

Welcome to the CultureAndHealth Platform Launch

16 December 2024



Kornelia Kiss
Head of Culture and Health
Co-author of the CultureForHealth report

Culture Action Europe Position paper on Culture, Health and Wellbeing



- result of a wide consultation and co-drafting process (2024)

Objective:

- give the cultural sector's vision on this area
- clarification on what we believe is included in the area and what is not
- constructively contribute to the EU MS process “Culture and Health” + guide decision makers developing further the CultureForHealth report recommendations

Agenda

- 14:00 **Lars Ebert**, Secretary General of Culture Action Europe
 - Setting the Scene

- 14:10 **Kornelia Kiss**, Head of Culture and Health, Culture Action Europe
 - Point of departure: the CultureForHealth report
 - The CultureAndHealth platform

- 14:35 **Marie Wittig**, Culture Action Europe
 - Poll

- 14:40 Examples from artists working in the the interdisciplinary field of culture, health and wellbeing:
 - **Katy Geertsen**, Arts for Health Austria, dance artist, Austria
 - **Andrea Kiss**, Healthcare Clown at Piros Orr and Mental Care Expert in Senior Home, Hungary
 - **Kim Gaffney**, Art of Life project, visual artist, Ireland

- 15:10 Wrapping up



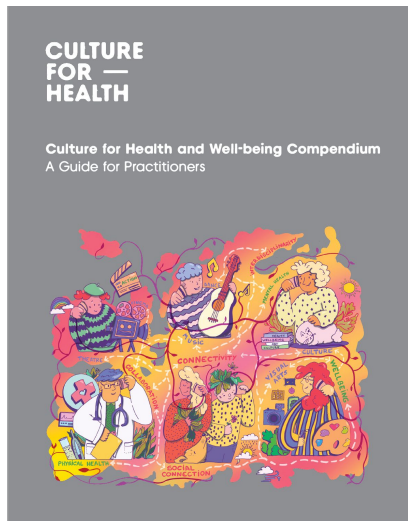
Key resources to build on

CULTURE AND — HEALTH platform

2021-2023



800+ projects in the database of projects



CAE Advocacy: triggering a true policy change

E - IT - FR - D



Co-funded by the European Union



Europe - BE



Romania



Slovenia



Denmark

Northern Dimension Partnership on Culture

Northern States, Latvia



Europe - SE

The CultureForHealth report

Dr. Rarita Zbranca et. al

**CULTURE
FOR —
HEALTH**

**CULTURE
FOR —
HEALTH**

CultureForHealth Report - Summary

Culture's contribution to health and well-being
A report on evidence and policy recommendations for Europe



Evidence on

- culture and health
- culture and subjective wellbeing
- culture and community wellbeing

Policy recommendations

8 related challenges

- about the challenge
- examples of evidence
- policy recommendations



Co-funded by
the European Union

Findings of the CultureForHealth report

1. CULTURE AND HEALTH	2. CULTURE AND SUBJECTIVE WELL-BEING	3. CULTURE AND COMMUNITY WELL-BEING	4. CULTURE AND COVID-19
<p>A. Prevention and Promotion</p> <p>Healthy living and health-promoting behaviours Health communication Prevention of ill health Maternal mental health and mother-infant bonding Care-giving</p> <p>B. Management and Treatment</p> <p>Mental health conditions Neurodevelopmental and neurological disorders Noncommunicable diseases Acute conditions</p>	<p>A. Personal Fulfilment and Engagement</p> <p>Acquiring and developing skills Self-expression Empowerment Increased social engagement, bonding and inclusion Sense of identity and belonging</p> <p>B. Personal Orientation</p> <p>Resilience Positive behaviours Empathy Confidence and Self-Value</p> <p>C. Experiences of Emotions</p> <p>Improved mood Positive emotions Emotional regulation Reduced anxiety and depression Reduced stress, improved relaxation and flow Bereavement support</p> <p>D. Personal Evaluations of Life</p> <p>Improved well-being and quality of life Life satisfaction and motivation Finding of meaning Improved knowledge and reflectivity</p>	<p>A. Social Inclusion</p> <p>Social bonding and inclusion Inclusion of disadvantaged groups Increasing social engagement and reducing isolation Reducing stigma Well-being and inclusion of refugees</p> <p>B. School- and Work-related Well-being</p> <p>School-related well-being Work-related well-being</p> <p>C. Quality of Built Environment and Well-being</p> <p>Environmental design in healthcare Public space design</p> <p>D. Community Development</p> <p>Well-being, quality of life and active citizenship Environmental awareness Public engagement in health-policy development City cultural profile and well-being</p>	<p>Creative activities as preferred leisure Innovative strategies to cope with challenges Resilience Reducing stress and short-term anxiety Delivery of public health information Counteract negative effects of social isolation</p>



