

EU Strategy for the Baltic Sea Region Policy Area Culture

Steering Group meeting

Date: 28/04/2026

Time: 11:00–15:45 CET

online

Participants

1. Kadri Jauram, Ministry of Culture of Estonia
2. Dāvids Garšva, Ministry of Culture of Latvia
3. Birutė Kazlauskienė, Ministry of Culture of the Republic of Lithuania
4. Anna Woźnicka-Hrnčić, Ministry of Culture of Poland
5. Tarja Hautamäki, Regional Council of Ostrobothnia
6. Marcus Hagemann, Ars Baltica, Finland
7. Kazimierz Musiał, Council of the Baltic Sea States Secretariat (online)
8. Krista Petäjäjärvi, Northern Dimension Partnership on Culture (NDCP)
9. Tiina Kasvi, Union of the Baltic Cities (UBC)
10. Kaarina Williams, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein (BSSSC)
11. Magdalena Kleszczewska, Adam Mickiewicz Institute, Poland (Pa Coordination)
12. Franziska Kapteina, Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Land Schleswig-Holstein (PA Coordination)
13. Justyna Koć, Adam Mickiewicz Institute, Poland (Pa Coordination)
14. Antoni Wyligała, Youth representative
15. Monika Ośkiewicz, Baltic Region Heritage Committee

Agenda overview

- Steering Group briefing
- PA Culture coordination briefing
- PA Culture Work Plan 2026, incl. InnoCulture 2026
- Presentation of REAVES project by Christine Sauter
- Formal questions
- AOB and agreement on the next meeting date.

1. Opening of the meeting and approval of the agenda

Kadri Jauram welcomed participants and kicked off the Estonian Presidency in the Steering Group. The proposed agenda was reviewed and approved with no changes or suggestions.

2. Steering Group Briefing

Key updates from Union of the Baltic Cities (UBC) - Cultural Cities Commission

Presented by Tiina Kasvi

During the meeting in Kaunas, held as part of the Nordic Days and focused on education and the organisation of young people's leisure time, Kasvi presented the current state of work within the Cultural Cities Commission. She explained that after two years of attempts to restart the Commission, a shared direction has finally been established. Based on an analysis of European, Baltic and municipal strategies, the Commission agreed that the central role of culture in the coming years will be to **strengthen the sense of belonging, which in turn supports community safety and resilience**. The Commission aims to become the leading cultural network for cities in the Baltic Sea region and a platform for articulating a common voice on the importance of culture, especially in the context of budget cuts and generational change within public administration.

This year, the Commission plans to finalise its strategy and launch a capacity building programme based on short online sessions where cities can exchange knowledge on topics such as grant applications, regulatory differences, good governance and digitalisation. Next year, the group plans a visit to Liepāja, the European Capital of Culture 2027, and intends to strengthen cooperation with the Youth Commission to support intergenerational dialogue. The Commission also plans to participate in the 2027 UBC General Conference and the Baltic Core Festival.

In a short exchange with Franziska, Kasvi clarified that the capacity building programme is intended primarily for civil servants and municipal staff working in culture and cultural strategy. She emphasized that all sessions will be open to anyone interested, with links and dates published publicly. Franziska noted that she would share this information within the Cultural Pulse network, as several cities could benefit from it. Kasvi welcomed this and stressed that the Commission sees itself as part of a broader ecosystem of cultural city networks and is committed to close cooperation.

Kasvi informed that Finland will refrain from political-level participation in the Venice Biennale if Russia takes part in the Art Exhibition, while maintaining participation at the level of public officials. This position reflects Finland's continued support for Ukraine and its commitment to European cooperation.

Key updates from Latvia

Presented by: *Dāvids Garšva*

Dāvids Garšva briefly updated the group on the most important developments in Latvia's cultural policy. He noted that the Ministry of Culture's overall budget for 2026 remains at EUR 254 million, with 62% allocated to cultural policy measures, 35% to cultural education and 3% to media and societal cohesion policies. He highlighted several significant legislative changes: the Parliament has adopted the national concept for the "Bigger Philharmonic", and the Cabinet of Ministers has approved amendments to the Library Law, which are now awaiting parliamentary adoption. The government has also adopted procedures enabling accredited state museums to receive state indemnity for organising international exhibitions, and approved the establishment of the Cultural Embassy "Doors", a major cultural venue that has been the subject of political debate.

