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# FINCH

# Regional Action

# Plan for South

# Ostrobothnia

FINCH – Financing Impact on Regional  
Development of Cultural Heritage  
Valorisation



**ETELÄ-POHJANMAAN LIITTO**

Regional Council of South Ostrobothnia



## **Regional Council of South Ostrobothnia**

FINCH Regional Action Plan for South Ostrobothnia, 2021

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# 1 Project General information

Project	FINCH – Financing impact on regional development of cultural heritage valorisation (PGI05046)
Project Lead Partner	Piedmont Region, Italy
Advisory Partner	University of Turin, Italy
Project Partners	<ul style="list-style-type: none"><li>• Regional Council of South Ostrobothnia, Finland</li><li>• Investment Bank Saxony-Anhalt, Germany</li><li>• Thessaly Region, Greece</li><li>• Lodzkie Voivodship, Poland</li><li>• Regional Development Agency South-West Oltenia, Romania</li></ul>
Project web page	<a href="http://www.interregeurope.eu/finch">www.interregeurope.eu/finch</a>



## 2 Project Partner General Information

Project	FINCH – Financing impact on regional development of cultural heritage valorisation (PGI05046)
Partner organisation	Regional Council of South Ostrobothnia
Country	Finland
NUTS 2 region	Länsi-Suomi
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Partner's project web page	<a href="http://www.epliiitto.fi/kansainvalistyminen/kansainvaliset-hankkeet/finch/">www.epliiitto.fi/kansainvalistyminen/kansainvaliset-hankkeet/finch/</a>

### 3 Policy Context

The South Ostrobothnia Cultural Strategy is a policy instrument dedicated for developing the cultural sector in the region. This sector has been of special interest for the Regional Council of South Ostrobothnia since its first Cultural Strategy was published in 1999. The currently valid policy document is the South Ostrobothnia Cultural Strategy for the years 2019–2025.

With the Cultural Strategy, the Regional Council confirms that it sees lively cultural life as essential for a vital region that supports the wellbeing of its people, appeals to new residents and inspires businesses. The strategy outlines four cornerstones that structure the different activities and intentions listed in the document. The cornerstones are co-operation, wellbeing, business activity and internationalisation. These are underpinned by the fifth principle, sustainable development.

Cultural heritage in the South Ostrobothnia region is considered rich, original and versatile both in tangible and intangible heritage. Built heritage ranges from the traditional Ostrobothnian log-structure farmhouses to modern architecture with the Alvar Aalto Centre as the flagship in Seinäjoki, the region capital city. In addition to this, music culture in the region is strong with long traditions in folk music and established traditions of popular music accompanied by numerous annual festivals. Various aspects of rural heritage, ranging from craft practices to culinary traditions and cultural landscapes, all add to the common cultural wealth.



*South Ostrobothnia Cultural Strategy 2019–2025, cover page.*

South Ostrobothnia Cultural Strategy was updated at the time while FINCH project was at its early stage. The influence of the project on the updated policy document is concrete and visible in the greater emphasis placed on cultural heritage. Whereas cultural heritage was present in the earlier version of the

document in an implicit way, the concept is now explicitly recognised throughout the document.

The FINCH project has offered new perspectives on heritage management, financing and valorisation that support cherishing cultural heritage in sustainable ways. Whereas this information is valuable and will be applied in the regional context, it is good to understand that the South Ostrobothnia Cultural Strategy is a guiding policy instrument that does not include a budget or allocate funding. The mentioned amendments to the Cultural Strategy, the distinctive recognition of cultural heritage, is a policy change that was achieved thanks to the FINCH project (reported as part of RP3).

Implementing the Regional Action Plan at hand leads to further developments in the Cultural Strategy. With the help of the new electronic source, a comprise guidebook that shares information about cultural heritage policies and funding possibilities, this policy instrument helps finding solutions for the valorisation of cultural heritage by supporting regional cultural heritage actors in adopting new approaches to funding and financing. In addition to this, the policy instrument will in the future recognise crowdfunding, increase awareness about the method and detail ways to support its use. Moreover, these actions serve to strengthen our regional actors' sense of connectedness in and to Europe in terms of cultural heritage.

## **4 FINCH Regional Actions for South Ostrobothnia**

Through its Regional Action Plan, the Regional Council of South Ostrobothnia delivers two actions. The first action concentrates on collecting practical guidelines into an electronic form that will be easy to update and readily accessible for regional cultural heritage actors. The second action focuses on monitoring the policy change achieved during the project's phase 1. Together these actions contribute to the Cultural Strategy in a practical way. It will better recognise new and innovative funding instruments and outline ways to utilise them to valorise cultural heritage in the region through sustainable ways.

