

BSR Cultural Pearls

The BSR Cultural Pearls project aims to enable smaller cities and regions to increase their social resilience and maintain the quality of life with local assets in an innovative way.

Overview

The [BSR Cultural Pearls](#) project, co-funded by the EU's Interreg programme, aims to strengthen social resilience in Baltic Sea Region communities by harnessing the potential of local assets of culture and creativity.

The project contains several key components, including a repository of good practices on increasing social resilience through culture, and inspires municipalities in creating their own social resilience action plans. Additionally, the project offers tools specifically designed to help municipalities develop tailored social resilience plans, a peer-mentoring programme to support municipalities in implementing these plans, and the BSR Cultural Pearls title, awarded to four cities per year, which recognises outstanding culture-driven social resilience work developed by municipalities.

Why culture-driven social resilience?

Social resilience is the capacity of communities to absorb, bounce back or cope with and adjust to ("bounce forward") threats of various kinds. As the Baltic Sea Region faces numerous crises that significantly impact our societies, the need for social resilience is greater than ever. Leveraging the power of culture can play a crucial role in fostering this resilience and helping communities navigate these challenging times. Culture-driven social resilience specifically utilises the potential of culture in shaping the adaptability and well-being of communities in the face of adversity.

Project objective

The BSR Cultural Pearls project's objective is to enable smaller cities and regions increase their social resilience and maintain the quality of life with local assets in an innovative way.

Target groups

Municipalities, regional and local public authorities.

Main output: "Cultural Pearls" Title and Award

The main output of the project is the "**Cultural Pearls**"-title for smaller municipalities that seeks to strengthen their capacity to work with their communities through culture, in order to increase social resilience, quality of life and attractiveness, in turn growing their international profile and visibility.

Annually, four municipalities in the Baltic Sea Region will be selected as "Cultural Pearl" by an international jury. They will develop a **culture-driven social resilience action plan**, supported by a **peer-mentoring programme** and other tools such as a **repository of good practices** and **templates for developing resilience plans**. After one year of implementation, the jury will award the "Cultural Pearls" title to the municipality with the best action plan.

Project partner input

Alytus city municipality is regional partner in Lithuania and thereby peer-mentoring the Lithuanian "Cultural Pearls" and support with the development of its cultural and resilience action plan.

Project partners

- Council of the Baltic Sea States (CBSS) – lead partner;
- Alytus municipality (LT);
- ARS BALTICA (DE);
- Baltic Sea Cultural Centre (PL);
- Danish Cultural Institute (DK);
- Heinrich Böll Foundation Schleswig-Holstein (DE);
- Loov Eesti/Creative Estonia (EE);
- Northern Dimension Partnership on Culture;
- Regional Council of Ostrobothnia (FI);
- Ministry of Justice, European Affairs and Consumer Protection of Land Schleswig-Holstein (DE);
- Varde Municipality (DK);
- Vidzeme Planning Region (LV).

Project duration

January 2023 – December 2025

Budget and funding

The total budget of the BSR Cultural Pearls project is 3.5 million euros, of which 80 percent, or 2.8 million euros, come from the Interreg Baltic Sea Region programme and the remaining 20 percent from the project partners.

Official website

<https://interreg-baltic.eu/project/bsr-cultural-pearls/>

<https://culturalpearls.eu/>

Contact

- Project coordination: Felix Schartner Giertha, Project Coordinator, BSR Cultural Pearls, Phone: +46 73 026 73 12, Email: felix.schartner.giertha@cbss.org
- Project partner: Neringa Rinkevičiūtė, Project Coordinator in Alytus city municipality, Phone: +370 315 55136, Email: neringa.rinkeviciute@alytus.lt