Further changes relate to aligning Latvian media regulations with the European Media Freedom Act, with amendments underway to the laws governing press and electronic media. Parliament has also expanded the functions of museums and museum directors, and the government has supported the expansion of the Latvian Ethnographic Open-Air Museum by acquiring additional land. A midterm evaluation of the national cultural policy guidelines for 2022-2026 ("The Cultural State") has also been completed.

Dāvids reported numerous management changes across cultural institutions, including new directors for the Latvian National Museum of Art, the National History Museum, and the National Arts Secondary School, as well as a new chairman of Latvian Concerts. The heads of the National Archives and the Liepāja Symphony Orchestra have been re-elected. He also mentioned that the Minister of Culture joined an EU level initiative calling on organisers of major cultural events to reconsider Russian participation, a topic expected to appear on the agenda of the EU Council of Culture Ministers. Finally, he noted that the government has approved the creation and funding of a new animation curriculum.

Key updates from Lithuania

Presented by: *Birutė Kazlauskienė*

Birutė Kazlauskienė presented an update on Lithuania's long-term cultural policy. She explained that, in line with the Cultural Policy Framework Law, the Ministry of Culture is currently preparing the National Cultural Agenda—a strategic document defining the role of culture in key state development processes and ensuring policy consistency and resilience. Resilience has become the foundation of the entire strategy, covering three main dimensions: economic, informational and social, along with strengthening civic engagement.

In terms of economic resilience, the priority is to reinforce the CCI sector as a key driver of competitiveness and innovation. A new methodology for CCI statistics, introduced in December 2025, revealed that the sector's economic value had previously been underestimated. According to 2024 data, CCI's contribution to national GDP increased from 3% to 4%, surpassing agriculture and construction.

Regarding informational resilience, efforts focus on strengthening critical thinking and countering disinformation. The Ministry of Culture and the Ministry of National Defense signed a cooperation agreement outlining joint actions in information policy, and work is underway on a national plan to combat disinformation. The ministry is also developing guidelines for the creation and dissemination of digital cultural content to ensure accuracy and reliability.

In the area of social resilience, the focus is on protecting cultural heritage and enhancing civic engagement to safeguard democratic values. At the same time, intensive preparations are underway for Lithuania's Presidency of the Council of the EU in the first half of next year. The presidency agenda has been drafted, and preparations for events in Lithuania and Brussels are ongoing. Key cultural priorities will center on resilience, with plans to host an informal meeting of EU culture ministers as well as two expert-level conferences: one on libraries and civic engagement, and another on the contribution of the CCI sector, scheduled for April.

Birutė also noted that Lithuanian museums recorded a record number of visitors last year—over 6 million. In May, Lithuania will launch the e-culture platform, the country's largest digital space for cultural content, integrating resources from more than 20 cultural and artistic institutions.

During the discussion, a question was raised about the planned Lithuanian Cultural Year in Germany. Birutė confirmed that such a programme is indeed being prepared. It will take place in 2027, with activities continuing into 2028. She invited Dörte Törper, (Germany, Schleswig-Holstein) to contact her by email for further details.

Key updates from Poland

Presented by: *Anna Woźnicka-Hrnčić*

Anna outlined Poland's current presidency of the Baltic Region Heritage Committee within the Council of the Baltic Sea States. The Committee supports cooperation among Baltic Sea countries in the protection and sustainable management of cultural heritage. During Poland's presidency, activities coordinated by the National Heritage Institute focus on improving documentation, data collection, and access to information as key tools for heritage protection and security.

She highlighted a new priority area: strengthening cooperation on cultural heritage protection in crisis situations and armed conflicts, including closer collaboration with civil

protection and defense sectors. This initiative is coordinated with the Ministry of Foreign Affairs and supported by regional partners, with Estonia playing an active role.

Anna also referred to a recent meeting of the Ministers of Culture of Poland, Latvia, Lithuania, and Estonia, which aimed to strengthen regional cooperation on cultural security and crisis preparedness. The ministers jointly opposed Russia's potential return to the Venice Biennale and agreed on coordinated actions, including the creation of safe havens for artifacts, securing digital heritage through cross-border backups, and developing a regional digital heritage defense framework.

Finally, Anna informed participants about the upcoming intergovernmental consultations between Poland and Sweden, scheduled for 25 May. These consultations will include a dedicated cultural roundtable focused on prospects for cooperation in the creative sectors and will take place at ministerial level.