### **Action 1: Online Guide for Regional Actors on Cultural Heritage and Funding**

The goal of this action is to create a practical and concise online guidebook on cultural heritage and funding that recognises the regional policy context, needs and everyday conditions of the local and regional heritage actors, and that, based on the FINCH policy learning process and Good Practices, offers plenty of examples for planning projects that focus on cultural heritage. The action improves the Policy Instrument in a concrete way by offering a new and practical information source for the advantage of regional actors. The Policy Instrument (Cultural Strategy) will be revised to include direct references and a link to this new electronic source.

#### **Background**

The South Ostrobothnia Cultural Strategy outlines goals for developing cultural services and activities in the region. While the Policy Instrument does not involve a budget or allocate funding, it supports regional actors with information on funding possibilities. With this Action, the Regional Council of South Ostrobothnia aims to improve this part of the Policy Instrument with special focus on cultural heritage by increasing awareness about funding possibilities and offering inspiration for adopting new approaches to valorise cultural heritage objectives.

Many common issues and challenges related to the funding of cultural heritage are well recognised among the South Ostrobothnian local and regional actors. However, during the Regional Stakeholder Group Meetings it was brought up that, for some actors, the already existing, different possibilities for funding can remain challenging to find. Together with the stronger position that cultural heritage holds in recent European and regional development, following the European Commission's Communication (*Towards an integrated approach to cultural heritage for Europe*), also new approaches are emerging. The Stakeholder Group considered it relevant to bring together both these aspects of knowledge, existing forms of funding and the new possibilities, as illustrated by the FINCH project. This is helpful for more flourishing regional and local, tangible and intangible heritage.

The FINCH project highlights the importance of investments in cultural heritage for long-term cultural, social and economic benefits and helps regions to improve their policies in this field. A major deliverable of the project's first phase is the *Living Document on Financial Instruments and Regulatory Frameworks for the Introduction of Partnership with Private Sector* ('Living Document') that was composed by the project Advisory Partner, the University of Turin, and that collects approaches on financial instruments and regulatory frameworks regarding the cultural heritage sector with special attention to the possibilities for partnerships between public and private actors.

In addition to this, the different Good Practices presented during the project illustrate different solutions for cultural heritage valorisation. Two of the Good Practices focused on crowdfunding, a specific form of light funding instruments that has been one of the core points of interest throughout the first phase of the FINCH project. It is directly linked with the objective of the FINCH project to spur private actors' participation in supporting cultural heritage. Crowdfunding also offers the possibility for communities to take joint action for the improvement of their common heritage, which supports the social aspect of sustainable heritage management. With its many advantages, this approach holds a lot of unused potential that with right actions could be unleashed for the benefit of regions' cultural heritage.

This action aims at collecting the mentioned different pieces and types of information, to translate and contextualise that information into a concise and practical form and, in this way, to promulgate information about the existing possibilities and new approaches in the South Ostrobothnia region. Delivering knowledge about lessons learned and experiences achieved from across the

European regions in the FINCH project, this action helps regional actors in finding funding solutions, project ideas and supports policy learning. It also strengthens our regional actors' sense of connectedness in and to Europe in terms of cultural heritage.

## **Relevance to the project**

This action is most of all inspired by the 'Living Document' created by the project Advisory Partner in the first phase of the FINCH project. Project partners had the opportunity to comment on versions of the document during the different Interregional Workshop Meetings (IWM) until the final version was given in April 2020.

The 'Living Document' develops a financial perspective to heritage management detailing the use of different financial tools and the application of crowdfunding and PPP contracts in the heritage sector. While this information is interesting and relevant, the document is only available in English. Also, as the 'Living Document' provides general information on the topics, this action aims at setting the financial perspective on heritage management to the regional context of South Ostrobothnia.

In addition to the 'Living Document', Good Practices presented during the FINCH project are recognised in the planned guide provided with comments that build on discussions from the project peer reviews and Regional Stakeholder Group Meetings. In this way, and by applying the national language (Finnish), Good Practices are developed into more accessible ideas illustrating new possibilities for heritage valorisation at regional and local levels.

The action takes specific interest in crowdfunding that is closely related to the interregional exchange of experience achieved in the FINCH project. This funding method was presented at the fourth interregional workshop meeting on 13 June 2019, organised by the project partner Investment Bank of Saxony-Anhalt (PP3), and detailed the case of Ravelin II in Magdeburg, Saxony-Anhalt. In addition to the Ravelin II case from Magdeburg, the Good Practice presented by Regione Piemonte was found interesting, especially regarding the intermediary role of regional administration between the campaign ("Faraggiana is also yours") and the crowdfunding platform (Eppela).

