



SARKA – Creative Pohjois-Savo

SARKA - Creative Pohjois-Savo project is a stage where culture agents and users meet. SARKA creates cultural exhibition places for professionals and promotes their employment. By offering training and developing the collaboration of companies, SARKA gives the creative sector new tools for the enhancement of its own activities and for diversification of the use of creative areas. SARKA helps actors to direct their services to places where it they are needed. SARKA also searches new audiences for the services, and helps actors to reach out audiences. The objective of the project is to create an upthrust for the creative sector in Pohjois-Savo, by making them visible and increasing their weight value in a society of well-being. The activities of the project are divided into three different activity lines: business, communications & networking and development, which encompasses trainings and pilot projects.

The needs of target groups have been continuously heard with regard to training and other activities. Provincial circuits have been in high priority in the hearings of the field, which has discussed the project in the presentation of approximately all municipalities of the province, and in the hearing of local expectations and needs. Based on the needs, a training planning was edited and pilot projects were started. The trainings offered by the project are distributed under the following top themes: productisation, communications, adaptable use of the art and financial management & business skills. The themes have greatly taken into consideration the particular questions concerning the art and culture sector, such as artist

taxation and copyright. The training's target groups are agents of the creative industry in different sectors (private, public and 3rd sector) and, depending on the subject, also in the collaboration sector, such as in social and health sectors. As a support for the training in the increase of human capital there are study excursions, seminars and cultural immersions.

Culture agents and their clients will be become connected and acquainted with each other through the organisation of different discussion opportunities, in which the exchange of academic information and needs is possible. The objective of the discussion workshops to be organised once a month is dealing with up-to-date issues directed to target groups, and to find new collaboration forms and contacts with the aid of the discussions. The objective of the Culture Immersion is to make the different uses of the culture familiar to different agents and in different environments, by increasing the employment possibilities of culture agents.

The line of action of entrepreneurship development has a completed business mapping of the creative industry, according to which there are more than 1000 businesses in the sector in Pohjois-Savo. The mapping is important in the development of the visibility and credibility of creative industry. SARKA has launched coaching activities for businesses and associations. The organisations participating in the productisation training were able to apply for consultancy assistance: the result was the launching of one new event and the dance theatre started to use the ticket sales system.

Examples of pilot projects

The most important pilot of the project is Pohjois-Savo's art convenience store Kukkura, which has been implemented in a collaboration with the Arts Council of Pohjois-Savo and the Pro Civitas cooperative. Well-being products and a status bank (as pictures and descriptions of the status of provincial presentations and exhibitions) have finally come as part of Kukkura. Kukkura's objective is to obtain a good visibility for creative industry agents of Pohjois-Savo, to increase provincial accessibility and especially to be able to solve of the mismatches of demand and supply. The upcoming project of visual arts at Kuopio Housing Fair is to commercially support Kukkura's visibility. Kukkura's development has paid attention to the artist field, regarding member criteria and functionality, for example.

The goal of the book recommendation model is to implement in the province different ways by which the libraries can meet the book recommendation demands, without having to commit resources to them. With the pilot, models of different events held in libraries were created in the framework of school course contents, such as band evenings and book recommendation models. The goal of culture paths (museum, environment, library) is to produce cultural educational content for teachers and to facilitate the integration of these issues with other materials and subjects.

The project has set the objective to experiment the provincialisation of some events as a starting point, in which the partial export of an event to the province is cheaper during the event than the individual implementation of the same, and thus the provincial share of the event would itself commercialise the event. Kuopio's

ANTI Festival was selected as the pilot's collaboration partner. Generally, the pilot's goal is also to increase cultural accessibility and the regional and local cooperation.

An initial mapping was made in the occupational well-being pilot for 15 work organisations, whose aim was to clarify the willingness and interest in the use of occupational well-being cultural products. Sarka produces the Cultural Work catalogue, which contains 72 occupational well-being products, whose providers have helped in their productisation. Five products have been experimented in different working groups; valuable experiences, publicity and good references were obtained for the products through a standard piloting. Basic editing will be made for the catalogue at the occupational well-being seminar, in which it will also be published. The art piloting to be applied will confirm the role of culture as an activity that promotes health, as a part of the holistic well-being of human beings. The project has experienced the effectiveness of both musicians and performance artists. The Community Musician pilot has brought art to the care and management environments, providing the staff and customers with experience, a sense of community, interaction and ability of insertion. For example, part of the customers in dementia departments regained their ability of expression and, for work centers, music provided the means to approach those present and to break the segregation.

Trainings, events and pilot projects aim at the versatile attainment of the project's objectives. The project has reached the provincial activities and gained a stable position. This is an essential factor also in terms of attainment of objectives.

Basic information of the Project:

Objective:	Regional competitiveness and employment
Programme:	European Social Fund (ESF) Operational Programme in Eastern Finland
Priority axis:	1. Development of labour organisations, the employed labour and companies, and boosting of entrepreneurship
Total costs:	761 200 €
Assistance (ESR + Gov.):	700 000 €
Sponsor:	Pohjois-Savo Centre for Economic Development, Transport and the Environment
Realiser:	City of Kuopio / Culture Service