

ESPOOCULT FACT SHEET 1

Culture and city development

”Culture is communication, a way of living and behaving. Culture and art build the identity of a person throughout their life. Everyone has the right to culture. Urban culture promotes diversity and a sustainable way of life in cities. Culture is a key attractive factor for the city. It offers preconditions for a wide range of business activities.”

(CULTUREESPOO 2030)

How is culture connected to the Espoo Story?

The Espoo Story is Espoo’s strategy for city development. The goals of The Espoo Story are aimed at 1) education and well-being 2) vitality, competitiveness and employment 3) environment, construction and traffic, and 4) economy, personnel and management.

CultureEspoo 2030 is the cultural strategy of the city of Espoo, it focuses on the perspective of culture and art in implementing The Espoo Story. The strategy states that culture and art should have a bigger role in the development of the city. Research also shows that culture and art are strongly linked to the goals of The Espoo Story.

RESEARCH FACTS¹

- Arts and cultural education **strengthen the cultural capital of children and young people**, prepares them to become active members of society and supports learning, well-being and the development of social skills. Inclusive cultural activities prevent loneliness. The cooperation between the social and health sector and the cultural sector is a good way to take care of the fundamental rights and strengthen the well-being of vulnerable people in particular.
- **Culture creates jobs**. The preventive effects of cultural activities generate public savings. Cultural tourism supports the local and regional economy. Art and cultural activities bring regions to life and make them experiential, interesting and easily approachable. Art and cultural activities also bring new ways of thinking and operating.
- Cultural activities **help create the local identity**. Taking art and culture into consideration in construction projects brings people closer to art and creates esthetic, comfortable and safe living environments. Investing in architecture and art add to the appeal of the living environment.
- Art and cultural activities are a source of **productivity and well-being in the workplace**. Art and culture have positive effects on organizational skills and cooperation, leadership and the development of employees. Art and culture support new ways of thinking and innovation.

How will the Story of Espoo be achieved through cultural means?

The central objectives of the culture strategy are:

- Culture promotes accessibility and safety
- Culture helps regenerate competence
- Culture is a part of resident-oriented urban development
- Culture safeguards peace in society and builds community spirit
- Culture encourages unexpectedness and risk-taking

Achieving these objectives requires making choices. Image 1 presents six questions through which the choices and emphases in cultural policies in the city can be reviewed.

The city creates its own cultural profile through the choices it makes. The different aspects of its activities that are emphasized have different effects on the development of the city and the role culture has in this development. **Different emphases do not exclude each other.** It is however good to be aware of them and take them into account.

”[...] culture can transcend the barriers in society both socially and economically”

(CULTUREESPOO 2030)

Image 1. City development and culture.³



Who are the makers of the Story of Espoo?

”Sectorial thinking and silo mentality must be disposed of inside the city and in relation to the private and third sectors. Cooperation benefits all parties. The values of the cultural activities of Espoo create a strong foundation for networks and partnerships.”

(CULTUREESPOO 2030)

The education and cultural services, social and health services, environment and technical services and the corporate group administration operate within the city organization. All these branches work to achieve the objectives of The Espoo Story. A more visible

role for culture can support in achieving the objectives. This is why it's important that all the branches know how they can include culture in city development. The different organizational branches and sectors should create established models and structures that take into account the cultural viewpoint in their activities.

Achieving the objectives of The Espoo Story requires **cross-administrational cooperation** and commitment from the whole city. Aside from the cultural organization, other members from the local community also take part in implementing The Espoo Story and the cultural strategy.

Cross-administrational cooperation supports in many ways the achievement of goals and objectives and the creation of positive effects.