Examples of the CultureForHealth report findings

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CultureForHealth Report Policy Recommendations

Dedicated strategic and financial support

- Include culture as an integral part **of the EU's health strategy and as a core pillar of the EU's mental health strategy**. – complement medical approach
- **Increase investment in prevention and health promotion** (2018 EU average: 3%) Cultural activities are cost-effective
- **Embed** dedicated **provisions** in policy documents
- Promote the use of **culture-based social prescribing** across the EU

Knowledge and awareness building

- **Recognise** cultural activities **as complementary** to traditional medical responses
- Support further research
- **Raise awareness of the evidence** and of the cost effectiveness

Training and peer learning

- Encourage **joint training** and life-long learning in culture for health and wellbeing – equal level
- Support the development of training and enable **peer learning** and exchange of good practices

Localising Culture, Health and wellbeing R&D policy discussions

- Support the creation of a **dedicated platform for exchange**
 - Short term: platform / Think tank @ a university | Mid term: embed a department in EU -level health organisation dedicated for European Culture, Health and Well-being
- **Encourage** MS, regions, cities and organisations to establish their own culture, health and wellbeing **strategies** and assign dedicated finance and personnel

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Challenges in the intersection of cultural, health, care, and social sectors

- 1) uncertainty due to **short-term, project-by-project interventions**
- 2) inequitable cooperation across the sectors
- 3) possibly inadequate and **unfair compensation** for the artists' work
- 4) absence of well-defined responsibilities and reporting lines and **lack of supporting organisations artists can turn to**
- 5) ethical questions
- 6) inadequate offer of **capacity building** possibilities and training in this area
- 7) lack of **connectivity** among artists and lack of peer support
- 8) disparities in the development **across countries.**



CultureAndHealth Platform

- 1 November 2024 – 31 October 2028
- Objective: to support and promote **emerging European artists** working in the **interprofessional space of culture, health, care and social sectors**
- Aims:
 - **Provide financial support for artist-led projects** that bridge culture and health
 - Support and **build artists' capacities**
 - Enable international **mobility**
 - **Increase visibility** and **networking** opportunities
 - The platform will also **raise awareness** about the vital role culture plays **in health** and well-being
- Minimum 200 artists will be supported in 4 years.



