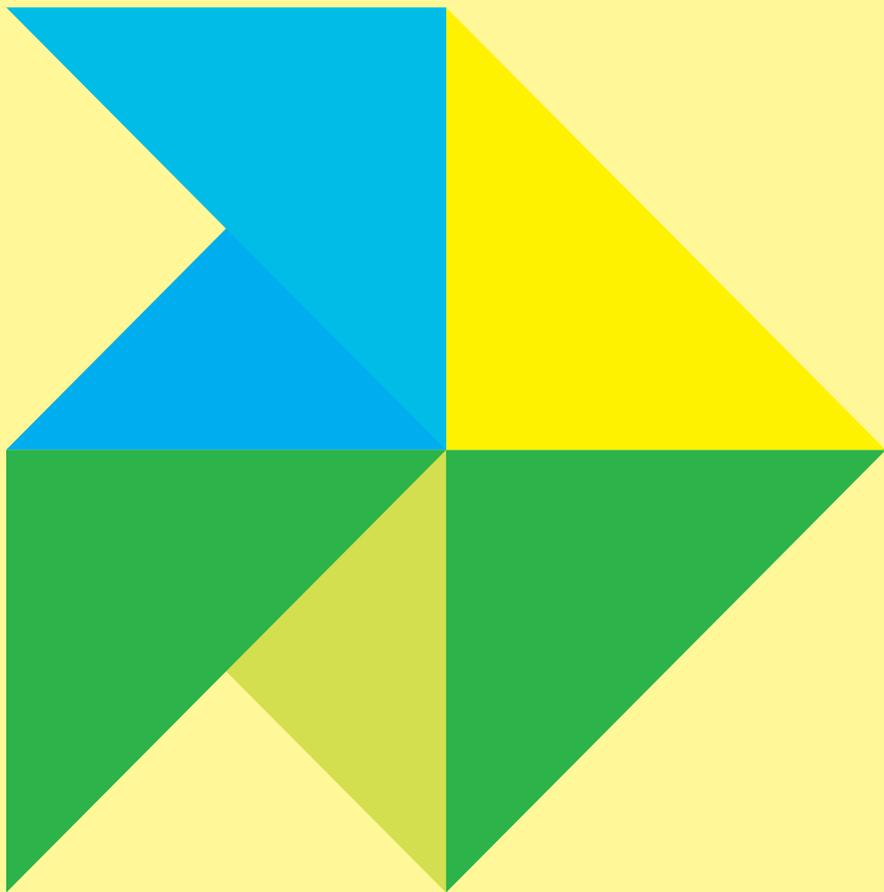




MALMÖ
Culture Strategy
2014–2020



Malmö stad



Why do we need a culture strategy?

Art and culture make a sustainable Malmö.

In Malmö we know that art and culture are effective tools to create a sustainable city. But both careful consideration and the power to act are required if this is to become a reality.

The Culture Department has therefore been working on a culture strategy for Malmö since spring 2012, having been assigned this task by the Culture Committee. This strategy has been worked out in consultation with large sections of the City's organisation, a wide range of cultural organisa-

tions and committed Malmö residents.

Higher education, regional stakeholders and the business community have also been involved.

The results of this boundary-crossing cooperation is a resolute plan setting out how art and culture are to contribute to making Malmö even more democratic, permissive and welcoming. This is how we create Malmö together. A Malmö that is accessible for all.

*Hanna Thomé (V), kommunalråd
för kultur och antidiskriminering,
Malmö stad*

*Elisabeth Lundgren, kulturdirektör,
Kulturförvaltningen Malmö stad*



Culture has an inherent value

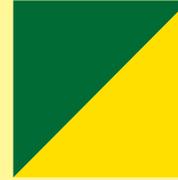
Culture is a human right the city wants to afford all its inhabitants. Art and culture have an impact on every dimension of sustainable development. We endeavour to implement a cultural policy that provides people with a sense of purpose and influence and a cultural policy that reinforces all parts of our city in order to develop Malmö while also combatting and diminishing the effects of segregation. That is why this strategy relates to how the city as a whole can be strengthened with the help of art and culture.