Key updates from Schleswig-Holstein

Presented by: *Dörte Törper*

Dörte Törper from Schleswig-Holstein, Germany, outlined two key issues during her intervention. First, she highlighted that one of the current focus areas in Schleswig-Holstein is the promotion of democratic education through cultural practices and cultural projects. A dedicated working group is currently addressing this topic, and while no final outcomes have yet been defined, it is expected to remain a central focus in the coming years.

She further noted that education for democracy is also one of the fields of action within the cultural agreement between Germany and Denmark, referencing cooperation involving relevant representatives and a number of youth-oriented projects already addressing this theme. According to Dörte Törper, these initiatives demonstrate strong potential for further development.

Secondly, she informed participants about ongoing considerations regarding the organization of a joint cultural festival between Denmark and Germany. The initial plan is to hold the festival for the first time in 2027 or 2028, with the possibility of making it a regular event held annually or biennially. However, she emphasized that these plans are still under discussion and no final decisions have yet been made, with further clarity expected in 2026.

Key updates from Council of the Baltic Sea States (CBSS)

Presented by: *Kazimierz Musiał*

Kazimierz Musiał informed the participants that Felix was unable to attend the meeting due to other professional commitments. He explained, however, that Felix's absence was linked to positive developments, as he has recently started his role as a project coordinator on behalf of the Council of the Baltic Sea States (CBSS) within the New Platforms / City Platforms framework.

Kazimierz Musiał underlined that the Future Cities Platform, running until the end of 2028, creates an important opportunity to continue selected outcomes of the Cultural Pearls project. This continuity is intended to prevent successful initiatives from fading away after the end of their funding and to give new momentum to the results achieved so far. He expressed hope that the Cultural Pearls outcomes would not only continue but also expand into other areas, in cooperation with initiatives such as Creative Cities and other cultural activities developed in the Baltic Sea region.

He also noted that, as part of efforts to keep the Cultural Pearls initiative active, preparations are underway for the next round of the Cultural Pearls call, planned for 2027. Leadership of this phase has been assumed by Latvian partners. Kazimierz Musiał highlighted that this development demonstrates how an initiative originally coordinated within the CBSS framework is gradually gaining independence while still benefiting from CBSS support where needed.

Referring to the broader institutional context, he stated that the CBSS reflection and recalibration process following the Vihuela Declaration is still ongoing. He recalled that the Declaration marked a political decision to reassess the priorities and relevance of the CBSS in the current geopolitical reality. Under the Polish presidency, significant efforts have been made to strengthen political dialogue and reflection on the role of the organization.

Finally, Kazimierz Musiał emphasized continuous efforts to mainstream culture, cultural activities, and heritage issues within CBSS work, particularly in the context of a safe and secure region. He expressed strong support for Estonia's initiative to raise awareness of cultural heritage protection in times of conflict and to integrate this issue into the Civil Protection Network. He stressed that resilience should be understood not only in terms of security and civil protection, but also in terms of culture and social cohesion, drawing on the positive experience of the Cultural Pulse project, which he described as a source of pride.

Key updates from BRHC
Presented by *Monika Ośkiewicz*

Monika Ośkiewicz focused on selected activities of the Baltic Region Heritage Committee. She briefly outlined the role of the Committee, which is composed of representatives of state authorities, boards, institutes, and ministries responsible for national heritage management. The Committee's work focuses on cultural heritage and its sustainable management, while also promoting heritage as a strategic resource for the development of a prosperous, innovative, and competitive Baltic Sea region.

Monika Ośkiewicz recalled that the Polish presidency of the Committee runs from 1 July 2025 to 31 July 2026 and follows Poland's presidency in the CBSS. The main priorities of the Polish presidency include strengthening documentation as well as methods for collecting, sharing, and using data on both tangible and intangible heritage, with particular emphasis on heritage security. As the presidency draws to a close, a field seminar is planned for June in the Warmian-Masurian region, combining a study visit with expert discussions involving heritage practitioners and specialists in documentation systems, databases, and interoperability. She explained that the Committee works within a trio system, with Poland as Chair, Estonia as Senior Chair, and Iceland as Future Chair. She informed participants that Iceland, through its Cultural Heritage Agency, rejoined the Committee in autumn 2025, restoring the full regional scope of cooperation.