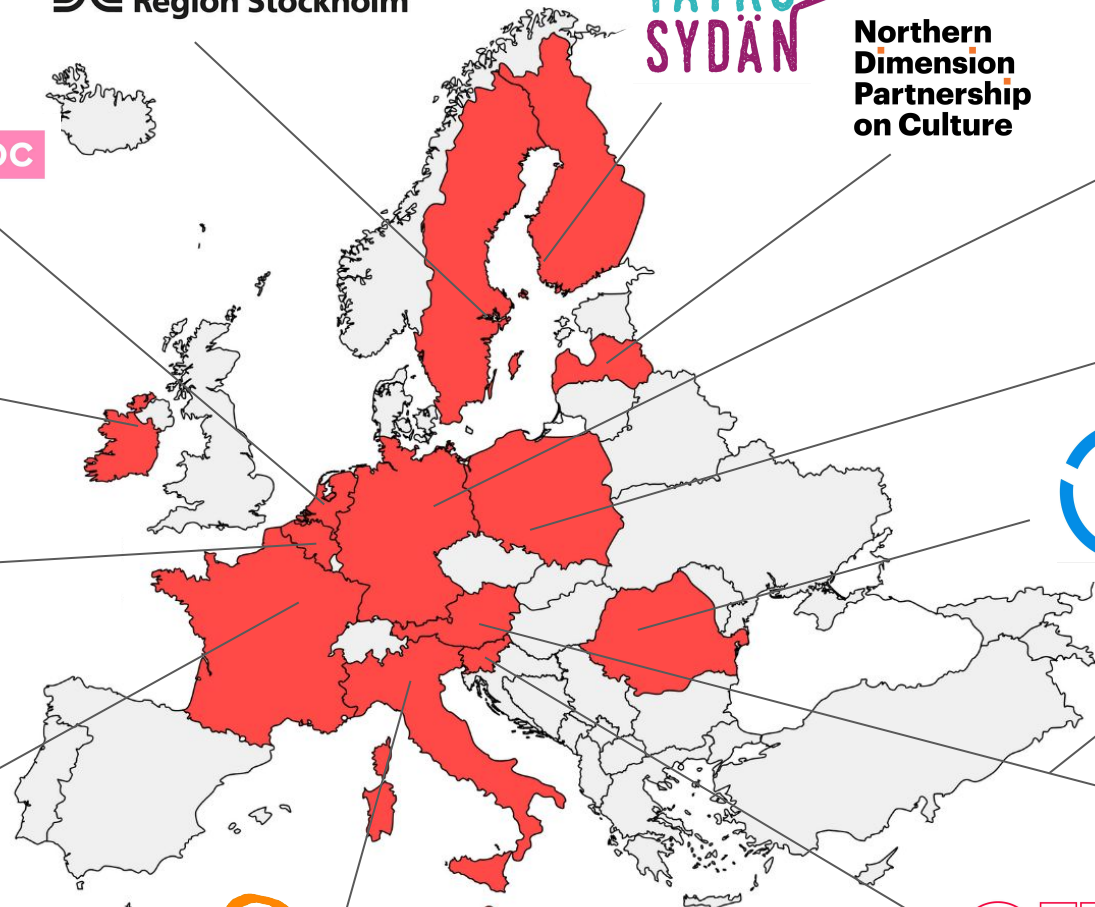
 Region Stockholm

TAIKU
SYDÄN

Northern
Dimension
Partnership
on Culture

humaQ

KUNSTLOC
BRABANT



Growing Platform

- Growing by 1 platform member / year – include 3 new countries supported by EU funding
- For organisations actively supporting the objectives of the platform it is possible to join as:
 - Platform Partner
 - Supporting Platform Partner
(with financial support from own/other sources)
 - EU Member States work on Culture and Health
- Growing in activities:
 - Year 1: pilot phase
 - Year 4: online artist database



Platform Actions



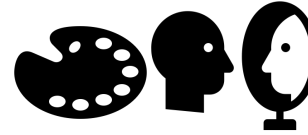
Financial support for projects

- National level calls
3 artist/year*11 countries*4
- EU level calls
8 artist/year*3



Support and build
Artist capacities

- online trainings
- live trainings



Artist shadowing /
peer-learning
programme



Support Artist mobility
To learn cross-border
10 artists /year*4



Mentoring

- Support- intersectoral
- Support- emotional
- National networking



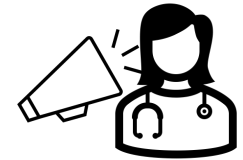
Increase visibility &
Showcasing the
Work of artists