Definition of art and culture

When we say art, we are primarily referring to expressions, practitioners and activities within:

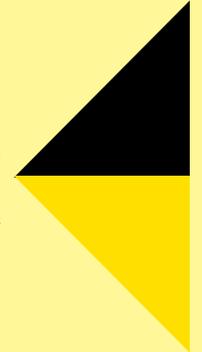
- literature
- music
- dramatic arts
- visual arts and film

When we say culture, we are also referring to cultural heritage (e.g. museums, archives, historical sites, cultural environments, cultural history and so forth), activities such as libraries and adult education, activities closely linked to the arts (e.g. design, crafts, architecture), expressions and activities within popular culture and people's own creativity within these fields.



Art, culture and development

The cultural dimension of development helps us understand the world and ourselves. Art and culture provide important keys to sustainable urban development and are central building blocks of the identity, sense of belonging and community spirit of both the city and its individual inhabitants. Art and culture can allow people to see the world and themselves as others see them. Culture improves the ability of individuals and communities to confront life and the changes that come with it. Culture shifts perspectives, gets people to question, re-evaluate and empathise, and it also creates context and meaning. These powers are closely linked to the formation of identity, to democracy and to solidarity. They are also involved in the individual's realisation of their opportunities and dreams. The city has to work towards providing opportunities to tear down the barriers that stand in the way of everyone's right to this. Freedom of expression, artistic freedom and everyone's right to culture are essential, as is ensuring that artist and those involved in culture have reasonable living conditions and opportunities to develop. The diversity of forms of expression, activities and participants is the foundation of a rich cultural life and must be protected, emphasised and developed.



Meet the challenges

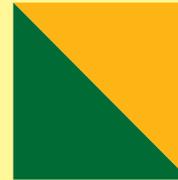
Malmö needs to focus more on the social and cultural dimensions of development. Even though Malmö's residents are increasingly feeling better and becoming healthier, there are growing differences between groups who have differing living conditions¹. Greater intercultural understanding and knowledge² is required, but so is an improved ability to deal with continual change – not least digital developments. International perspectives also need to be taken into account. Malmö needs to find a way to balance the narrow emphasis on the economic aspects of sustainability that currently prevails to the detriment of the environment, social sustainability and diversity. There need to be other ways to ascribe value and measure, as well as ways to create space for the unmeasurable and provide a place for activities that involve risk-taking and unpredictability. The ongoing trend towards uniformity, in parallel with increasing economic and social inequality, demands new ways in which to steer developments in a more just and inclusive direction.

Reinforce sustainability

The city's cultural policy can no longer be regarded as concerned only with a strictly defined cultural sector. If sustainability is to be reinforced, artistic and cultural expertise have

to be regarded and utilised in more and new ways. That is why a cultural strategy for the whole City of Malmö is needed whose activities, in combination and with the help of art and culture, can reinforce the city's development towards sustainability on all levels. The culture strategy applies to the whole of the City of Malmö's organisation.

THIS MEANS THAT EFFORTS ARE FOCUSED PARTLY on improving Malmö residents' opportunities to lead meaningful lives, be influential, find affinity and form their own identity with the help of art and culture. And partly on reinforcing the city's development and creativity with the help of art and culture. This may involve the work taking place in schools, elderly care services, environmental efforts, the reception of new residents, the business sector, the urban environment and tourism. The culture strategy proposes overall cultural goals and strategies that aim to make Malmö a world-class sustainable city by the year 2020³. The culture



1) The commission for a socially sustainable Malmö, Malmö's road to a sustainable future. Health, prosperity and justice (final report), City of Malmö, 2013.

2) Knowledge and understanding of different people's languages, world-views, philosophies, ways of life and circumstances.

