

CULTA

CULTURAL TRAINING AND ACTIVATION INITIATIVE



OUR MISSION

CULTA is a cross-border co-operation project between Finland and Russia. Our mission is to strengthen the competence and connections for businesses in creative industries between the two countries.

CULTA is an ideal collaboration platform for start-ups and businesses as well as students and higher educational institutions. Our goal is to raise awareness and possibilities within the cultural cross-border area, increase the diversity of cultural services and attract more international tourists to the area.

PROJECT DETAILS

The project started in October 2018 and will end in September 2021. This project has been funded by Karelia CBC programme.

The project is a joint effort of Oulu University of Applied Sciences, Finland (the lead partner), South-Eastern Finland University of Applied Sciences – Xamk, Finland, KRICPE – Karelian regional institute of Continuous Professional Education of Petrozavodsk State University, Russia and Karelian College of Culture and Arts, ColCult, Russia.

OUR ACTIVITIES

The objective of the CULTA project is to provide high quality, cross-sectoral cultural services and products by

- Bringing together the existing cultural networks
- Facilitating cross-border collaboration and teamwork
- Sharing the knowledge and best practices
- Developing new service concepts
- Increasing the professional skills and capabilities of cultural stakeholders as well as the knowledge of the regional policy makers
- Enabling start-ups to provide better services and products
- Setting up and/or strengthening the available support and consultation services as well as incubators for businesses in the creative industries
- Assessing the learning needs and designing relevant learning activities
- Piloting new cultural services in Finland and in Russia.

We invite actors of all sectors of creative industries to join our collaboration. During our project we will emphasize co-learning and organize

- Workshops in both countries. These workshops are available both for students and businesses of creative industries.
- Youth camps in both countries focusing on creating new cultural service concepts
- A competition for new cultural service concepts
- Seminars and conferences
- Study modules about co-creation and mediator skills
- An in-service training programme
- Fund-raising events
- Networking events.

kareliacbc.fi/projects/culta



CONTACT US

PROJECT MANAGER KATRIINA KLEMOLA
Oulu University of Applied Sciences
katriina.klemola@oamk.fi
+358 40 180 1445

LOCAL COORDINATOR DENIS PYZHNIKOV
KRICPE PetrSU
pyzhnikov@krimel.karelia.ru

PROJECT MANAGER OKSANA KONOPLEVA
Karelian College of Culture and Arts
Konopleva_oksana@mail.ru
+78142560220

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