- 1 int. mega event /year



Cross-border Networking

- Online Artist roundtable
- Peer support
- Year 4: online artist
database



Awareness raising

- Webinars for the
Health and
Social sectors

National Calls

TAIKU
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CULTURE
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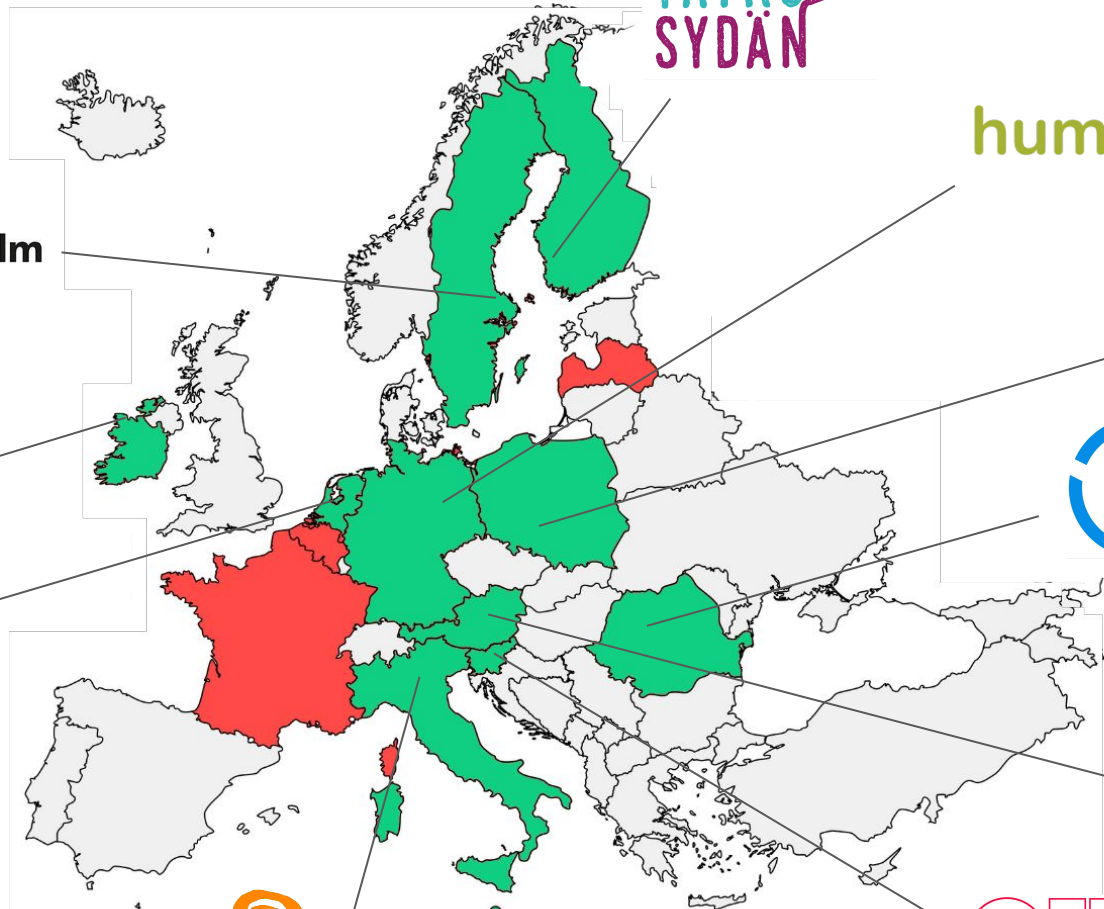
Region Stockholm



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RC Research & Consultancy



National calls: Feb - May 2025



- Project submitted by an **emerging European artists** working in the **interprofessional space of culture, health, care and social sectors**
- **Diverse - differences between the countries**
- Transparent, accountable, independent selection process
- **Common elements:**



Implementation

In the given country of the call



Artist

Residents or national Of a Creative Europe country



Vulnerable Beneficiaries/ Target groups

“in need” or at risk



Letter of support

from an organization - NOT from the cultural sector (Health, care, social sector Or NGO working with specific target groups)



Long-term

Cooperation potential

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Long-term Cooperation potential

EU level calls: Feb - March 2026

- Implementation in the EU

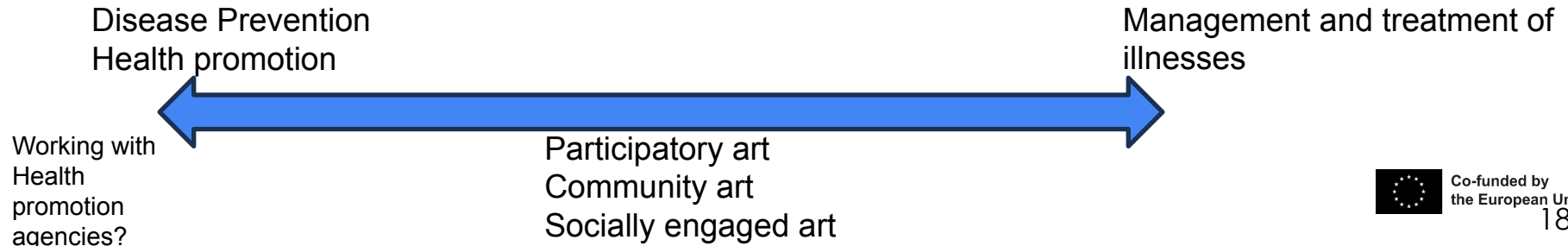
Project scope

WHO definition of Health

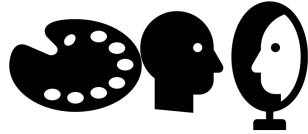
Health is a state of complete **physical, mental** and **social well-being** and not merely the absence of disease or infirmity.