3) "In 2020, Malmö is the world leader in sustainable urban development", Environmental Programme for Malmö 2009–2020.



strategy is a platform encompassing the entire municipality that will strengthen and expand the opportunities enjoyed by the city's artists and cultural players, give Malmö residents more opportunity to create their own meaningful contexts and place the city's human development at its core. The cultural goals cannot be achieved simply through initiatives within the City of Malmö; this requires collaboration with other organisations and enterprises. Enterprises from outside of the City of Malmö are invited to come in and are encouraged to support and work towards the goals in the culture strategy. The culture strategy is the first of its kind in Malmö. The entire city will use the culture strategy as the basis of its work in order to improve the quality of life and opportunities of current and future Malmö residents and thus contribute to making Malmö a place where everyone is equal. On 17 June 2014, the Malmö City Council approved the culture strategy that will apply from 2014 to 2020.



Greater sustainability with culture



When sustainability is the overall measure of development, the comprehensive perspective and a broader outlook are required. A sustainable city can only be achieved if Malmö takes on the challenges of social sustainability in additional and new ways. An important aspect of a society's sustainability is whether the public sector can satisfy the cultural needs and rights of its inhabitants. Malmö can become stronger and more sustainable by making greater use of artistic and cultural expression.



A CULTURE STRATEGY is a complement to and a development of the work that has thus far primarily been the responsibility of the Culture Committee, but is now becoming a concern for the entire city. The culture strategy regards the role art and culture has in the city in its full breadth. Art and culture become important tools in the city's activities that aim to, for example, develop democracy, social sustainability and the city's identity and attractiveness.



MALMÖ'S CULTURAL LIFE IS EXCITING, varied and draws attention from far outside the city limits. Malmö is home to an interesting mixture of cultural institutions and independent players of varying size and focus. A large proportion of Skåne's cultural development takes place in Malmö. In addition, there is a heightened interest, participation and engagement in artistic and cultural activities⁴.

IN 2011, MALMÖ WAS AT THE TOP of the list of major cities among the municipalities in the country who spend the most on culture per inhabitant⁴. Many organisations in the city, but outside of the Culture Department, are actively working with cultural activities. In Malmö there is an transparent, permissive and experimental way of working that benefits an experimental disposition and courage. Malmö's players are good at cooperating and making use of the possibilities of art and culture, but there is still room for improvement.



⁴) Measurements of cultural interest conducted for the Culture Department in 2011 and 2013 by Jema Kulturundersökningar.
⁵) According to the Swedish Agency for Cultural Policy Analysis, Kulturfakta 2012:1.

A number of challenges for Malmö form the basis of the culture strategy:

- 
- to increase influence, participation and power over their own life for Malmö's inhabitants, regardless of their age.
 - to use Malmö's young population as the starting point.
 - to reduce the disparity between groups with different living conditions.
 - to make the practising of and participation in culture more equal throughout the entire city.
 - to ensure new values balance the economic aspects of sustainability.
 - to improve conditions for artists and workers and players in the culture sector.
 - to develop Malmö's role as an engine for the region's artistic and cultural renewal.
 - to strengthen and develop cooperation between the culture sector, education and research.
 - to ensure Malmö has an inclusive culture sector that is free from discrimination.



Children and young people are a priority target group in the work involving this strategy.



Overall strategy
Malmö's sustainability
will be developed and
reinforced with the
help of art and culture.

Cultural goals for the City of Malmö 2014–2020

Vision: Malmö – where art and culture make a difference

In 2020, Malmö is a culturally active city where it is easy to both practice and participate in culture.

Malmö's residents are more creative and feel a greater sense of participation, solidarity and well-being. It is easy to find and create meaningful contexts and experiences throughout the whole of Malmö. Malmö's residents have more and equal opportunities to participate in art and culture. It is easy for people to improve their prospects and build on their talents, regardless of their background social position or any other circumstances.

Cultural activities and expressive creativity enrich and improve the entire city from a foundation in the field of art and culture. Freedom of expression, artistic freedom and everyone's right to culture are fundamental prerequisites.

Goal: In 2020, Malmö's sustainability has been reinforced with the help of artistic and cultural processes and expressions.

How are we doing this?

