

Culture and Sustainability in Pori

Culturability II is a set of meetings and workshops in 2016-2017 with experts from cultural and non-cultural stakeholders, including policy-makers, academia and entrepreneurs from culture and creative sectors.

Culturability II – Cultural Planning Days took place in Pori, Finland on 1st to 3rd of March 2017.

Regarding Cultural Planning, Pori has some advantages: M.A. level University Studies in Landscape Studies, City Planning Office that sees the potential in cultural planning and local artists who are enthusiastic about the city planning process.

Seminar's first part "A Training part on Cultural Mapping and Planning" gathered local university students and international BSR guests around the subject of Cultural Mapping*.

After some basic facts and views from the city and the stakeholders, the participants rode a bus to the two target areas: the *Karjaranta* Housing Fair 2018 area** and *Hevosluoto* Delta area. A bridge over Kokemäenjoki Rivier is going to combine the areas in the future.

Formal industry area Karjaranta slowly shaping into an urban single-family houses area on one side and Hevosluoto with the National Urban Park*** and allotment gardens on the other gave a good challenge for the seminar participants: how to use cultural mapping when the community hasn't evolved at all yet? Or it consists only of summer residents?

The next day, working continued with SWOT analysis, suggestions for strategic development models and recommended actions. Lots of ideas for City Planners – and also for Baltic Cities representatives – maybe we'll head towards the new BLUE Strategy of making the best out of rivesides, lakes and the Baltic!

Some more people joined for the second part "Workshop on Urban Social Inclusion/Cultural Planning" and key notes, vivid panel discussion and six cases from communities in UBC countries were introduced. A game as a tool to get people's insights attracted interest and the professor of Gamification, **Juho Hamari** accelerated the concept with the idea that cultural planning should be played in survival mode – including the excitement factor.

On Friday morning these themes were summed up and developed towards application for EUSBSR Seed Funding in a session with key people from the UBC countries. During the three days the cultural mapping tool was tested in practice, joint idea of a BLUE strategy had risen and many similarities in development targets between cities were found. And the work continues! The final meeting of Culturability II will be held in Skåne, Sweden in May 2017.

Kati Fager, kati.fager@pori.fi

* The aim is to identify cultural resources linked to a place and supported by the communities, including also institutional forms of culture. "Finding weak signals from humanistic, qualitative, artistic data" (Maunu Häyrynen, 2.3.2017).

**Housing Fair is an event in Finland that has different location every year: for four weeks in July-August, various living solutions and residential areas are showcased there – in Pori in 2018.

***National Urban Park is a green zone defined by general plan with a national status.

UBC Cultural Cities Commission had a working meeting during the Culturability II. Matters discussed were the up-to-date of the action plan, news from the 78th Executive Board meeting in Kristiansand and Culturability II Cultural Tourism workshop in Gdansk. Agenda 21 Culture was put in to focus in this meeting. City of Kaunas was one of the winners of the 2nd edition of the International Award UCLG and Cēsis was chosen as a city with good practice to promote Agenda 21 Culture. UBC Cultural Cities Commission aims to get all the UBC cities to join Agenda 21 Culture.

Read more <http://www.agenda21culture.net/>

The next commission meeting is in Kaunas 27.-29.9.2017.

Jaana Simula, jaana.simula@pori.fi