Monika Ośkiewicz then referred to the initiative launched in December 2025 to strengthen regional cooperation on the protection of cultural heritage in times of crisis and armed conflict. She emphasized that this effort goes beyond the heritage sector and requires coordination with civil protection, crisis preparedness structures, and, in the longer term, defence stakeholders. She highlighted active cooperation with the CBSS Civil Protection Network and noted that current work focuses on mapping relevant actors and existing initiatives at national and international levels to avoid duplication. In parallel, initial work is underway on joint training activities.

In closing, she informed participants that the Committee held an in-person meeting in Warsaw on 22 April.

Key updates from Council of the Baltic Sea States (CBSS) - Baltic Sea Youth Forum Presented by *Antoni Wyligala*

Antoni Wyligala provided an update on the activities of the Youth Working Group on Culture within the CBSS Youth Forum, which has been active since the last meeting in November. He reported participation in several events focused on the intersection of culture and youth in the Baltic Sea region, including the Baltic Sea Youth Dialogue in November, where the Group presented how culture can strengthen social resilience in the region.

He informed participants that in December the Working Group established cooperation with DG REGIO of the European Commission. In January, together with the Youth for Cooperation format under DG REGIO, the Group co-organized an online workshop on the role of culture in building social resilience, with participants from the Baltic Sea region as well as other European macro regions.

Antoni Wyligala also reported progress on a research project concerning youth engagement in cultural activities among minority youth across all CBSS member states. To date, information

has been collected on approximately 100 minority organizations, and interviews with selected organizations were conducted in March.

Finally, he referred to the back to back youth event organized under the Polish presidency in connection with the upcoming CBSS Ministerial meeting. Around 25 young participants from CBSS member states took part. During this event, the Youth Working Group on Culture organized a roundtable discussion exploring the role of culture in times of global and regional crises, including its function in diplomacy, social resilience, and integration. The discussion also aimed to inspire youth recommendations, which will be presented to the Ministers of Foreign Affairs at the CBSS Ministerial meeting next month.

Key updates from Northern Dimension Partnership on Culture (NDPC)

Presented by *Krista Petäjajarvi*

During the meeting, Krista Petajarvi presented current European initiatives related to arts and health. She highlighted the VITAC project implemented within Erasmus+, which focuses on supporting higher education curricula in the Baltic States in the field of arts and health through knowledge transfer from the Nordic countries.

Participants were also invited to a two-day event taking place in Vilnius on 4-5 June as part of the CARE project dedicated to the role of arts and culture in supporting mental health. Registration for the event is expected to open the following week.

Krista Petajarvi also shared updates on NDPC activities, including an open call for an arts and health specialist position, available in a hybrid format across Europe. She underlined the growing importance of resilience, security, and preparedness within the cultural sector and announced an NDPC breakout session during the EU Strategy for the Baltic Sea Region Annual Forum in Tallinn focused on “Culture as Infrastructure for Resilience and Security”.

In addition, NDPC is contributing to a comparative study commissioned by IFA - Institut für Auslandsbeziehungen on culture as infrastructure for resilience on NATO’s eastern flank, including lessons learned from Ukraine. It was also emphasized that Ukraine has been an observer country in NDPC since 2024, and the organization aims to strengthen practical cooperation and exchange with Ukrainian partners in the coming years.

Key updates from ARS BALTICA

Presented by *Marcus Hagemann*

Marcus Hagemann presented updates on ongoing cooperation and network activities developed within ARS BALTICA and the Cultural Pearls framework. He highlighted the continuation of long-term collaboration within the Peer Culture initiative, emphasizing the importance of developing formats for exchange and cooperation together with the new project team.

Marcus Hagemann also referred to cooperation with Martin Roth Initiative, implemented together with ifa - Institut für Auslandsbeziehungen. Within this framework, ARS BALTICA hosted two artists at risk from Ukraine and Georgia over the past year. He stressed that the experience demonstrated the importance of creating safe spaces for artists and fostering dialogue through artistic exchange and new perspectives.

A significant part of the presentation focused on plans to establish a stronger network of cities connected through the Cultural Pearls project. ARS BALTICA initiated preparations for a “Network of Towns” application under a European democratic participation programme. Although the application was ultimately postponed, the participating cities showed strong interest and proactive engagement. The decision was made to further develop the concept throughout the year, involve additional cities – including partners from Ukraine – and submit a more elaborated application in early 2027, with cities themselves taking the leading role. Marcus Hagemann also mentioned an unsuccessful application submitted to Nordic Culture Point, underlining that continuous efforts to secure long-term funding and sustainability for Cultural Pearls activities remain a strategic priority for ARS BALTICA. Internally, ARS BALTICA is currently finalizing recruitment for a new team member. Looking ahead, the organization’s main priority for the next three years will be strengthening dialogue and exchange between cultural actors across the Baltic Sea Region. In this context, Marcus Hagemann emphasized the importance of continuing the InnoCulture Conference format as a platform for networking, cooperation, and the development of future partnerships and projects.

