CULTURE AND CREATIVE INDUSTRIES ENHANCING POSITIVE MINDSCAPES FOR CLIMATE CHANGE

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Facilitation of citizens' energy consumption behavioural change is timely as questions related to climate change penetrate all sectors of society. The Culture and Creative Industries (CCI) encompass tremendous unused potential that can be harnessed for effectiveness in matters that require a multidisciplinary approach. CCI are powerful vessels in delivering an evocative message, a story, a narrative and engaging people in collaborative processes. In the Interreg Baltic Sea Region Programme, the case study CCI4Change project addresses the aforementioned issues and is implemented in Finland, Sweden, and Latvia.

Wicked problems can be addressed through CCI involvement

The world is facing a climate crisis. Europe is taking action, striving to become carbon neutral by 2050 (European Parliament 2019; 2021). A sustainable energy transition will require a change in citizen energy consumption behaviour. The individual level of commitment of citizens is acknowledged as an essential dimension in the energy transition since the citizens participate in energy systems. Nevertheless, there still is a lack of effective tools to facilitate change in citizens' mindsets and behaviours. Therefore, local authorities (LA) need to explore new means to facilitate the needed behaviour change and develop the capacity, skills, and methodologies to do so.

The Nordic and Baltic countries work together at different levels and in various ways to take prominent steps for a green and sustainable future. Yet, there is only a limited number of tools and resources in the hands of LAs for facilitating sustainable energy consumption in their own local surroundings. There are already multiple good-practice initiatives, such as supporting energy efficiency renovations in buildings, lowering the temperature in public buildings, etc. The focal question is, how can LAs increase their capacity to effectively facilitate the change in citizen mindsets and behaviour for lower energy consumption without tremendous new financial investment?

We suggest that the answer is through the involvement of culture and creative industries (CCI) and citizen engagement. The CCI need support in developing its competencies and the support of administrators in facilitating this change. The potential of the CCI is often not fully acknowledged, and as a result, municipal authorities do not open competitive tendering to which the CCI could contribute with their proposals. Our case study is structured in three pilot trials in which LAs, an intermediary organisation, and CCI practitioners are tackling the challenge together. The participating cities and municipalities acknowledge the complexity of the matter at hand. The climate crisis is huge, and LAs face cuts almost everywhere in Europe and beyond as another recession looms. In times of tight budgets and reduced funds, inter-sectoral collaboration is important to create impact through CCI involvement. The CCI4Change case study is built on the premise that citizen engagement is key for reaching new sustainable solutions to the most complex challenges. CCI possesses the tools to facilitate processes with citizen engagement elements and enable spaces of co-creation.

The CCI have narrative power, which is the ability to influence individuals' decision-making, values, and emotions through art-based methods, community art, art workshops and co-creation. CCI for social change and art-based action research are global movements and can contribute in a meaningful way and support LAs' abilities to engage with civil society to co-create solutions. Nevertheless, there are no operational models between municipalities, enterprises, intermediaries, CCI practitioners and service providers to work jointly and create impact. Through the operational model developed in this case study, it is possible to increase the tools and capacities of the LA and create sustainable new formats of co-operation to enhance carbon neutrality and reduce energy consumption in the local surroundings.

The operational model for CCI involvement and methodological framework

There is a need to support the capacity of LAs and create a usable toolset for broader contexts in different countries. The toolset, which is part of the operational model, is jointly developed by peer learning with diverse organisations.

The case study CCI4Change investigates what role the LA (municipality, city or region) can take and who the key stakeholders are. Cities and municipalities can use accessible means, such as energy efficiency renovations and green technologies, for sustainable energy consumption, yet citizens need to be engaged ethically and inclusively to achieve changes in energy consumption attitudes and behaviours. The goal can be achieved by developing appropriate CCI involvement and art and design-based methodologies, with a solid approach and citizen engagement according to the participatory-design principles (Robertson & Simonsen 2012; Spinuzzi 2005).

Observations, field notes, data gathered during the process, and an operational model are co-designed according to the principles of action research and participatory research. Action research is a methodology suitable for researching the processes of innovation and change, and it has been widely used in pedagogical contexts where action, testing, observing, piloting, and designing take place simultaneously in an iterative process (Somekh 2005). Elements of the mentioned methodologies guide the process of simultaneous action, participatory design and observation which together inform the direction of the next iteration rounds of the pilot process and the co-design of the co-operational model.