➡ Project idea that is effective for health and wellbeing of the target group.



Artist shadowing programme



- Different level of development across countries
- Like “artist residency” , but much shorter....
- 1-2 weeks long (duration open, but limitation of the budget 2000 EUR/mobility)
- Supported by the mobility grant (10 artist/year *4)
- Diverse offers described in detail to apply for
- Year 1 Pilot year: NL inspirational visit, Italy socially engaged art

Upcoming Major Showcasing Events +training



- Feb 2025 Event in the European Parliament hosted by MEPs (TBC)
- 29 Sept- 2 October 2025 Finland, Turku conference and showcasing event
- (TBC) Feb 2026 conference in Leuven
- October 2026 Vienna, Austria conference and showcasing event
- October 2027 Cluj, Romania conference and showcasing event
- October 2028 Brussels conference and showcasing event

Platform Actions



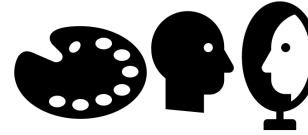
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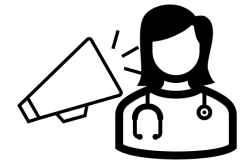
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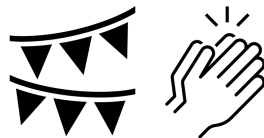
- Webinars for the
Health and
Social sectors

Time to get to know you...

- Please let us know where you are coming from?
- Meanwhile answering some questions...

Showcasing the work of artist working in the interprofessional field of culture, health, care and social sectors

- **Katy Geertsen**, Arts for Health Austria, dance artist, Austria
- **Andrea Kiss**, Healthcare Clown at Piros Orr and Mental Care Expert in Senior Home, Hungary
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Let's stay in contact

- Share your project in the CultureForHealth project database
- Subscribe to our CultureForHealth newsletter
- Follow on social media- CultureForHealth linked in, Facebook
- CultureAndHealth Platform Website is in the making... until then CultureForHealth.eu provides all information





Kornelia Kiss

Head of Culture and Health

Culture Action Europe



Kornelia@cultureactioneurope.org



cultureactioneurope.org



culture
action
europe



Thank you!

www.cultureactioneurope.org

Join our membership!

www.cultureforhealth.eu

www.cultureandhealth.eu (to come)

f @CultureActionEurope

t @actforculture

@culture_action_europe

in Culture Action Europe

Artists that can apply

Eligibility, legal requirements:

- The emerging artists should be residents or nationals of a participating country to the Creative Europe programme
(Albania - Armenia - Austria - Belgium - Bosnia and Herzegovina - Bulgaria - Croatia - Cyprus - Czech Republic - Denmark - Estonia - Finland - France - Georgia - Germany - Greece - Hungary - Iceland - Ireland - Italy - Kosovo - Latvia - Liechtenstein - Lithuania - Luxemburg - Malta - Montenegro - Netherlands - North Macedonia - Norway - Poland - Portugal - Romania - Serbia - Slovakia - Slovenia - Spain - Sweden - Tunisia - Ukraine)
- Unfortunately, migrants still waiting for the residence permit that are not residents yet are **not** eligible
- Artists resident or nationals of UK – **not** eligible (UK did not join Creative Europe)

CultureAndHealth Platform

15 platform members

+1 member each year

13 countries

-  Culture Action Europe
-  European Regional and local Health authorities ASBL
-  ARTS for HEALTH AUSTRIA
-  Pôle Culture & Santé en Nouvelle Aquitaine
-  Region Stockholm, Kompetenscentrum för kultur och hälsa
-  HumaQ - Healing Culture Network
-  Stichting Kunstloc Brabant
-  Turku University of Applied Sciences
Taikusydän - Arts and Health Coordination centre in Finland
-  Cavan County Council for Cavan Monaghan Arts and Health
-  Cluj Cultural Centre
-  Družstvo Asociacija
-  Northern Dimension Partnership on Culture
-  RED NOSES International
-  Associazione Culturale Oltre APS
-  ARC Research & Consultancy Ltd
-  Urban Culture Institute - City of Weaves