Key updates from DG Regio

Presented by *Nina Kvello*

During the meeting, Nina Kvello introduced herself as the new representative of European Commission DG REGIO within PA Culture, replacing her former colleague Blaga, who recently left the Commission.

She thanked participants for the updates presented during the meeting and noted the wide range of interesting initiatives and project activities currently being developed within the PA Culture framework.

Nina Kvello also informed participants that the European Commission is expected to adopt the addendum regarding Norway’s inclusion before the upcoming EU Strategy for the Baltic Sea Region Annual Forum in Tallinn. She expressed hope to meet many participants there and welcomed the fact that Norway has already appointed a representative within PA Culture.

Key updates from Finland

Presented by *Tiina Kasvi*

Tiina Kasvi returned at the end of this part of the meeting with updates regarding the current cultural policy situation in Finland. She explained that there had initially been high expectations for the new Finnish cultural policy framework, but ongoing economic challenges and budget cuts have created uncertainty around its implementation and future impact. She also informed participants about the establishment of a new agency supporting arts and cultural institutions in Finland. Although the initiative is considered important, the organisational structure is still developing, and concerns remain within the sector due to financial cuts and uncertainty regarding future responsibilities and support mechanisms. At the same time, Tiina Kasvi highlighted positive developments, particularly the activities connected to Oulu as the European Capital of Culture 2026. She emphasized the programme’s

ambitious focus on “cultural climate change” and described it as broad, bold, and inspiring. Participants were encouraged to visit Oulu and engage with the cultural programme taking place throughout the year.

Key highlights from Estonia

Presented by: *Kadri Jauram*

Kadri Jauram from the Estonian Ministry of Culture expressed her satisfaction that the Council of the Baltic Sea States and the Heritage Committee have taken the issues of resilience, crisis preparedness, and cultural heritage so seriously, emphasizing that it is very positive that this topic has become part of a regional discussion—especially following the seminar organized in Estonia last autumn.

She then referred to national policy developments, announcing a new Public Library Act, which—similarly to Latvia—has been submitted to Parliament. The act aims to modernize the public library system and adapt it to changing social conditions, while also assigning new functions to libraries.

She also thanked Latvia for taking the lead on the Venice Biennale and the issue of Russia, stating that Estonia fully supports this initiative. She added that at the upcoming Council of Ministers of Culture, Estonia will join the agenda item aimed at raising awareness that Russia is using culture for imperial purposes rather than within a framework of genuine artistic freedom.

Finally, she mentioned two recent surveys conducted in Estonia. One focused on reasons why people do not participate in cultural life, and she offered to share the results. The second, linked to Estonia’s Year of the Book (marking 500 years since the first book was published in the Estonian language), examined reading habits—who reads, what they read, and why some people do not read. She also offered to share those findings with participants.

Germany / BSSSC (Baltic Sea States Subregional Cooperation)

Presented by: *Kaarina Williams*

On the national level, the funding for culture was raised in Germany, the purpose mainly being the renewal of infrastructure, support for the film industry, while participative elements like for example the culture pass are being cut. Besides that The Baltic Sea Philharmonic received significant funding from the German federal government, with €450,000 secured for 2025.

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3. PA Culture coordination briefing

Presented by: *Magdalena Kleszczewska*

Recent work and progress:

Magdalena introduced two new co-coordinators: Lena Backes (Germany) and Justyna Koć (Poland).

Since the last meeting in Tallinn on November, work has been ongoing on the implementation and communication of the revised PA Culture Action Plan, as well as on ways to strengthen the engagement of Steering Group members, including through advocacy materials. The growing involvement of young people in Baltic Sea Region cooperation was also highlighted. At the upcoming Annual Forum in Tallinn, PA Culture will be present in the networking village with its own stand together with selected projects, despite the rejection of its breakout proposal. The third edition of InnoCulture was also announced, which will take place in Hamburg in cooperation with Hamburg Kreativ Gesellschaft, as well as participation in upcoming Interreg BSR meetings in Berlin and the Macroregional and Sea Basin Strategies Days in Brussels in early July. Further details are provided in the presentation.

