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# CULTURAL MAPPING PLANNING



## THE PROJECT

In the following years local associations and employees from selected municipalities and counties in the Øresund region will work on mapping cultural activities within local communities. At the same time, the project will develop a joint Øresund regional educational model in connection with pilot mapping of cultural resources of local communities.



*The project "Cultural Identity, Cultural Mapping and Planning in the Øresund Region" is funded by the EU. It involves 12 participating partners in the Øresund region.*

## Culture as the art of life



"There is a great demand for a more holistic approach to planning from politicians and others", explains *Henrik Sparre-Ulrich, project manager from Frederiksborg County*. "For instance, if you want to make an effort in an area populated by many immigrants, the social department in the municipality often has a lot of information regarding the diversity of the local community - but rarely co-operates with the cultural department of the municipality". The fact that each particular department at present manages its own budget can be an obstacle to resources being spent in the best possible way. For that reason the participants in the project will be taught how to co-ordinate projects across municipal administrative departments and work together with partners from other municipalities or regional authorities. The project is also concerned with promoting a stronger sense of ownership of projects and activities among employees in local authority administrations.

## CULTURE

is concerned with human values and beliefs - and the ways in which they are expressed and materialised. Consequently, culture as a phenomenon is not limited to a particular sector such as the cultural sector. Culture is expressed in the totality in which people's lives unfold: *The cultural living space*. Our cultural identity is altogether an expression of *what we do and what we think is important and valuable*.

This broad definition of culture makes it relevant to all levels of society and exceeds the limited definition of culture as synonymous with Art and Cultural Heritage: Culture manifests itself in human relations. It is something that is present inside and across sectors and administrative barriers. Consequently we need to approach *planning* in a more holistic and integrated way.

## CULTURAL PLANNING

involves a much broader range of activities than cultural policy itself. In this project we recognize cultural planning as more cross sectional and democratic than traditional cultural policy.



## EDUCATION

One of the main purposes of the project is to develop a new educational model linked to cultural planning. This will create a knowledge base more focused on long-term strategies and cross-sectional co-operation with the need of citizens as a centre of attention. About 50-70 employees from the participating partners in the project will attend the new on-the-job education in cultural planning which will result in many new activities and projects in the future.

### **FOKUS ON EXPERIENCE ECONOMY AND CULTURAL DIVERSITY**

The educational institutions are important partners in the project. They contribute to the project in developing a new educational model for local and regional administrators and planners in an effort to enhance competencies in working together across departments and in closer connection with the local communities.

## CULTURAL MAPPING AND PROJECT DEVELOPMENT

As part of the project a minimum of four cultural mappings will be carried out in selected partner municipalities focusing on two themes: *Tourism and business development* and *Cultural diversity*. These cultural mappings will result in development strategies and a number of concrete project proposals.

Basically it is all about being able to imagine, for instance, the local library as a cultural generator capable of involving youths from ethnic minorities - if a cultural mapping identifies the library as a regular place for this group to hang out. Moreover it could be about relocating resources from schools or other social services to that library, if this strategy proves to enhance social cohesion in that particular area. Finally it could concern creating cultural frameworks and activities that sustain a better balance between "centre-periphery" regarding housing areas, transportation facilities, cultural activities, social services etc.

## REGIONAL AND CROSS SECTIONAL "TOOL KIT"

The overall focus of the project is to develop a large regional and cross-sectional "tool kit" capable of creating a connection between municipal planning and regional development strategies, i.e. securing a balanced and comprehensive development of the Øresund region through plans for the region as well as interregional and municipal alliances.

## Partners in the project

Ängelholm Municipality

City of Copenhagen

City of Malmö

Copenhagen County

Farum Municipality

Frederiksborg County

Hillerød Municipality

Simrishamn Municipality

Værløse Municipality

Roskilde University, Department of Geography and International Development Studies

Lund University, Department of Social and Economic Geography, Department of Tourism and Service Management

Malmö University

Additionally the project cooperates with other partners in the Øresund region.



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## Themes in the project

### CULTURAL PLANNING

is a way of helping decision-makers identify cultural resources in an area and use these resources in a strategic way in order to reach essential development goals.

### CULTURAL MAPPING

is to create clear pictures of production chains and value chains including human and institutional relations in a certain geographical area. The affected organizations and inhabitants in the area will be actively engaged in the mapping process.

### CULTURAL STRATEGY

is concerned with developing strategies regarding growth and social cohesion in a certain area in order to promote and strengthen active engagement of citizens in the local community.

### CULTURAL PROJECT MANAGEMENT

is the structured animation of development processes in relation to specific goals in order to ensure that the creative forces are mobilized in a particular area.

*Cultural Planning deals with uncovering and bringing into action creative cultural resources in local and regional development processes.*



**It's all about hitting the target...**

### NETWORK ORIENTED REGIONAL PLANNING

Traditional planning is linear and works - when at its best - parallel in different sectors - but for the most part traditional planning is "top-down" - i.e. it works with every sector separately: schools, housing, business etc.

Cultural planning is network oriented and focuses on relations across different sectors based on active participation of citizens in connection with selected themes: tourism, youth in the local area, task allocation in the region etc.

Consequently, cultural planning is also a *holistic way of creating a balance concerning the allocation of tasks centrally or de-centrally instead of just moving competencies up and down on a fixed scale.* Good local planning is dependent on a regional perspective to be efficient.



## THE PROJECT IN BRIEF

- ◆ The title of the project is: "Cultural Identity, Cultural Mapping and Planning in the Øresund Region".
- ◆ The main purpose of the project is to develop a joint Øresund regional educational model in cultural mapping and -planning in co-operation with regional partners and educational institutions on both sides of the sound.
- ◆ The project contains three main tracks:
  - ◆ Development of education
  - ◆ Concrete cultural mappings in seven municipalities
  - ◆ Networking and cultural identity in the Øresund region - including development of database, web platform and cultural mapping tools.
- ◆ The project includes 12 participating partners in the Øresund region, five Swedish and seven Danish.
- ◆ Project Manager is *Henrik Sparre-Ulrich*, Frederiksborg County. Ängelholm municipality is co-applicant representing the Swedish partners.
- ◆ The project is implemented during a three year period from January 1, 2005 - December 31, 2007.
- ◆ The project is funded by the EU Interreg IIIA.
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