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Baltic Sea Region



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RESILIENT ECONOMIES AND COMMUNITIES

**BSR Cultural Pearls**



# About social resilience and Why it matters.

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# Social resilience

“

**The ability of individuals, communities, and societies to withstand and recover from social, economic and environmental shocks and stresses.**

**It involves capacity to adapt and learn from these challenges as well as to maintain or improve social and economic well-being.**

**Social resilience is about a community's ability to overcome hardship together.**



**“ Local authorities in Ukraine are the backbone of national resilience**

Keudel, O. and Huss, O.; Pohars Eurasia Policy Memo Nr 825

Photo Vadim Ghirda/AP

# Challenges

## Global

Security, climate change, political tension

## Economic

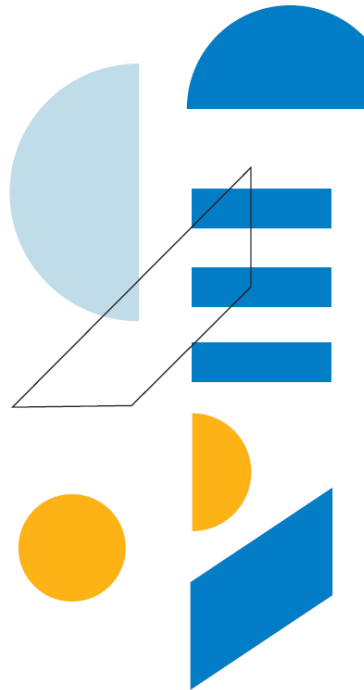
Economic downturn, attracting people, investment, tourism

## Demographic

Aging population, brain drain

## Social inclusion

Segregation, unemployment, lack of (political) engagement





# What can culture do?

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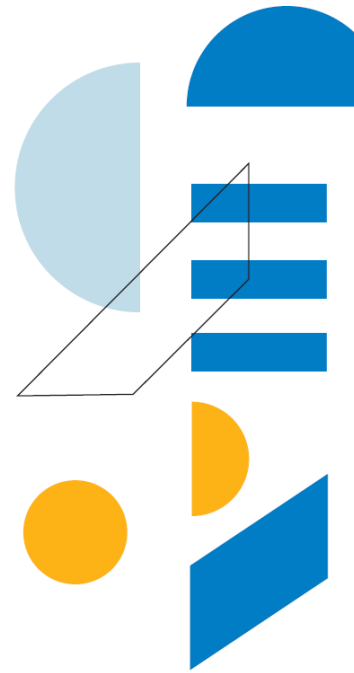
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Culture as a tool for **strengthening communities** and providing them with the capabilities to be **active, inclusive and engaged**.

“ *Cultural activities - music, dance, theatre, visual arts - can bring people together, foster a sense of belonging, and create social connections that can help individuals and communities to weather difficult times.* ”





# BSR Cultural Pearls

We celebrate cities  
building social resilience  
through culture.

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# Project Mission

“

Strengthen the capacity of smaller cities  
to work with communities  
to increase social resilience through culture.

Every year four cities with the most impactful  
Culture and Resilience Action plans  
are awarded the BSR Cultural Pearls title.



**Title**



**Programme**



**Network**

# How does it work?

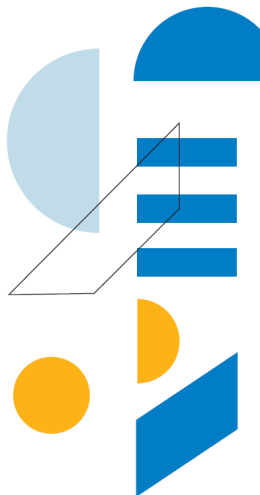


Online  
application

Mentor  
Action Plan  
Template  
Webinars  
Guidebook  
Good practice

## Cultural Pearls Programme

Webinars  
Forum  
International exchange  
Seed money  
Mentors  
Visibility  
Local Ceremony





# Why become a Pearl?

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Empowered  
people

Sense of  
belonging

Better  
managed city

More  
attractive place  
– for living,  
tourism

Resilient  
society in face  
of challenge

# Title & programme benefits

1. Engaging your citizens in creating and decision making will **boost their sense of belonging to the place and pride**.  
Usage of culture will make the participation comfortable, equal and uniting.
2. As a **municipality** you will **build your capacity** - knowledge, cross-sectoral understanding for culture, community and social resilience.
3. During the development of the Culture and Resilience action plan (CuReAP) and the whole Title year you will have access to **thorough** and **individualised mentorship**.
4. Access to **seed money initiative** up to 5000 EUR to pilot and test new activities of creative solutions involving local CCS practitioners.
5. National and international **visibility**.





**SE**

Härnösand  
Helsingborg

**LV**

Cēsis  
Rūjiena

**DE**

Kiel

**EE**

Hiiumaa

**FI**

Jakobstad  
Kristinestad  
Närpes  
Nykarleby

**DK**

Svendborg

**LT**

Druskininkai



**Kiel / DE**



**Svendborg / DK**



**Rūjiena / LV**



**Jakobstad / FN**

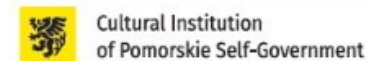


# Cultural Peals 2025 / Key dates

<b>2 April</b>	<b>Call open</b>
<b>24 May</b>	<b>Application Deadline</b>
<b>13 June</b>	<b>Pre-selection result announcement</b>
<b>Sept-Oct</b>	<b>Development of Action Plan</b>
<b>31 Okt</b>	<b>CuReAP submission deadline</b>
<b>11 Dec</b>	<b>Announcement of Cultural Pearls 2025</b>



# Partners



**Northern  
Dimension  
Partnership  
on Culture**





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**#CultureForResilience**



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**#CulturalPealsTitle**

**#SocialResilience**

culturalpearls.eu