Recognising that the CCI can play an important role in working with civil society towards behaviour change to reduce energy consumption, we need to build new interdisciplinary frameworks in the public sector – firstly on the local, regional and national levels, on the Baltic and Nordic region level, and finally on the European level. Transnational knowledge sharing is the key to success when implementing creative approaches to societal development for wider impact and gradual change.

Threefold roles to ensure CCI involvement and creating a model of facilitation

The goal of the CCI4Change project is to support the readiness of the different parties to work together for a joint cause by pilot trials in three municipalities in three countries to test and design a collaboration model that enables the creation of "citizen-driven solutions" based on the pilot outcomes for wider inspiration and use for LA in the Baltic Sea Region.

Three actor groups have specific and unique roles in the process:

- *LA with readiness to collaborate: Their objective is to define the authority role and its need for new solutions through collaboration with the CCI and the key stakeholders internally and externally. They also prepare the needed processes and adjustments within their own organisation, procurement and call for tenders for the CCI actors and marketing strategies.*
- *Intermediary organisations supporting both parties: Supporting the collaboration process and readiness of both parties – the authorities and the CCI service providers, mapping of relevant CCI stakeholders and supporting their capacity to provide needed services, clarifying the expectations for the outcomes and designing the collaboration process model based on needs analysis, pilot trials and observations.*
- *CCI service provider with readiness to serve: Raising awareness about CCI role: abilities to facilitate citizen engagement, co-creation processes, and communication of solutions through creative means. Development of an orientation and ability to respond to calls for tender.*

Case study CCI4Change

The three-country partnership of Finland, Latvia, and Sweden comprises three public authorities, two support organisations, one research unit of a university of applied sciences, and one transnational organisation leading and facilitating the project. The public authority partners are the Skåne Region, the City of Kotka, and the Jurmala Municipality and they acknowledge the need to find new means to reduce the energy consumption of local citizens and to serve as committed pilot organisations developing this capacity in their local operational settings. A guiding principle for the partners is to work jointly for the project in an equal, co-creative manner.

Skåne, as a regional operator, explores how the region can support its local municipalities' capacity building. Skåne has developed and tested innovation structures that are based on cross-industry innovation. The city of Kotka brings its innovative development culture and experience to work with a cross-sectoral approach: both the Urban Planning and Culture departments are involved, supporting the project's need to build intersectoral readiness between departments. The project partner, Jurmala Municipality, brings expertise in citizen engagement processes.

The Swedish association STPLN, Föreningen stapelbädden, is a space maker, a meeting place, a facilitator, an incubator, and a hub for creative projects with a wide network of CCI practitioners in Skåne. STPLN bring their extensive experience of working with and for the CCI.

Project Lead Partner, a public partnership of 10 countries, the Northern Dimension Partnership on Culture (NDPC) brings expertise on the design and facilitation of projects and processes, where new formats of collaborations are established between the CCI and other sectors for new innovations and sustainability.

Three partners from Finland include **the City of Kotka** which will develop the local administration's capacity to collaborate and co-design with the CCI through capacity building and competitive tendering. The city organisation provides one pilot operational surrounding to explore how this capacity can be built, who are the key stakeholders within the city authorities and what measures are needed for the city to be able to act. Kotka leads the capacity building of the LA in the transnational peer-learning setting of the pilot trials and practical demonstrations.

Kotka-Hamina Regional Development Company Cursor excels in development methods and in facilitating cooperation between LA and enterprises across different industries. Cursor plays an active role in regional development, including innovation ecosystem development. Therefore, Cursor supports the engagement of the project´s target groups, especially small and medium-sized CCI enterprises and develops the role of the intermediary through the new collaboration model with the LA. Cursor serves in this project as a supportive intermediary, facilitating the formation of the collaboration between public authorities and the CCI. The City of Kotka, together with Cursor, brings added value to explore the role of a business support organisation in tackling the challenge.

Xamk Creative Industries Research Unit (CIRU) is responsible for facilitating the overall development and design of the toolset. CIRU has extensive expertise in creative development processes and design. The core competencies of the unit include supporting the development of user-oriented innovations, cross-sectoral value networks and sustainable design. CIRU is the knowledge partner responsible for planning and conducting the evaluation and gathering of relevant data in an ongoing evaluation and development process throughout the project's duration. It analyses the usability, consistency, and value of the designed toolset and its scalability and transferability to a wider round of stakeholders (LA, CCI entrepreneurs). CIRU's contribution through CCI capacity building in an entrepreneurial mindset and tailoring of creativity-driven expertise is emphasised in the workshops and outreach of the CCI target group.

