

Webinar series

Future Creative Cities



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Skills for success: strengthening the local cultural communities through capacity building



Ragnar Siil
Creativity Lab (Estonia)

ECoC Award Criteria

...the plans to strengthen the capacity of the cultural and creative sectors, including developing long-term links between the cultural, economic and social sectors in the candidate city

...the involvement of the local population and civil society in the preparation of the application and the implementation of the action

...the delivery structure has staff with appropriate skills and experience to plan, manage and deliver the cultural programme for the year of the title



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EUROPEAN
CONSERVATIVES
AND REFORMISTS
GROUP

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How to address Europe?

Volunteer Inclusion in culture

Crowdfunding in culture

Social media marketing in culture

Sustainable cultural management

International cultural cooperation

Post-COVID-19 cultural management

Accessibility of culture



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Cultural Managers Survey 2020

- Managing teams and motivating people
- Communication and marketing
- Assessing audience needs and involvement
- Financial management and budgeting
- Crowdfunding and sponsor relations
- Writing projects and applications
- New technologies in cultural management
- Strategic planning
- Public speaking and negotiation skills
- Intra-generational cultural management
- Copyright and legal framework
- Sustainability in cultural management
- Accessibility of culture
- Project management tools
- Working with volunteers
- Assessing direct and indirect impacts
- Crisis management and communication
- Design thinking and service design
- Creative thinking tools and methods
- Working with people with special needs
- Creative industries business models
- Coaching and mentorship
- Internationalisation and cultural export
- Global trends impacting culture
- Cultural theory and cultural policy

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Cultural Managers Survey 2020

- **Crowdfunding and sponsor relations**
- **New technologies in cultural management**
- **Copyright and legal framework**
- **Accessibility of culture**
- **Design thinking and service design**
- **Working with people with special needs**
- **Creative industries business models**
- **Internationalisation and cultural export**
- *Sharing good practices*
- *Public procurement*
- *Minorities and diversity*
- *Economic impact of culture*
- *Safety in cultural management*
- *Collecting and analysing feedback*
- *Cultural and arts education*
- *Time planning*

Trainings

Fragmented

Short-term

Low impact

Limited outreach

Theoretical

General

Lack of follow-up



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21 Century Library

Vision Document
Quality Assessment Framework
Quality Assessment Reporting
Input for Annual Trainings
21 Century Library Programme
In-Depth trainings in Regions
Individual Consulting



21. SAJANDI RAAMATUKOGU



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Museum 3.0

III Editions of Museum 3.0
Network of Museum Professionals
4 x 2-days modules
2-3 specific workshops
Free online course



MUUSEUM 3.0



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Creative Tartumaa

Cultural strategy 2025

Annual Action Plan

Core group of 25 people

Additional group ca 150 people

Physical and virtual

Originally 10 modules



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Creative Tartumaa

Introduction and assessing needs
Introduction to creative industries (o)
Coaching Style Leadership (o)
Creative cities and regions (o)
Creative small cities and regions (o)
Future Scenario Planning (o)
M1: Design Thinking and cultural routes
M2: Managing projects, changes and people
M3: Effective communication skills
M4: Creative Industries roadmaps
Behavioral Economics and nudging (o)



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Creative Tartumaa

- M5: Creative Industries roadmaps
- M6: New technologies in culture, creative industries business models
- M7: 21 Century Libraries
- M8: Future cultural managers programme
- M9: Cultural projects acceleration programme



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**Thank you for
participation!**
#ecoc2027