

Report of TT Meeting Culture & citymarketing in Schiedam 31 May – 2 June 2022

TT Meeting:

City marketing & the creative and cultural sector: Inclusion in the creative sector and how to involve Creative Europe

Participant list:



Ivana Conda – Sindelfingen
Simon Groeger - Detmold
Carin Roest - Haarlem
Ana Crespo - Manresa
Carme Sais - Girona
Gino Dehullu - Roeselare
Vivianne Nolte - Ulm
Janneke van Lisdonk - Schiedam
Sarah Jonges - Schiedam
Carla Vermunt - Schiedam

Agenda:

Program

May 31st:

Welcome and general information, presentation by citymarketeer Harrie Dechering

June 1st:

Lecture about inclusion in city museum by director Anne de Haij

Lecture about social-artistic project 'buurtplaatjes' by museum programmer Dorien Theuns

Tour in museum

Lecture about Creative Europe by Albert Meijer (Dutch creative Europe desk)

Meet the Dutch Distillers District

June 2nd:

Wrap up

Brief Summary:

From May 31st to June 2nd 2022 members of the task team culture came together in Schiedam to discuss city marketing, inclusion in the cultural and creative sector and the Creative Europe program.

The first topic on the agenda was city marketing. Harrie Dechering from Schiedam Partners gave a short presentation about Schiedam's approach to attracting tourists and making the city worth seeing by f.e. establishing an own brand, organizing big events and establishing a network of various partners.

On the second day the task team visited the city museum of Schiedam to get to know their special approach in stimulating diversity and inclusivity in both program and operational management. To represent the diversity of Schiedam's society, respectively the society in general, the city museum makes diversity visible through f.e. exhibitions that question the typical "white-male dominated perspective", employment of people with heterogeneous backgrounds and a warm welcome to new refugees by donating a piece of art.



We focused on a special project called 'buurtplaatjes' which is comparable to collecting pictures of soccer players but it focuses on people in the neighbourhood aimed to increase social cohesion in neighbourhoods. (both presentations attached).





After a short visit of the mayor of Schiedam, we received more information about the Creative Europe program. Albert Meijer from Creative Europe desk in Amsterdam gave a short presentation about the various funding opportunities.

Albert Meijer about the Creative Europe program

Creative Europe is the European Commission's flagship program to support the culture and audiovisual sectors. The Creative Europe program is divided in 3 strands:

- CULTURE strand: Supporting and promoting Europe's culture sector
- MEDIA strand: Supporting and promoting Europe's audiovisual sector
- CROSS-SECTORAL strand aims at reinforcing collaboration between different cultural and creative sectors, in order to help them address the common challenges they face and find innovative new solutions.



Gino Dehullu from Roeselare presented “Sounds of Cities”, a project co-funded by Creative Europe.



On the last day, we reflected on the topics and outcome of this edition and the possibilities to co-operate.





Conclusions / Lessons learned:

We concluded that:

- The cities have a lot of similarities in cases such as increasing diversity and inclusivity and engaging youngster and people with mental health problems. The cultural/creative sector can be very useful in helping them feeling part of society.
- Roeselare has a lot of experience in organizing European projects.
- The Creative Europe program requires still a lot of administration, despite being simplified. Submitting the grant application is very time consuming and expensive external expertise is often needed.
- Start with knowledge exchange is the most important approach to eventually develop a project at a later date.

Next steps:

It was agreed to set up a group on Microsoft Teams to discuss common projects in the creative sector and to exchange knowledge and experiences with Creative Europe.

Gino will do so.

The Erasmus program can be interesting. Carin will take a closer look.

