



Länsstyrelsen  
Skåne

# Intersection – a way to development

What happens when culture meets social innovation?

Integrated Action Plan for the URBACT Boosting Social Innovation Project

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## Facts and Figures about Skåne <sup>1</sup>

- Skåne is Sweden's southernmost region and has 33 local, and self governing, municipalities with a total population of 1 324 565 (2016).
- Main cities and population (2016):
  - Malmö: 328 494
  - Helsingborg: 140 547
  - Lund: 118 542
  - Kristianstad: 83 191
- Demographic structure, trends and population flows:  
In 2016, Skåne's population growth was at record levels. The total population increased by 20,938 people, which was an increase of 6,200 compared to 2015, which also had historically high population growth. At the turn of the year 2016/2017, Skåne had 1,324,565 inhabitants.

The largest part of Skåne's population growth is due to foreign net migration. What we are seeing now is that the large group of asylum seekers who arrived in 2015, are being granted residence permits in Sweden. Skåne also has a natural population growth and positive net migration in relation to other counties in Sweden. In 2016, all Skåne's municipalities saw an increase in their populations. The biggest municipalities of Malmö, Helsingborg and Lund saw the largest increases.

The western part of Skåne is increasing faster than the eastern part. Population density Skåne has a relatively high population density with 121 people per km<sup>2</sup>. This is the second highest in Sweden after Stockholm, with 348 people per km<sup>2</sup>. Western Sweden has a population density of 70 people per km<sup>2</sup>-. The average population density in Sweden is 25 people per km<sup>2</sup>. T

The most densely populated part of Skåne is found along the west coast, where the major cities of Malmö, Lund and Helsingborg are located. The most sparsely populated areas are in the north and east of Skåne, e.g. Osby in the north-eastern part of Skåne, with less than 23 people per km<sup>2</sup>.

- Population projection 2025:  
By 2025, Skåne is expected to have almost 1.5 million inhabitants. Over the next ten years, the age structure of Skåne will change quite significantly. Despite this, the average age is only expected to increase by less than half a year. It is primarily the number of children, young people and people aged 80 and older that are expected to increase the most until 2025.

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<sup>1</sup> Source: Report to OECD Territorial Review Megaregion Western Scandinavia; "Skåne – facts and key trends; Region Skåne och Helsingborgs stad, 2017.

The number of people aged between 20-64 years of age is expected to increase by about 73,000 by 2025, largely due to immigration to the county, but this group is still not increasing as rapidly as the population overall.

The number of elderly people is expected to increase during the forecast period, where a significant factor is that those 80 years and older are expected to increase by over 30 percent over the forecast period. Although the number of older people is increasing, the mortality rate at different ages has declined and more people are living longer.

The changing age structure of the population in Skåne will affect different sectors of the labor market, including childcare, schools and elderly care. The age structure will probably also affect the demand for different types of housing. It is primarily south-west and north-west Skåne that are expected to see the strongest population growth in Skåne up until 2025, with high birth rates and migration into the area, especially from abroad.

However, the number of people leaving north-west Skåne is expected to increase slightly. Population growth in both south-east and north-east Skåne will not be as strong, but the population will increase slightly, mainly due to foreign net migration.

- **Greater Copenhagen:**  
Greater Copenhagen is a region that encompasses the area of eastern Denmark and Skåne in Sweden. The 79 municipalities in Greater Copenhagen, 46 Danish and 33 Swedish, are home to 4 million inhabitants and Scandinavia's largest recruitment base of high-skilled employees. The region offers world class research facilities and a creative business environment with access to the markets of two countries. The Greater Copenhagen & Skåne Committee is a political platform that was founded in January 2016.
- **Life satisfaction, trust and health:**  
The general quality of life in Skåne is high. More than nine out of ten inhabitants of Skåne are very or fairly satisfied with their lives. The level of interpersonal trust is low among younger inhabitants and highest among the middle aged. Good health is important for quality of life and interpersonal trust. The state of health in Skåne is in line with the national average and more than seven out of ten inhabitants are in good self-reported health. The younger generations are in poorer mental health, and ill-health among the young is increasing over time.
- **Labor market:**  
The financial crisis of the early 1990s severely impacted Skåne's labour market. Between 1990 and 1993, employment fell in Skåne and approximately 70,000 jobs were lost. The employed proportion of the population aged 20-64 fell from 82 percent to 71 percent. The recovery gained momentum in 1997/98, when both the private and the public sector began to grow simultaneously.

It was not until 2005 that employment figures, in absolute numbers, reached the same level as in 1990. In connection with the financial crisis, extensive restructuring and radical changes occurred.

The financial crisis mainly affected the manufacturing industry. Initially, low-productive industrial companies closed down while other companies were forced to increase their productivity in order to survive. Rising unemployment entailed increased expenditure within the public transfer systems, which triggered cuts in the public sector, which did not start to grow again until the late 1990s.

One way to address extensive youth unemployment was to greatly expand higher education, which included the opening of a college in Malmö in 1998. The result was a sharp rise in the level of education, particularly among young people. The trend since the late 1990s has been characterized by growth in business services in the broad sense (ICT, R&D, but also basic administration and cleaning services, etc.), the retail sector, the hotel and restaurant sector, the construction sector, as well as in education and health and social care.

Whereas the number of people employed in the agricultural sector, forestry and the manufacturing industry has dramatically declined. Employment in Skåne as a whole has grown rapidly in the 2000s. Between 2000 and 2015, employment rose in Skåne and approximately 79,000 jobs were created. Structural change has led to a redistribution of employment in Skåne. The financial crises of the early 90s and 2008/09 impacted the manufacturing sector the hardest, which meant that the north-east and certain parts of northwest Skåne, which was Skåne's industrial heartland, were hardest hit.

