



STRATEGIC FRAMEWORK

FOR THE COLLABORATION AGREEMENT BETWEEN THE MINISTRY OF CULTURE
AND THE MINISTRY OF FOREIGN AFFAIRS OF DENMARK ON DENMARK'S
INTERNATIONAL CULTURAL COLLABORATION



MINISTRY OF
FOREIGN AFFAIRS
OF DENMARK



MINISTRY OF CULTURE DENMARK



Astrid Sonne, Festsaal Kreuzberg, businessphotoberlin.de / Danish State Visit 2021

STRATEGIC FRAMEWORK

for The Collaboration Agreement Between the Ministry of Culture and the Ministry of Foreign Affairs of Denmark on Denmark's International Cultural Collaboration

The Collaboration Agreement Between the Ministry of Culture and the Ministry of Foreign Affairs of Denmark on Denmark's International Cultural Collaboration requires that parties draw up a strategic framework that defines a set of priorities aimed at supporting the agreement's four general goals of promoting.

- Denmark's cultural exports
- Intercultural dialogue between participants in Denmark and abroad
- Marketing of Denmark as a country
- Renewal of Danish art and culture through international collaboration

The purpose of this strategic framework is to promote a coordinated, common direction for Denmark's international cultural activities in accordance with current political priorities. The framework is scheduled for revision every two years.

Every year, funds are allocated under the budget of The Collaboration Agreement to support the strategic priorities. Activities for funding for activities that fall outside the strategic framework may be directed to the Project and development funding for international cultural collaboration that is part of The Collaboration Agreement.

Activities that fall within the strategic framework must strive to comply with a set of basic principles for international cultural collaboration. These principles will be included in the overall assessment of the activity:

- Activities must be of high professional quality in every regard
- Activities must be anchored in partnerships between partners in Denmark and abroad, based on reciprocity and local interest
- Activities must ensure strong networks and partnerships that extend beyond the individual activity and ideally have a long-term perspective
- Activities must ensure high visibility through targeted communication

STRATEGIC FRAMEWORK

International cultural collaboration plays a key role in promoting Danish cultural exports and communicating narratives about Danish strong points and values. Moreover, art and culture have a unique capacity to establish intercultural and diplomatic dialogue, particularly in relation to politically sensitive topics. Thus, international cultural collaboration is an important component in connection with economic and diplomatic efforts aimed at making a positive difference for Denmark in the wider world.

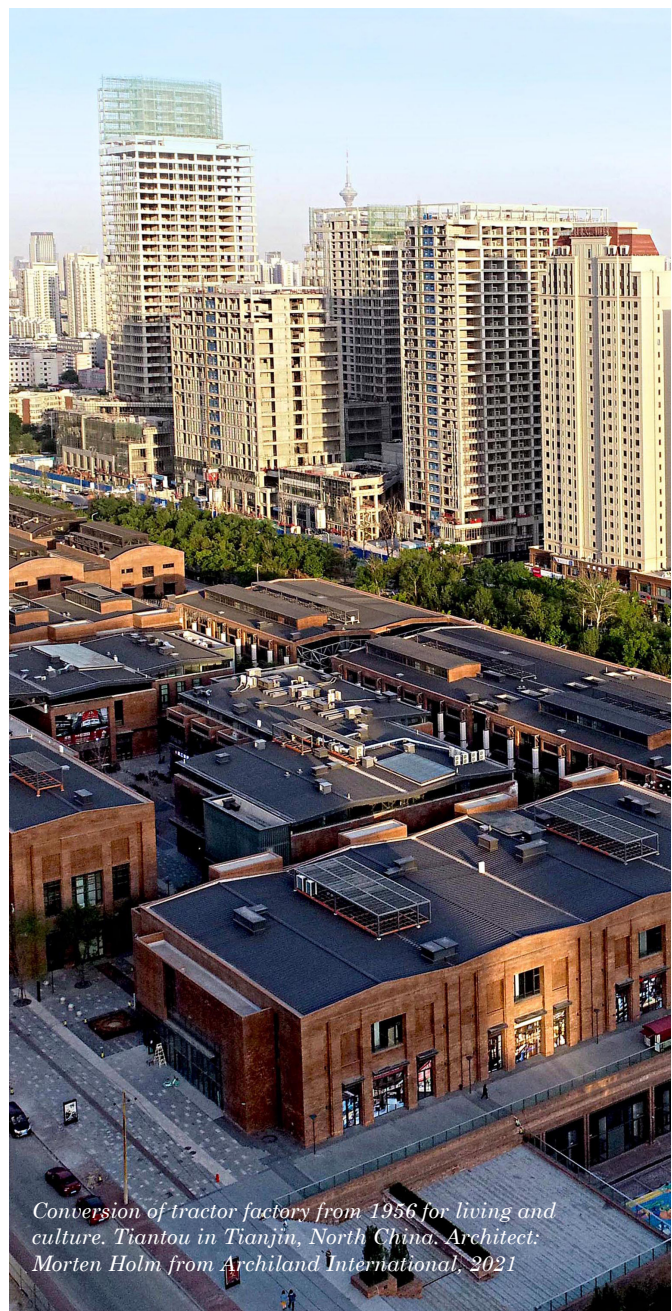
The Danish art and culture scene has an international outlook and engages with the global market and relevant partners outside Denmark. Two years of living with the Covid-19 pandemic have resulted in the cancellation or downsizing of numerous cultural projects and a considerable loss of earnings. Therefore there is a particular need to strengthen international cultural collaboration in order to promote cultural exports, re-establish international networks and relations, seize the new marketing opportunities that emerge in this process, boost artistic and cultural contributions to the diplomatic dialogue about Denmark and Danish values and support the ability of Danish art and culture to develop and thrive in a mutual exchange with outside influences and the world around us.