The project's two associated partners are the Riga Municipal Agency "Riga Energy Agency" and the Council of the Baltic Sea States (CBSS). Both organisations have an important role in supporting the transmission of the project learnings to a wider round of LA stakeholders in the Baltic Sea Region and then in the further testing and implementation in Riga after the project ends.

The four pillars of sustainability: cultural, social, economic, and environmental

Traditionally, sustainable development refers to the three pillars of development, namely economic, social, and environmental, as in Agenda 21 for sustainable development approved by United Nations members in 1992 (Agenda 21 s.a.). United Cities and Local Governments (UCLG), the largest organization of local and regional governments in the world, wanted to emphasize the importance of culture in sustainable development by adding culture as a fourth conceptual pillar in their Agenda 21 for Culture, adopted in 2004 as a reference document, to be managed and coordinated by the UCLG (Agenda 21 for Culture 2004).

Today, culture is included in many of the United Nation's Sustainable Development Goals (SDGs) from 2015, for example, safe and sustainable cities, reduced inequalities, gender equality, and peaceful and inclusive societies. Although the goals are grouped around the economic, social, and environmental pillars of sustainability, culture contributes horizontally to each pillar. Further, economic, social, and environmental pillars assist the development of cultural heritage and creativity. (Hosagrahar

2017.) Soini and Birkeland (2014) analyzed scientific literature on cultural sustainability. They conclude that culture has both direct and indirect roles in sustainability. As summed up by UCLG (2018): "Cultural rights, heritage, diversity, and creativity are core components of human and sustainable development."

The promotion of culture as a driver for sustainable development is seen through the four pillars of sustainability: cultural, social, economic, and environmental. Even though there is a large interest in including culture as a way towards sustainability, there is a lack of concrete methods and formats of cross-sectoral collaborations. The complex problems that dominate our world require diverse and creative approaches and solutions. Challenge-driven innovation and stronger innovation ecosystems can be created and enhanced through transnational linkages, allowing organisations to tap into a larger base of ideas and technology and find complementary expertise and a pool of competences.

Cross-disciplinary networks are supported by connecting peers from various sectors: LA, intermediary organisations (business support organisations, NGOs, others), and CCI entrepreneurs, all with a shared interest in formatting new collaborations to enable innovativeness and sustainable development. The cross-sectoral-peer connectivity and knowledge exchange in the pilot trials plays an important role in the process of engaging local people. Working with civil society towards behaviour change for sustainability requires new frameworks in the public sector – from local, regional, and, finally, European levels. Transnational networking, knowledge exchange and the development of new practical models are vital.

There is an increasing interest within the CCI professionals to connect with other sectors in new collaborative ways, to export the creative know-how from its traditional settings to other sectors and to reach the goals of innovations for sustainability.

Advancing energy transition with local authorities and the CCI

The LA needs development within its operational surroundings and creative methods and skills from the CCI to support energy transition. To reach the goal, there is a need to support both target groups – the one who purchases (authorities, administration) and the one who provides (CCI).

For LA, organisational capacity is developed to acknowledge the key stakeholders, departments, process steps, preparations within the organisation, the need for competences, and how CCI entrepreneurs are relevant in the process. CCI capacity building is offered in training to ensure that the entrepreneurs, association representatives, working groups, individual artists, and creative practitioners can tailor their expertise for this particular mission.

The case study pilot trials provide an outcome, an operational model with a toolset for LA to add capacity and facilitate forward citizen mindset, attitude and behaviour change for reducing energy consumption. The toolset shares the key learnings in an open format for anyone to use as a resource for added capacity to produce similar processes in one's local surroundings. The toolset is a virtual handbook consisting of roadmaps (and other visualisations of the process and its elements), text and video clips summarising the core elements of the process and its findings. The toolset shares content and steps in the process:

1. Roadmap of collaboration, step-by-step
2. Role of the LA and key stakeholders
3. Capacity building elements of LA to support readiness
4. Capacity building elements of CCI entrepreneurs to support readiness
5. Role and activities of the intermediary organisation as "middleman"
6. Practical Pilots: Examples of creative competences for citizen-driven co-creation and the created solutions/discoveries
7. Need for citizen engagement
8. Value evaluation.

Harnessing the potential of LA in collaboration with CCI to face the challenge and add their capacity to facilitate the change in citizen mindsets and behaviour for energy consumption is timely in the global energy crises. The case study investigates how CCI can contribute in a meaningful way and support LA's abilities to engage with civil society to co-create solutions. New formats of cooperation and cooperative models need to be established for the parties to work jointly to create a meaningful impact.

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