (2018–2020)

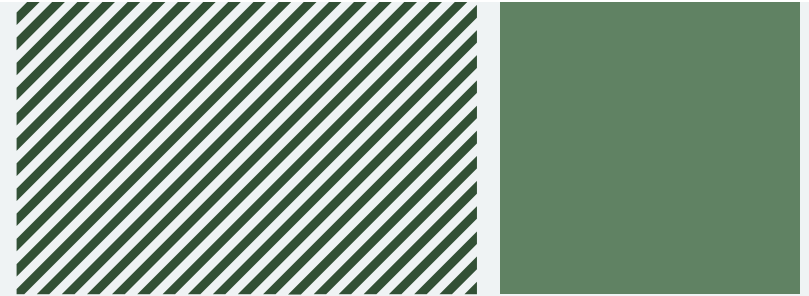
## Project objective:

The creation of accessible and inclusive cultural services for immigrants and people with disabilities in Joensuu and Petrozavosk

## Project Aims:

- 1) Improve the accessibility of the target groups to cultural services
- 2) Enhance the inclusivity of cross-border region cultural services
- 3) Activate the participation of the target groups in cultural services
- 4) Create a sustainable environment of cultural co-production for the target groups





## PROJECT PARTNERS:

### **Lead Partner:**

Karelian Regional Institute of Continuing Professional Education at Petrozavodsk State University (KRICPE)

### **Partners:**

- City of Joensuu Cultural Services
- Petrozavodsk City Cultural House
- Centralized Library System of Petrozavodsk
- The Museum of Fine Arts of the Republic of Karelia
- Municipal Children's Music and Choral School of Petrozavodsk

## MOTIVATION FOR PROJECT IMPLEMENTATION

- Changing population structure, with increased numbers of immigrants and people with disabilities.
- The target groups' unequal access to cultural services provided in the region.
- Insufficient knowledge levels in understanding the service needs of the target groups.
- Lack of accessible information regarding border region cultural services.



## RATIONALE FOR CROSS-BORDER COOPERATION

- The changing population structure is a common challenge on both sides of the border.
- Joensuu and Petrozavodsk are the administrative and cultural centres of their respective regions, with city cooperation spanning for over 25 years.
- Exchange of best cultural practices and inter-institutional dialogue across the cross-border region.
- Providing the target groups a better chance at meaningful contribution.

## ADDED VALUE

**A meaningful contribution to communities and a development of communities through cross-border co-creation and cultural cooperation:**

- > The target groups will be entrusted and empowered to plan and deliver their own cultural content.**
- > The target groups will have a chance to interact and network across the cross-border region.**

## LASTING IMPACT

**Improvement in the quality of life in the cross-border region for the target groups:**

- > Engagement with the target groups contributes to more equal and diverse cultural content.**
- > Cross-border networking, training and exchanging of best practices will benefit cultural professionals, stakeholders and target group members.**

# PROJECT OUTPUTS

EVALUATE

IMPLEMENT

SUPPORT

ESTABLISH



# EVALUATE

- Assess and reach out to relevant stakeholders in the region (Fi & Ru)
- Conduct an accessibility mapping of local cultural facilities (Fi & Ru)
- Survey the inclusivity of local cultural services (Fi & Ru)

# IMPLEMENT

- Creation of inclusive performance groups (Fi & Ru)
- Cross-border co-creation in the form of artist exchanges (Fi & Ru)
- Multicultural storyhour workshops (Fi)
- Web-based training course for immigrants interested in becoming cultural professionals in Finland (Fi)
- Photography exhibition (Fi & Ru)
- A free-of-charge multi-function co-working space for cultural professionals (Ru)

# SUPPORT

- Cultivation of accessible communication and visibility channels (Fi)
- Accessibility recommendations for institutions and services (Fi & Ru)
- Installation of accessibility equipment (Fi & Ru)
- Internal and external training of project partners and stakeholders (Fi & Ru)
- Exchanging of best practices (Fi & Ru)

# ESTABLISH

- Cross-border operational model for cultural inclusivity (Fi & Ru)
- Recommendations for accessibility planning (Fi & Ru)
- Networking of cultural professionals and relevant stakeholders in the cross-border region (Fi & Ru)
- Best Practices –publication (Fi & Ru)

## LESSONS LEARNT

Social inclusion achieved through empowerment:

- Doing WITH the target groups, NOT doing FOR.

Focus on qualitative actions, instead of quantitative:

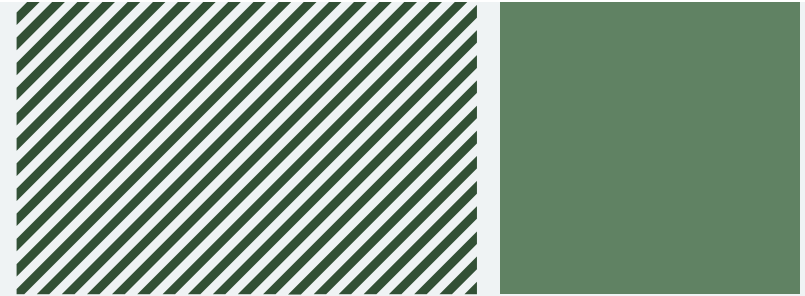
- yields a more sustainable target group commitment.

Meeting target group needs on all project levels:

- Accessible communication facilitates people-to-people interaction.
- Making project actions transparent on planning-, implementation- and dissemination levels .



# CHALLENGES AND OPPORTUNITIES FOR THE FUTURE



## Short-term (due to the epidemic):

- Disruption to inclusive and co-creative activities.
- Cross-border cooperation and information flow made more laborious.
- Possibilities for digital communication, networking and realization of activities
- Already established communication channels and methods advancing and educating accessible communication in the region.

## Long-term:

- Maintaining and applying the tools achieved through training.
- Identifying and corresponding to new target group needs in the region.
- Solidifying the procedures for cultural accessibility.
- Benefit from the skillsets and competencies of the target groups to cultural activity in the cross-border region.



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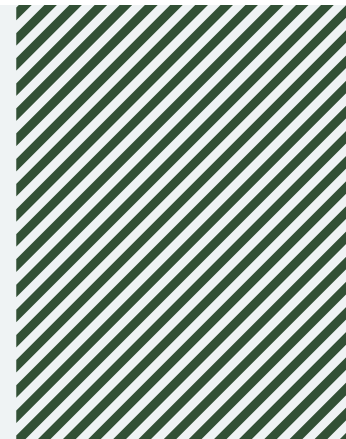


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PROJECT BLOG



[cultureopen.home.blog](http://cultureopen.home.blog)



# Thank you!

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