RESEARCH FACTS²

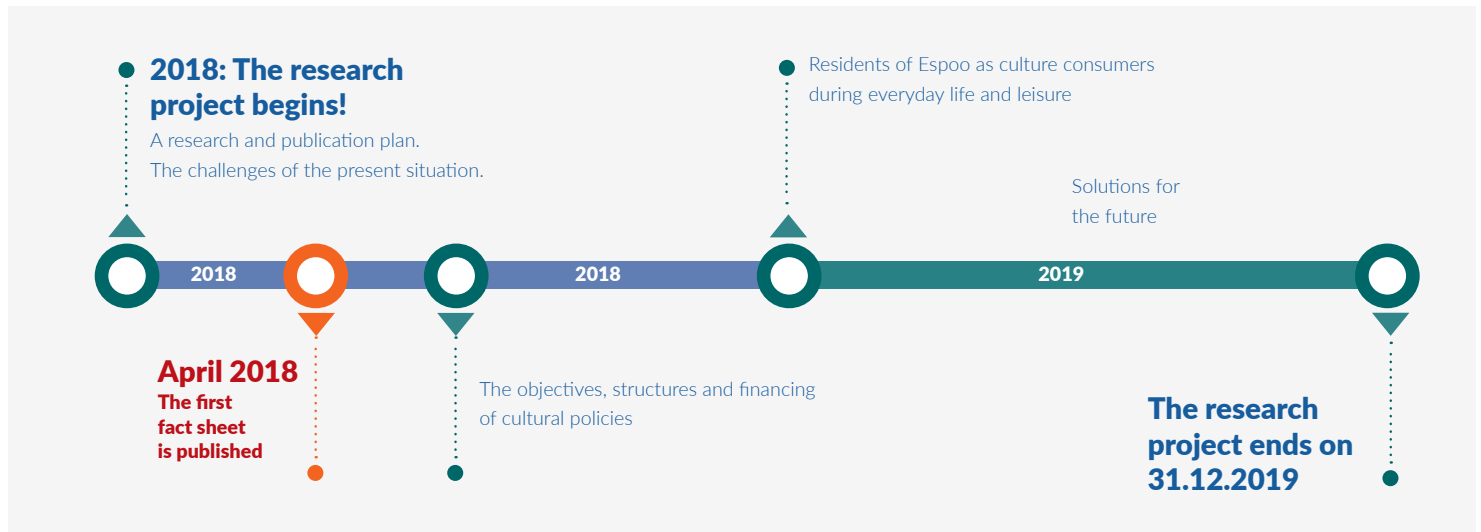
- **Cross-administration and cooperation** create positive and surprising effects in the economy and cultural activities in society, and these things can't be achieved through a single actor or sector (the so-called spillover-effect).
- Societal problems and challenges are solved through cross-administrative and cross-organizational cooperation. **Even the residents and other central actors need to be included in the cooperation.** This cooperation unburdens the single actor.
- Understanding cross-administrative processes helps spread positive effects more effectively. **Cooperation and networks support creative and new ways of thinking and procedures and help to turn them into established practices.** This way different ways of thinking, know-how, experiences and ideas from many different actors can be taken into use.
- Without cross-administrative **coordination** in different sectors measures can be conflicting and ultimately lead to the objectives not being achieved.
- Temporary projects and **the achieved results are possible to spread and establish into permanent practice** through cooperation and cross-administrative networks.
- Cross-administrative cooperation leads to desired results **when responsibility and resources** are clear, and the strengths of different actors are taken into consideration. A successful cooperation requires **places and tools** for the regular interaction and networking between the different actors.

EspooCult research project

The EspooCult research project is the first comprehensive research about cultural services and the cultural profile of Espoo. The research project will be carried out during the years 2018-2019.

The research

- Maps the current state of cultural services in Espoo
- Evaluates the achievement and potential of the CultureEspoo 2030 strategy objectives
- Presents conclusions and recommendations for future development of the cultural services.



Sources:

Strategies

The Espoo Story
CultureEspoo 2030

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3

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Further information about the research project:

The Center for Cultural Policy Research Cupore
www: cupore.fi/fi/tutkimus/tutkimushankkeet/espooCult
Facebook: facebook.com/Cupore/

The City of Espoo, Cultural Unit
www: [espoo.fi/en-US/Culture_and_sport/Culture/About_us/Research_project](http:// espoo.fi/en-US/Culture_and_sport/Culture/About_us/Research_project)
Facebook: facebook.com/KulttuuriEspoo/

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#EspooCult**