THE WHOLE OF THE CITY OF MALMÖ'S ORGANISATION has a collective responsibility to ensure that the culture strategy's intentions are realised. Cooperation between committees, boards, departments and companies are to be developed so that this work takes place in a simple and well thought-out manner. If this work is to be successful, Malmö's residents have to become involved and cooperation with civil society and other stakeholders needs to be developed.

EACH INDIVIDUAL COMMITTEE AND BOARD is responsible for ensuring that the aspects of the culture strategy that affect its activities are fulfilled. Committees and boards are to break down the cultural goals to committee goals, adapted to their respective areas of responsibility. Monitoring of the cultural goals is integrates with other monitoring and complies with the City of Malmö's reporting structure.

Step 1.

Over the course of 2015–2016, the Culture Committee will draw up an action plan for 2016–2020 in conjunction with other committees and boards. This will then be approved by the City

Council. The action plan is to contain prioritised and timetabled measures that lead to the fulfilment of the cultural goals.

OVER THE COURSE OF 2015–2016, the Culture Committee will also pursue, and if necessary initiate, a network spanning the entire municipality that works to ensure there is a common focus and collaboration throughout the whole implementation process.

Step 2.

Over the course of 2016–2020, every committee, department, board and company is responsible for implementation and goal-fulfilment based on the cultural goals and the action plan drawn up through dialogue.

IN-SERVICE TRAINING primarily involves connecting with the artistic and cultural expressions that are already to be found in the city – for example within the Culture Department, other parts of the City of Malmö, the broader cultural sphere and higher education.

THE CULTURE COMMITTEE is responsible for scrutinising this document.

1

Five interim strategies

In Malmö it is easy to get involved

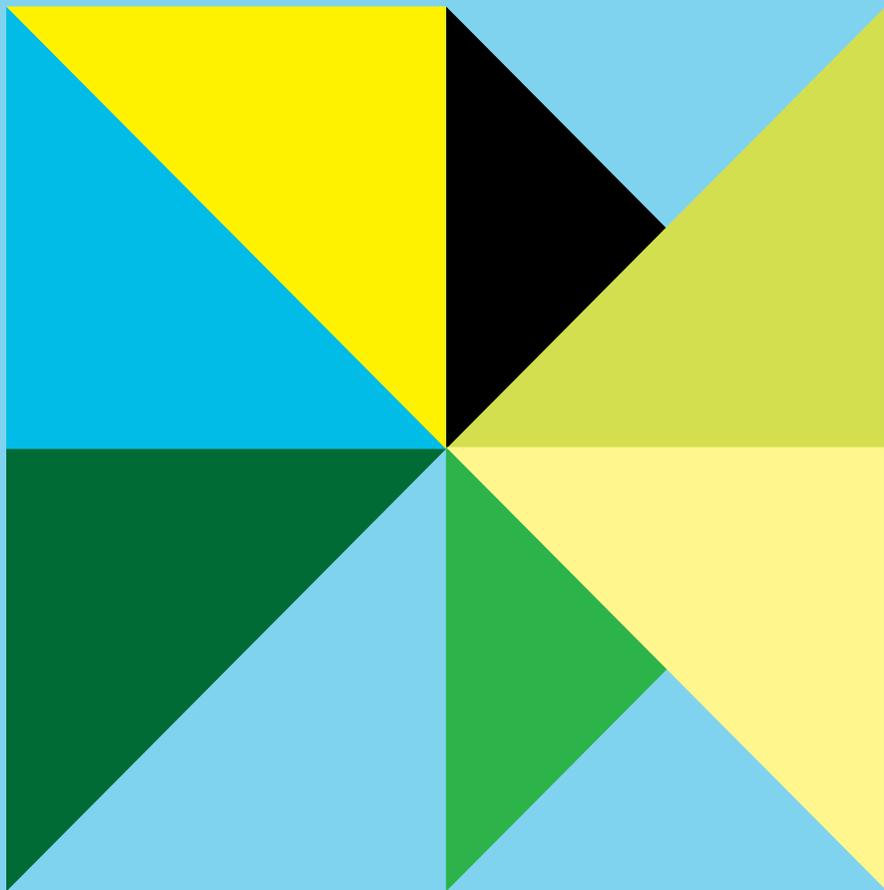
In Malmö we use⁶ artistic and cultural expression in order to make people more involved, give them more power over their own lives, more influence, better quality of life and improved opportunities.

