

Culture – key to sustainable leadership. Culturability

European Capitals of Culture in BSR – the learnings about leading a city with culture. With culture, you can regenerate city, raise the international profile of a city, enhance the image of city in the eyes of their own inhabitants, breathe new life into a city's culture and boost tourism. How did it go with the BSR cities that became Capitals of Culture and those whose bidding did not succeed?

Cases from cities using cultural planning as a tool to more sustainable city. (Jūrmala, Latvia; Pori or Sipoo, Finland; Nakskov, Denmark or Gdańsk, Poland) and also presenting Agenda 21 Culture as a tool. <http://www.agenda21culture.net>

The speakers are:

Olaf Gerlach Hansen, Senior Advisor, the Danish Culture Institute. Danish Cultural Institute is a self-governing institution, that has since 1940 been engaged in fostering mutual understanding between people and cultures.

Trevor Davies, the founder of Copenhagen International Theatre, originally a town planner who has worked a lot with cultural planning and cultural mapping. He was the director of the first European Culture Capital Copenhagen 1996. He was also the Director of the successful bid of Aarhus 2017.

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