STRATEGIC PRIORITIES

The strategic priorities are described below. Overall, the focus is on three main themes: Sustainability and the green transition; Technology and the democratic dialogue; Rural and urban areas. These themes relate to core Danish values that international cultural activities should help manifest, develop and address through dialogue around the world. In addition, there are a number of geographic and methodological priorities that should also be reflected in activities that fall under this framework.

The geographic priorities are areas that are important to **Denmark's cultural exports** and/or **Danish foreign policy**. Art and culture can make active and important contributions in coming up with new solutions to global challenges, for example in connection with the green transition and as a partner to businesses in the development of innovative commercial Danish solutions. This is a strong point for Denmark with a major potential for growth in cultural exports. Furthermore, art and culture can also promote dialogue and help initiate conversations about politically sensitive topics. Thus, foreign policy priorities can be strengthened by active contributions from art and culture. The geographic priorities are the **United States of America, Asia, Near Europe** and the **Nordic region**.

These are the methodological priorities in relation to activities: **New formats** for international cultural collaboration (for example co-development, stakeholder involvement and innovative solutions) and **Partnerships and networks** (for example new stakeholder communities and partnerships at the intersection of different sectors, for example cultural and commercial stakeholders).



Conversion of tractor factory from 1956 for living and culture. Tiantou in Tianjin, North China. Architect: Morten Holm from Archiland International, 2021

THEMES

The following three themes are the main priorities of the strategic framework:

