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Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

**BSR Cultural Pearls**



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**01 What is social resilience**

**02 What can culture do?**

**03 BSR Cultural Pearls**



# What is social resilience?

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# Challenges

## Global

Security, climate change, political tension

## Economic

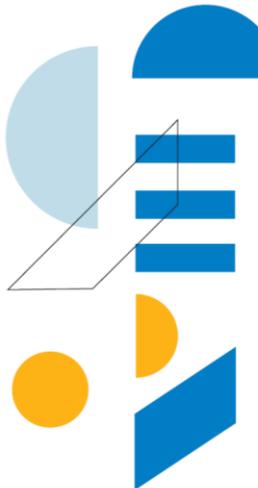
Economic down-town, attracting people, investment, tourism

## Demographic

Aging population, brain drain

## Social inclusion

Segregation, unemployment, lack of (political) engagement



# Social resilience



**The ability of individuals, communities, and societies to withstand and recover from social, economic and environmental shocks and stresses.**

**It involves capacity to adapt and learn from these challenges as well as to maintain or improve social and economic well-being.**

**Social resilience is about a community's ability to overcome hardship together.**

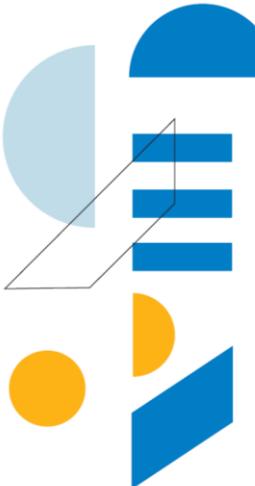
**Social networks  
and  
relationships**

**Trust and social  
cohesion**

**Effective  
communication**

**Community  
engagement and  
participation**

**Leadership and  
coordination**



# What can culture do?

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# Culture as ...



**The Gateway**



**The Spark**



**The Space**



**The Root**



# BSR Cultural Pearls

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# BSR Cultural Pearls



Title



Programme



Network

# Mission



**Strengthen the capacity of cities  
to work with communities  
to increase social resilience through  
culture**

# How does it work?



Online application

Mentor  
Action Plan Teplate  
Webinars  
Guidebook  
Good practice

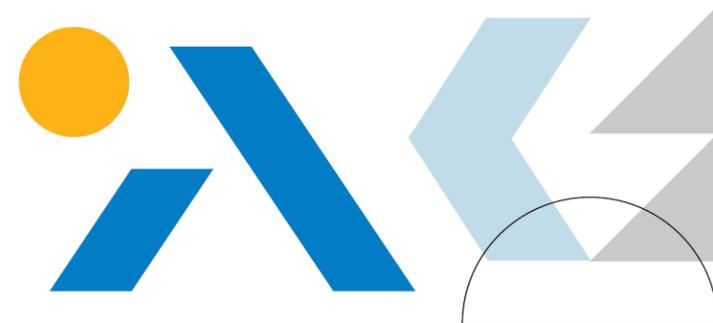
## Cultural Pearls Programme

Webinars  
Forum  
International exchange  
Seed money  
Mentors  
Visibility  
Local Ceremony



# Title & programme benefits

1. **Boost sense of belonging, involvement, momentum**
2. **Build your collaborative capacity**
3. **Receive individualised mentorship.**
4. **Seed money up to 5000 EUR → For CCI involvement**
5. **Funds for external expertise**
6. **International exchange**
7. **National and international visibility.**



## 2024 Candidates



SE  
Härnösand  
Helsingborg

LV  
Cēsis  
Rūjiena

DE  
Kiel

EE  
Hiiumaa

FI  
Jakobstad  
Kristinestad  
Närpes  
Nykarleby

DK  
Svendborg

LT  
Druskininkai



**Kiel -DE**

**Jakobstad - FI**

**Rūjiena - LV**

**Svendborg - DK**

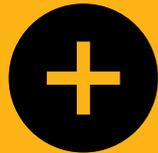


## 2025 Candidates



- |           |   |
|-----------|---|
| <b>DK</b> | VEJLE   |
| <b>EE</b> | PEIPSIÄÄRE<br>MULGI   |
| <b>FI</b> | HAILUOTO<br>KASKINEN<br>NYKARLEBY                               |
| <b>LT</b> | ALYTUS DISTRICT<br>PLUNGE DISTRICT                              |
| <b>LV</b> | SMILTENE<br>STAMARIENA<br>CESVAINE                              |
| <b>PL</b> | GNIEW<br>PLOCK<br>REDZIKOWO<br>SLUPSK<br>KOBLYNICA<br>TARNOGROD |
| <b>SE</b> | HELSINGBORG*  |

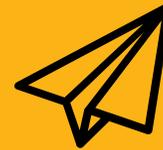
# What next?



**Follow us**

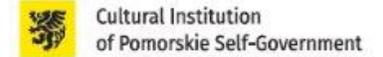


**Spread the  
word**



**Apply for  
the title**

# Partners





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