GOAL: In 2020, Malmö is the Swedish city where the population – regardless of social position, gender, gender identity or expression, ethnic affiliation, religion or other belief, disability, sexual orientation or age – feel they have the best conditions to participate, be inspired and get involved in artistic and cultural experiences and activities. In 2020, Malmö is the country's most culturally active city⁷.

⁶) The term "we" primarily indicates the City of Malmö, but other stakeholders and partners outside the City of Malmö's organisation are also invited in and challenged to back the cultural goals and work towards their achievement.

⁷) In the sense of the most culturally active population (according to a culture index giving an overall measure of how culturally active a city's population is). This involves a move from the current (2012) position of 4th, to 1st of the 34 larger cities. This measurement is based on SOM surveys.





2

In Malmö people want to be

In Malmö we use artistic and cultural expression in order to improve the city's attractiveness – Malmö is a city people where want to live and work.

Goal: In 2020, artistic and cultural facilities, activities and experiences are a strong contributory cause of people moving to Malmö, remaining here and also wanting to live and work here.

3

In Malmö it is easy to be a cultural player

In Malmö artists and cultural players are provided with good conditions in which to work, develop and be seen.

Goals: In 2020, Malmö is the city in the country where cultural players feel they have the best conditions in which to work and take part in the city's development. In 2020, artistic and cultural facilities, activities and experiences are visible, conspicuous and integrated into the city's development.





4

In Malmö there is freedom of thought and expression

In Malmö we use artistic and cultural expression to give perspective and reflect on the direction in which the city and society is headed.

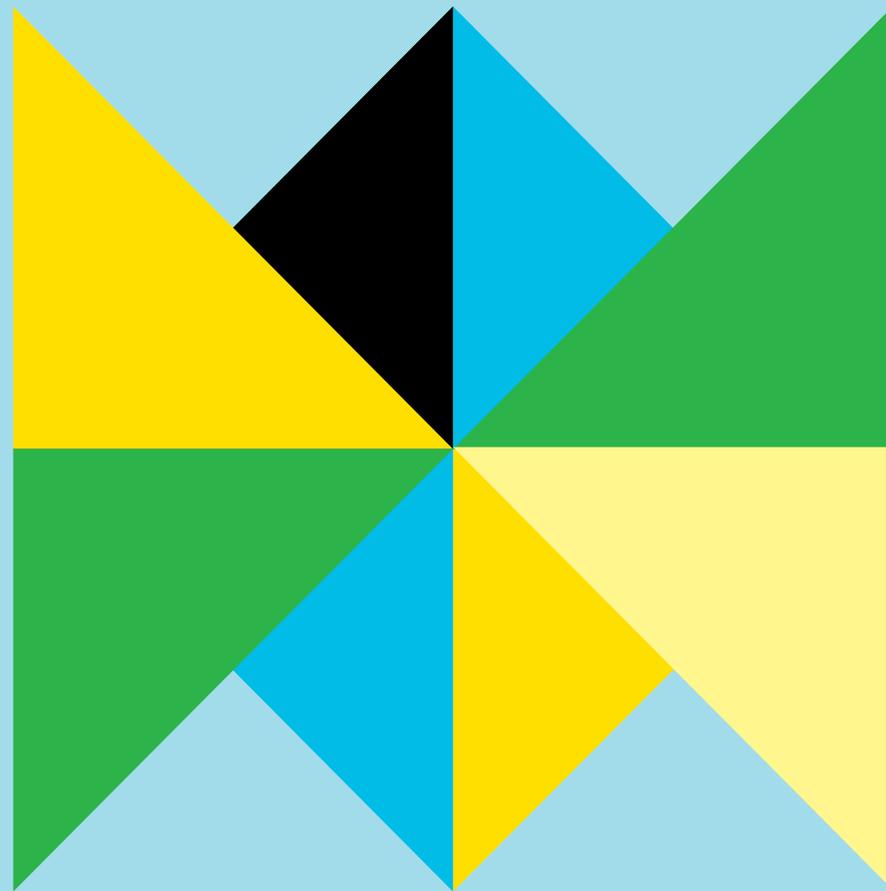
Goals: In 2020, the cultural debate and the public discourse is clear and visible and contributes to the city's sense of self and development. In 2020, the artists and cultural players in the city are noted locally, regionally, nationally and internationally because of their relevance, topicality and audacity.