Presented by: *Franziska Kapteina*

Franziska Kapteina provided several key updates regarding ongoing PA Culture activities. She informed the group that both she and Lena Backes will participate in the Macroregional and Sea Basin Strategy Days 2026. Lena will attend in a dual role – as PA Culture coordinator and as a representative responsible for advocacy efforts related to the Cultural Pearl initiative. Franziska emphasized that expanding this initiative to other macro regional strategies remains an important objective. She also noted that they applied for a networking stand for the Cultural Pearls initiative at the event.

During the meeting, Franziska briefly addressed a question concerning the InnoCulture timeline, indicating that detailed discussion would follow after the briefing. Her contributions complemented the main presentation and focused on communication, representation and advocacy efforts within PA Culture, as well as coordination with other initiatives and macroregional strategies.

Further details are provided in the presentation.

4. REAVES

Presented and facilitated by: *Christine Sauter*

Christine Sauter thanked the group for the invitation. She briefly introduced the platform, explaining that REAVES (Resilient Ecosystems for AV&M) focuses on strengthening entrepreneurial support in the audiovisual and music sectors. The platform brings together results of projects implemented over the past eight years, aiming to consolidate their outputs, create synergies and enhance their visibility and impact.

She emphasized that the purpose of platform projects is not to develop new results but to transfer, reinforce and promote existing ones, especially in areas where previous projects lacked time or resources to ensure long-term uptake by stakeholders and public authorities.

According to her, the platform model offers a “second chance” for project outcomes to achieve durable impact.

Christine also highlighted the added value of new networks emerging from cooperation between 14 project leaders and their broader consortia. At the same time, she pointed out several challenges. One of the main issues is that platform partners are usually project lead organisations, which are not always the primary holders of expert knowledge. This creates long information loops and slows down the process of gathering and validating content. Another challenge is the ambiguity of the term “consolidation of results”, which raises questions about what exactly is expected—whether merging outputs, adapting them, or simply coordinating their promotion.

She concluded that these conceptual and organisational difficulties have required significant effort within the consortium to establish a shared understanding of the platform’s objectives and expected outcomes.

Christine Sauter highlighted several additional challenges faced by the REAVES platform. She noted ongoing uncertainty around what “consolidation of results” should practically mean—whether all outputs must be merged, adapted or selectively combined. This ambiguity dominated the early project phase.

She pointed out that the current budget structure does not match the nature of expected activities. While staff costs are sufficiently funded, external costs are too limited, which becomes problematic when cross-regional activities and travel are required. She suggested reconsidering budget distribution in future platform projects.

Christine also observed that the work plan follows a traditional project logic focused on producing new outputs, whereas platform projects should prioritize promoting and transferring existing results. The rigid structure does not align well with the fluid nature of consolidation work.

A major challenge specific to REAVES is the diversity of the 22 projects involved. Although they all belong to the creative economy, the sectors—music, film and games—operate with very different business models, financing structures and ecosystem needs. Initial assumptions of shared understanding proved incorrect; even basic terms such as “entrepreneur” or “entrepreneurial skills training” were interpreted differently across projects. This required a lengthy but ultimately valuable learning process that shifted partners toward a more cross-sectoral mindset.

She also noted significant differences in project scale and expertise within Interreg, ranging from large industry oriented projects to small region focused initiatives. This diversity

complicated alignment of expectations. Sectoral expertise is unevenly distributed, with strong representation from the games sector but limited film expertise.

Christine outlined upcoming activities, including investor sessions at major industry events, participation in music and media festivals, and preparation of a cross-sector boot camp planned for next year. She also described plans for the mandatory high-level OZ event, which will be organized as a standalone event but strategically aligned with the MediaTech Hub Conference to maximize attendance and impact.

5. Formal questions

Presented and facilitated by: *Franziska Kapteina*

Franziska Kapteina posed the open question of a mandate for the PA Culture coordination to take part in public consultations. The options presented were to either request single mandates for each consultation or to give a general mandate to communicate on behalf of PA Culture with the content being limited to the agreed upon Action Plan,

SG members agreed that they need more time to decide and will get back to the coordinators regarding this topic.

6. AOB

Next Steps and Action Items

The next steering group meeting is tentatively scheduled to be back-to-back with the InnoCulture conference in November 2026 in Hamburg. The Danish SG member will be consulted and further details will be shared with members soon.

The coordination thanks everyone for their active participation and contribution!