SUSTAINABILITY AND THE GREEN TRANSITION

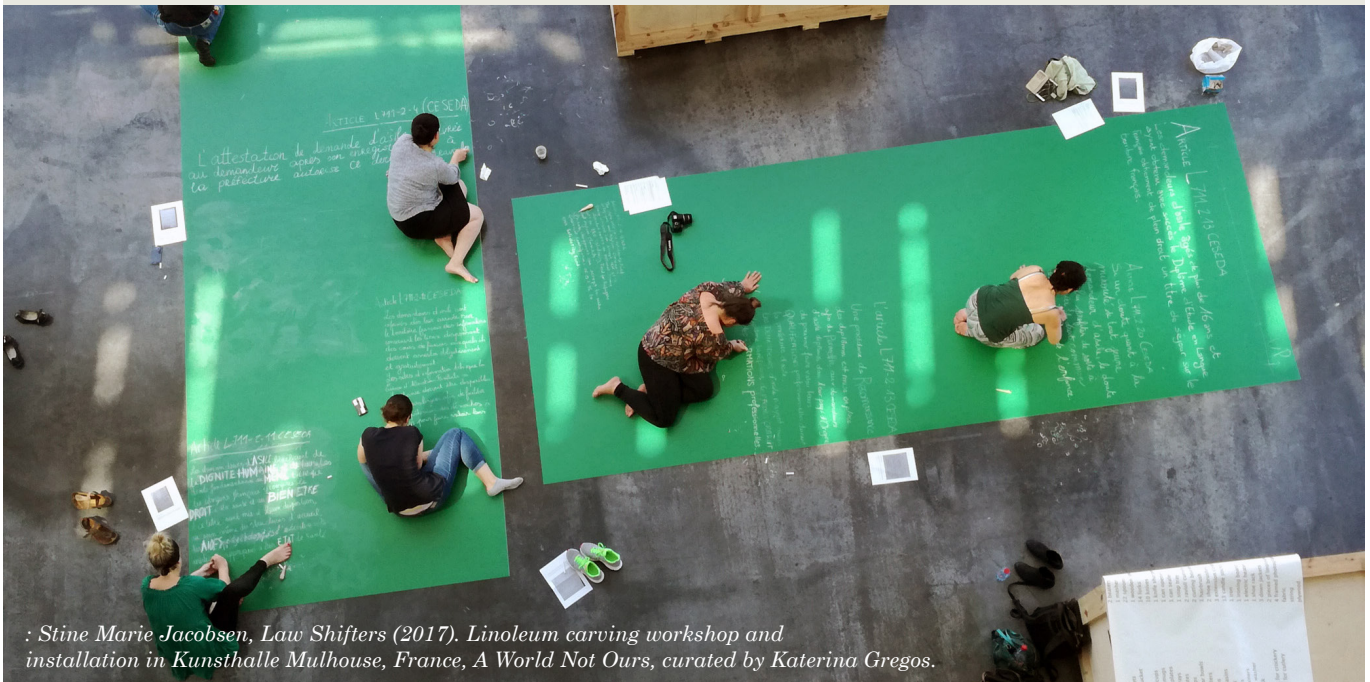


*Breathe with Me, Jeppe Hein & ART 2030.
Photos: Jan Stempel/Studio Jeppe Hein, courtesy of Jeppe Hein*

Denmark aims to contribute to the accomplishment of the UN's Sustainable Development Goals, which set the course for a more sustainable future by 2030. In particular, Denmark is a global leader for the green agenda, showing the way with ambitious national reduction goals as a pioneer of innovative green solutions. Even as a small country, Denmark can still make a big difference in the effort to create a green world. We aim to inspire and motivate other countries, raise global climate ambitions and promote global action. We also aim to seek opportunities for collaborating across both geographic borders

and institutional boundaries in an effort to develop common innovative solutions. International cultural collaboration supports Denmark's contributions to the development of a more sustainable world. In the development of Danish art and culture, too, an increased emphasis on sustainability raises the bar for formats and production, for example with regard to circularity and digitized distribution. Activities under this theme have the capacity to promote Denmark's green exports, partnerships and diplomatic efforts through creative and innovative solutions to global challenges and inspire action the world over.

TECHNOLOGY AND THE DEMOCRATIC DIALOGUE



: Stine Marie Jacobsen, *Law Shifters* (2017). Linoleum carving workshop and installation in Kunsthalle Mulhouse, France, *A World Not Ours*, curated by Katerina Gregos.

Denmark has a strong reputation as a democratic welfare state and is also one of the world's most extensively digitized countries. Technology offers new ways to solve social problems, communicate, receive information and make decisions. Technology also ensures renewal of art and its export potential through new formats and business models. Digitization can enhance democratic dialogue and promote fundamental Danish values. However, the use of new technology, data and algorithmic editing comes

with its own challenges: Restrictions of freedom, digital surveillance, digital attacks, misinformation and increased polarization. In other words, technological progress has the potential both to promote and undermine democracy and basic rights, not just in Denmark but globally. International cultural collaboration aims to elevate, inspire and broaden the conversation about possibilities and challenges and support the diplomatic dialogue about democracy and Danish values.