## FINCH Good Practices on Crowdfunding

- Piedmont Region, Italy: [Regione Piemonte Crowdfunding for Culture: lessons learned beyond the fundraising formula](#)
- Investment Bank Saxony-Anhalt, Germany: [Combination of crowdfunding with a grant to finance the restoration of historical facilities](#)

In order to support the adoption of crowdfunding method in the region, a specific workshop will be organised as part of Action 1. The workshop examines local needs and possibilities and explores the achieved experiences of crowdfunding exemplified by the FINCH Good Practices. The workshop allows different actors to learn about related services available and campaign planning. This additional activity supports the exchange of experience between the FINCH partners and add to the policy learning in the region. Resulting knowledge of the workshop will be utilised for completing the Online Guide.

The outcome of Action 1 is a practice-oriented electronic document that combines a short summary of the FINCH project's exchange of experience process, a checklist of existing funding possibilities from the regional and national levels and a short glossary with a list of relevant national and international policy documents. Launched on the RCSO website, the Guide serves for sharing information and supporting policy learning, one of the goals of the South Ostrobothnia Cultural Strategy. The Guide will be published as a separate entity, so that it can be updated swiftly while the Cultural Strategy is going to be revised to so that it refers to the Guide as a source of information.

### **Nature of the action**

The Cultural Strategy is in the first line a guiding policy instrument. Respectively, Action 1 focuses on developing the Policy Instrument by supporting sharing of information, including essential outcomes of the exchange of experiences and learning process achieved in the FINCH project. Concerning information on the established national and regional structures, the document is created in co-operation with stakeholder parties whose expertise lies on those structures. The document is created in three parts alternating with meetings, that allow stakeholders to give feedback to the content and form of the document, and the workshop on crowdfunding.

## Online Guide on Cultural Heritage and Funding in four parts

- 1) Introduction: Cultural heritage in regional development: established structures and recent developments in European heritage policies
- 2) Perspectives on financial instruments, based on the Living Document developed in the FINCH project
- 3) Examples of valorising cultural heritage, based on the Good Practices presented in the FINCH project with special focus on crowdfunding
- 4) General guidelines for accessing different funding sources in the region; established national and regional structures; new and emerging possibilities; a short glossary and a list of relevant policy documents

Action 1 starts with compiling an introductory part that is discussed together with stakeholders at the first feedback meeting. The action continues with work on Parts 2 and 3. Here, the workshop on crowdfunding is organised followed by the second stakeholder meeting giving feedback on this section of the document. At the second meeting, Part 4 is discussed and afterwards developed further based on the information and co-operation with expert stakeholders. The third meeting allows for final comments and feedback before taking the document to conclusion. In the authoring process and layout design special attention is paid to accessibility requirements following the respective directive (2016/2102). The Guide will be available on the RCSO website.

## Workshop for crowdfunding

With this activity the action aims at allowing different actors to learn about the crowdfunding method and the practices related to its use. Experience from the FINCH partner regions with the related Good Practices (LP, PP3) will be made use of through virtual presentations (following covid-19 conditions) to share questions and ideas. We would anticipate these partners to share of their experiences of applying crowdfunding method so that practical knowhow concerning these best practices would be transferred from Saxony-Anhalt and Piedmont regions to the South Ostrobothnia region.

Practical knowhow would concern, for example, platform functions, remuneration practices and campaign marketing. Of special interest is the Good Practice presented by the Piedmont region where the administrative party worked as a link between campaigners and the crowdfunding platform. From the position of actively promoting the crowdfunding instrument, the public actor encouraged communities to engage with the promoted campaign. Topics of discussion would include, also, potential plans for supporting campaigners in marketing activities and communication tools.

The workshop consists of presentations of FINCH Good Practices that allow sharing of experience between project partners, assisted by virtual facilitation. Also, according to possibilities, further external expertise is sourced to help contextualise the project experience to the national and regional operational environments. Based on these presentations, the workshop participants are invited to discuss potential measures to promote the crowdfunding method.

## Cost Structure for the workshop

### External Expertise

- Virtual presentations' facilitation expenses concerning FINCH GPs on crowdfunding: 2000 e
- Presentation about crowdfunding services and conditions in Finland: 1000 e

## Launch of the Online Guide

At the end of the action, a public dissemination event is organised, in virtual or physical form, according to conditions (covid-19), in order to spread information about the action and its main deliverable, the Online Guide on Cultural Heritage and Funding.

## List of Activities

- Authoring the Online Guide on Cultural Heritage and Funding
- Workshop on crowdfunding (webinar / virtual presentations)
- Feedback meetings (3) on developing the content of the online guide
- Launching of the Online Guide

## Expected Results of the Action

- Interregional policy learning and importing good practice influences
- Increased awareness in the SO region about cultural heritage funding possibilities with special attention to the crowdfunding method
- Policy improvement on RCSO Cultural Strategy through creating the Online Guide, approved by the Regional Council.

