The strategic scheme for festival activity development in the Republic of Karelia and cross-border areas

Core and assignment of the strategic scheme

The strategic scheme is an abstract method for performing specific field of activity (festival activity shall be in this case) and strategy of its development. This abstraction helps to concentrate on those priorities that are the most important for transiting festival activity into the new standard that allows considering it as one of the prioritized trends and significant factors of social economic and cultural development of the Republic of Karelia. The main assignment of the strategic scheme is to visualize the strategy of festival activity development in the Republic of Karelia, driving it to the certain succession of projects and activities implemented in the framework of strategic directions. Visualization improves the process of strategy discussion and implementation.

The process of strategy scheme development contains the following steps:

Step 1. Assessment of values and mission. This is the main vector defining the general direction and a role of festival activity in the Republic of Karelia and out of its bounds. Mission and values define the strategic objective.

Step 2. Definition of the strategic objective. Strategic objective binds with values and mission by the cause-effect links.

Step 3. Definition of the strategic priorities (directions). Strategic priorities (directions) are the objectives of the highest level, as a rule, fragmenting and detailing the strategic objective and acting as a connector with the system of projects and activities that are to be implemented. Every strategic priority (direction) has got detailed specification aiming at the exact place and role of every priority in achievement of the strategic objective and assessment of their resource capacity, their connection between each other in order to optimize resource maintenance of the strategy.

Step 4. Development of the matrix of projects and activities. Projects and activities serve as complex instruments for strategy implementation binding together strategic priorities (directions), complementing one another, and thus securing synergy effect from strategy realization in total.

Step 5. Definition of metrics of activities and results. This step includes description of expected results from realization of the matrix of projects and activities, and their drawing to the basic indicators with definition of their target values for strategy realization monitoring and correction of objectives.

Step 6. Development of the road map for strategy implementation wherein projects and activities, implementation deadlines, expected results, financial sources and volumes, responsible persons and organizations and expected results (indicators) will be connected to one another.

The strategic scheme for festival activity development in the Republic of Karelia

Values
- Creation of conditions for realization of the cultural and art potential in cross border areas, cities and villages, art groups and citizens.
- Transformation of art industries and national cultural potential into significant factors of social economic development.
- Facilitation of personal art fulfilment among citizens of the Republic of Karelia and its border areas (Содействие творческой самореализации жителей Республики Карелия и её приграничных территорий (especially young generations)
- Facilitation of designing the unique image for the Euroregion "Karelia" comprising regions and municipalities, as an attractive cross-border territory for creativity, culture and art
- Growth of tourist and recreational attractiveness of cross border areas and the Republic of Karelia

Mission
Creation and maintenance of the image of cross border areas and the Republic of Karelia as one of the important European center of festival activity and support of cultural and art initiatives

Strategic objective
Creation of environment and conditions for development of festival activity in cross border areas and the Republic of Karelia and support of initiatives relating to arrangement of festivals

STRATEGIC DIRECTIONS → **MATRIX OF PROJECTS AND ACTIVITIES**

1 Creation of basic conditions and infrastructure for support of festival arrangement
- Creation of an international resource and consulting center of festival activity
- Creation of facilities and equipment data base containing festival, exhibition and concert equipment and companies offering it
- Development of production center network and association of professional festival organizers
- Establishment of the foundation for fundraising and festival activity maintenance

2 Increase of the festivals' quantity and promotion of private art initiatives on festival arrangement
- Development of educational and public awareness activities in festival activity sphere
- Maintenance of youth art activities
- Maintenance of national cultures and folk art, promotion of folk events
- Creation of a system for support and motivation of art groups

3 Development of festival networking and cooperation
- Creation of a system for cooperation between festival organizers
- Common calendar of festivals integrated into European calendar of festivals
- Creation of the data base on festival locations, sponsors, partners and festival logistics
- Creation of an international festival association (on the model of an international project office comprising festival organizers, and partner companies from Finland and Karelia)

4 Creation of the multifunctional IT-platform for festival activity
- Creation of a mobile app "festival navigator" containing international festival database, a festival calendar, and online booking of tickets and services and festival logistics system for drawing an optimal route, and a system for prompt informing about festivals and services.
- Creation of a professional IT-platform for planning and arrangement of festivals with stepwise algorithm of organization and planning of a festival including access to databases containing participants, partners, sponsors, producers and system for their selection.