URBAN AND RURAL AREAS



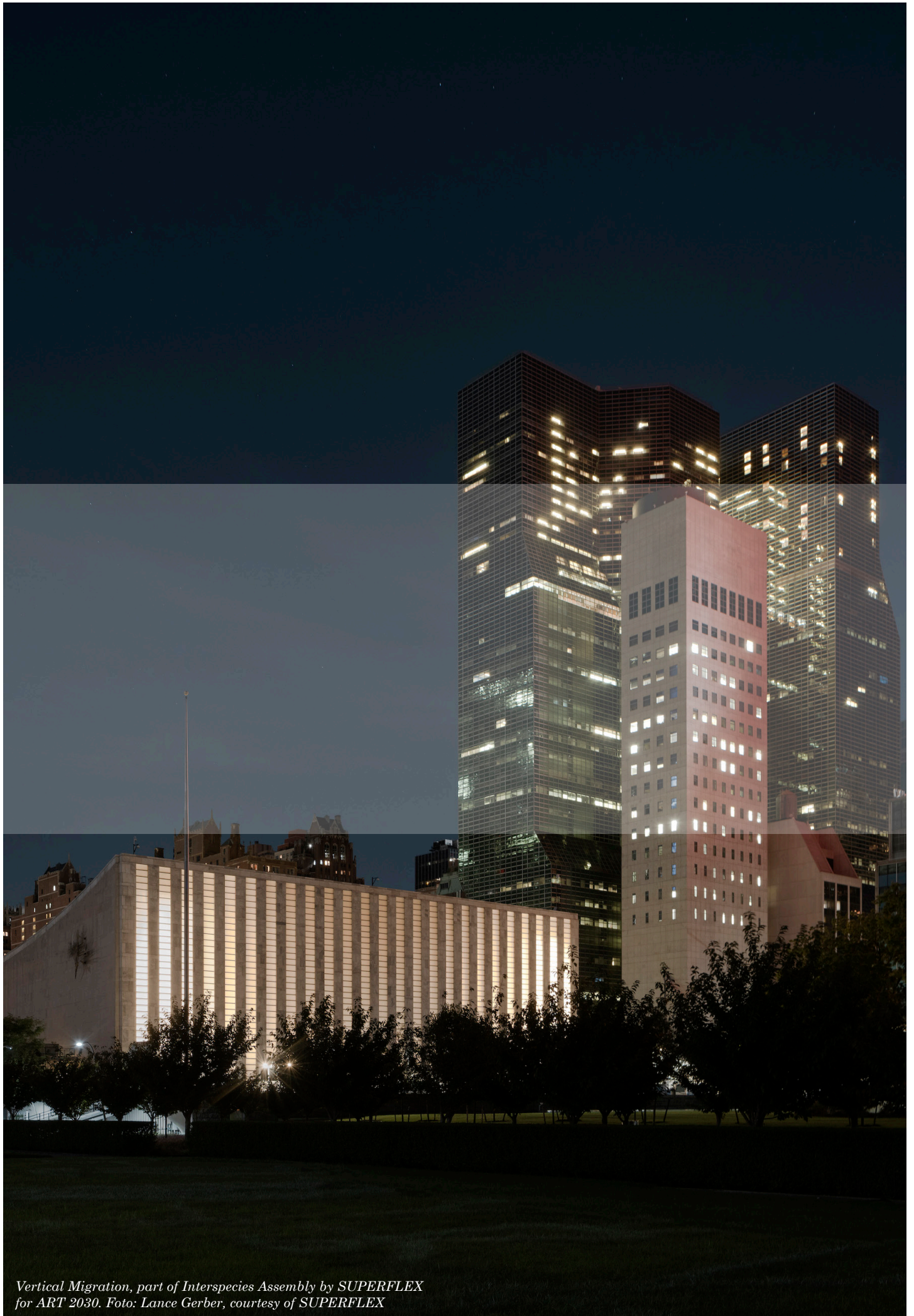
SOIL LAB Chicago Architecture Biennial photo Will Quam



Soil Lab opening photo Jay Simons

Like many other countries around the world, Denmark has a strong focus right now on creating the right balance and conditions for life in both urban and rural areas. This involves local social cohesion and dynamics as well as addressing climate challenges and the creating physical settings that promote our fundamental values. Architecture and design form the settings of our lives and shape the public spaces, communities and meeting places that bring

people together. Cultural institutions and grassroots organizations become local identity markers and art and community venues. Culture and the arts can facilitate cross-border conversations, collaboration and the exchange of experience and practices. This can promote Denmark's efforts to develop new solutions and models for greater social cohesion and support the export of Danish strong points in the global debate about the balance between urban and rural areas.



*Vertical Migration, part of Interspecies Assembly by SUPERFLEX
for ART 2030. Foto: Lance Gerber, courtesy of SUPERFLEX*