## Stakeholders involved

RCSO

*Coordinates the action; responsible for content creation*

South Ostrobothnia Centre for Economic Development, Transport and the Environment (EP-ELY)

*Co-operation with document creation*

FINCH Regional Stakeholder Group and possible further parties, e.g. Finnish Local Heritage Federation (Kotiseutuliitto); Finnish Heritage Agency (Museovirasto)

*Can participate in giving feedback and share information about the action through their channels and networks*

## Timeframe

*Indicative timetable*

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	Part 1											
		1st feed-back meeting										
			Parts 2 and 3									
				Workshop 2nd feedback meeting								
					Parts 3 and 4							
							3 <sup>rd</sup> feed-back meeting					
							Final edits		Lay-out		Online guide launched	
2022						FINCH Project Closure						

## **Action 2: Adopting Approaches to Cultural Heritage**

### **Valorisation – Monitoring Achieved Policy Change**

South Ostrobothnia Cultural Strategy was updated at the time while FINCH project was at its early stage. The influence of the project on the updated policy document is concrete and visible in the greater emphasis placed on cultural heritage. Whereas cultural heritage was in the earlier version of the document present in an implicit way, the concept is now explicitly recognised throughout the document. With action 2, we continue the monitoring of this policy change.

#### **Background**

South Ostrobothnia Cultural Strategy was updated in August 2019. The process coincided with the FINCH project's early stage (reporting periods 2 and 3), which was appreciated in outlining the updated version of the document. The process built largely on a workshop method that gathered parties from across the region. Some of these parties were also represented in the FINCH Regional Stakeholder Group. As an outcome, cultural heritage now holds a greater role in the policy instrument. This policy change was reported duly as part of FINCH progress report of semester 3.

In South Ostrobothnia, lively cultural life is considered essential for a vital region that supports the wellbeing of its people, appeals to new residents and inspires businesses. The Cultural Strategy outlines four cornerstones that structure the different activities and intentions listed in the document. The cornerstones are co-operation, wellbeing, business activity and internationalisation. These are underpinned by the fifth principle, sustainable development.

Based on the cornerstone wellbeing, there are now listed several intentions that aim at improving cultural heritage management in the region (point 3.2.2 of the Cultural Strategy). Among these are, for example, the intention

- to cherish and protect cultural heritage, cultural environments, tangible and intangible heritage,
- to create an action plan for cultural heritage in the region,
- to develop new action models for the protection of cultural heritage.

With action 2, we continue monitoring this policy change.

## **Relevance to the project**

The link between this policy change and the Interreg Europe FINCH project is based on the adoption and use of concepts. The possibility to participate the FINCH project increased conceptual awareness and the use of relevant cultural political concepts in a professional and meaningful way. This change can be traced back to participating the initial part of the FINCH project, i.e. the Kick-off Meeting and the International Workshop Meetings thereafter, not forgetting the FINCH Regional Stakeholder Group Meetings.

Especially the organising and hosting of the FINCH International Workshop Meeting 3 (IWM3) by the Regional Council of South Ostrobothnia served for learning and adopting conceptual approaches to the matter at hand. The preparing and implementing of the IWM3 at South Ostrobothnia, including the presentations of the different good practices that represent regional cultural heritage and the peer review sessions discussing those practices, familiarised with respective vocabulary and policy approaches. In this way, the FINCH project has had a direct influence on discussing cultural heritage especially when developing the relevant, regional policy instrument, the Cultural Strategy.

## **Nature of the action**

This action monitors the policy change achieved and reported by RCSO during the FINCH project's third semester.

The action focuses on the role of cultural heritage in the Cultural Strategy and follows the adoption of relevant conceptual approaches to cultural heritage management. Two points are of specific interest. First, in case the RCSO organises additional funding rounds (e.g. due to challenges caused by covid-19) for actors of the arts and culture sector, it will be monitored, in which ways cultural heritage related approaches are noticed and ranked among the applications. For example, it is followed, whether and to which extent applications are focused on cultural heritage related activities, how well relevant concepts are applied, and which methods are used in ranking cultural heritage related funding applications. Further support to this is found in Action 1, through the glossary that will be included in the Online Guide.

Secondly, following the change in the composition of member municipalities in the operational area of the RCSO, as a new municipality joins it from January

2021, it will be followed that local characteristics of cultural heritage of this new member municipality are recognised and, where apt, described, as has been done with other municipalities in the South Ostrobothnia Cultural Strategy.

The Action 2 continues throughout the FINCH Second Phase until the FINCH project closure.

### **Stakeholders involved**

RCSO

### **Costs**

N/A

### **Resources**

RCSO



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