5

In Malmö it is easy to develop and be creative

In Malmö we use artistic and cultural expression in order to develop collective creativity and knowledge.

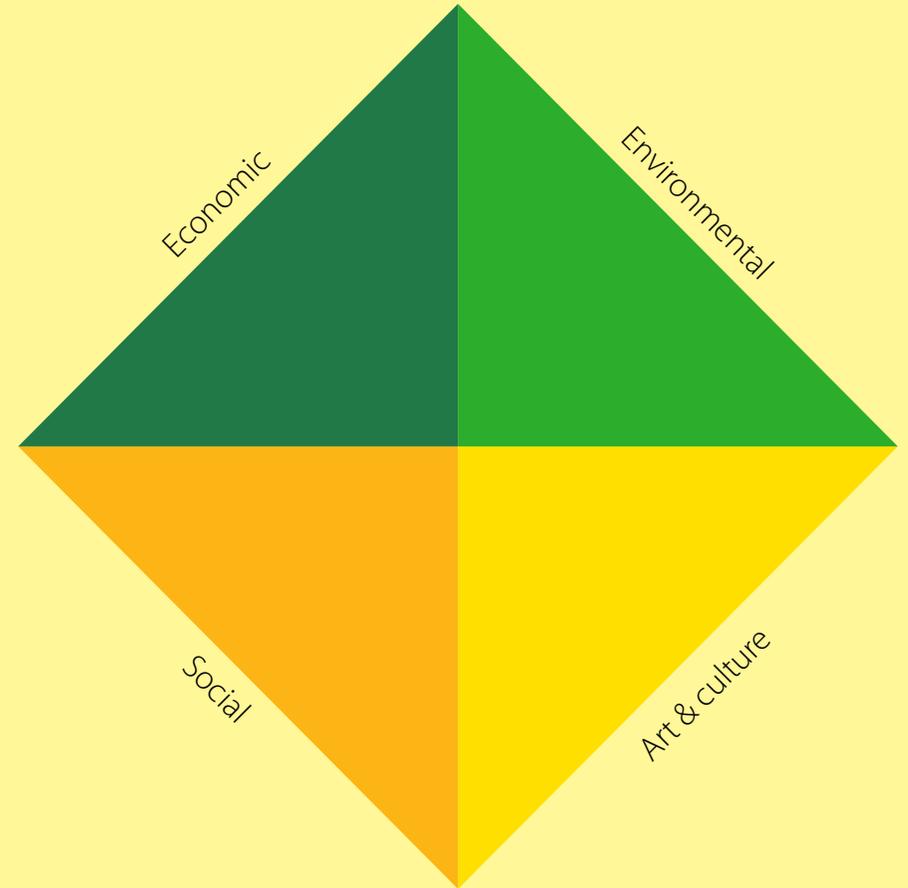
Goal: In 2020, artistic and cultural expression and activities contribute to the development of knowledge and Malmö residents' performance in school and educational level.



Share in sustainable development

THE TERM SUSTAINABLE DEVELOPMENT is defined on the UN report *Our Common Future* (1987) as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The three dimensions, social, economic and environmental must work together if development is to be sustainable in the long term.

THE MALMÖ COMMISSION'S FINAL REPORT from 2013 proposes that sustainability be the overall measure of development. The Environment Programme for the City of Malmö 2009–2020 stipulates that Malmö is to be a world-class sustainable city by 2020. Art and culture have an impact on every dimension of sustainability.





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