Growth occurred primarily in service industries, which have other localisation requirements than the manufacturing industries that disappeared in connection with the financial crises. The result was a relocation of employment that favored urban centers with access to highly skilled labor. This restructuring led to relatively rapid growth in employment in south-west Skåne. But even if the working age population is growing rapidly in south-west Skåne, the employment rate remains at a relatively low level. Structural change and the financial crisis have also resulted in changes to the level of unemployment and its geographical distribution.

The number of unemployed in Skåne fell sharply until the financial crisis in 2008/09, when unemployment rose from four to seven percent of the population between the ages of 16-64. The proportion of the population who were unemployed continued to rise until 2013, when nearly eight percent were unemployed or in a programme with activity support. Unemployment in Skåne has declined somewhat since then, but remains at a relatively high level.

Unemployment has also been redistributed within Skåne. Before the financial crisis, unemployment was lowest in north-east and south-east Skåne, but after the financial crisis, unemployment rose sharply in the north-east sub region, where it is currently the highest. In large part, this is since the financial crisis mainly affected the manufacturing industry, which was more prevalent in northern Skåne.

Unemployment in south-west Skåne has approached the average for Skåne. The unemployed in Skåne, as well as in the country as a whole, currently consist mainly of people who lack an upper secondary education, are long-term unemployed or were born abroad. In September 2017 the unemployment level in Skåne was 9,9 %

- Education:

Every child has equal access to free education in Sweden. School is compulsory up to ninth grade (Elementary School). Upper secondary school is optional, and anyone that has completed upper secondary school may apply for post-secondary education. Skåne has one of the highest education levels in Sweden. However, there are large differences between municipalities in Skåne.

For example, less than five percent of all people from 35-44 years old in Lomma, Vellinge and Lund had only attained secondary education in 2015. On the other end of the scale, in Perstorp, Bjuv and Landskrona, they accounted for at least 15 percent of the age group. This is significant, since there are very few jobs available in the Swedish labor market for low skilled workers. In the early 1990s, Sweden was affected by a deep economic crisis with rapidly declining employment and widespread unemployment.

One way to tackle extensive unemployment was to significantly expand higher education. In 2015, around 56 percent of the female population and 40 percent of the male population from 24-34 years of age had a tertiary education. This trend was mainly driven by an expansion of the university colleges in Kristianstad and Malmö, but Lund University, the second oldest university in Sweden, still has the highest number of students in Skåne.

In 2014/15, approximately 6,600 students from abroad were enrolled in higher education and most of them were studying at Lund University. The number of students from outside Europe has fallen significantly since 2011, when Sweden introduced tuition fees for students from outside the EU/EES.

- Accessibility and transport:

Skåne is a densely populated and polycentric region. The population density of Skåne, paired with the polycentric urban structure, provides very good conditions for geographic accessibility in the labor market. The largest commuter flows are found between Malmö and Lund and vice versa, as well as between the suburbs and Malmö. There are approximately 15,000 people commuting daily between Skåne and eastern Denmark

- Housing supply and demand:

One of Sweden's and Skåne's main challenges today is the housing shortage. Skåne has a housing deficit in 29 out of 33 municipalities. The deficit together with augmented house prices constitute barriers to the housing market for many people in Skåne.

- **Environmental sustainability:**  
Sweden is at the cutting edge of environmental sustainability. According to Yale's environmental index, Sweden is ranked third out of 180 countries. However, environmental sustainability is still lacking in many areas. Biodiversity and habitats, fishery and forestry are the most problematic areas for Sweden.
- **Tourism and Culture:**  
Skåne is a region with vibrant cultural life, where many people devote their free time to everything from visiting museums to reading books. It is also a region where 28,000 people make their living from the cultural and creative sector, and is well known for its computer gaming companies as well as its tourist attractions.

## What is the County Administrative Board?

Because we are a link between people and municipalities on the one hand, and between the government, Parliament and national authorities on the other, we have a unique position in the democratic system.

Sweden is divided into twenty-one counties; each county has a County Administrative Board and a county governor. The County Administrative Board is a coordinating national authority with supervisory responsibilities and we date our history back to 1632. We are also a public service authority and can hear appeals.

The County Administrative Board is the most versatile of Sweden's authorities; our issues and our competence cover the entire social span. We have lawyers, biologists, architects, foresters, engineers, public relations officers, archaeologists, veterinarians, sociologists, economists and many others. Our aims are to provide good service with open account- ability that is based on the rule of law. Changes in society are resulting in increasing demands for accountability and accessibility.

The County Administrative Board are developing services that help private persons and organizations to carry out their tasks regardless of time and place.

The County Administrative Board in Skåne have offices in Malmö and Kristianstad and we are 450 employees.

## What do we do at the the County Administrative Board?

The County Administrative Board must ensure that decisions made by the government and Parliament, and which affect the county, are as effective as possible.

Therefore, we:

- provide advice and information
- monitor and check that various organizations comply with laws and guidelines
- perform our duties as an authority – issuing permits, hearing appeals against municipal decisions and compiling information
- coordinate the county's strengths by taking initiatives and organizing meetings and activities
- provide contributions to various kinds of activities.

We also have other tasks as an authority, where we make decisions or impose measures in accordance with laws and other democratically made decisions.

## Working with growth

Stimulating economic growth in the counties is vital to the welfare of Sweden.

Strong regions and businesses are a prerequisite for improving Sweden's economic development capacity and ability to compete internationally. Our mission at the County Board is to contribute to the development of trade and industry so that employment and economic growth are promoted.

This is achieved by giving financial assistance to small and medium sized enterprises that have a planned investment for further expansion and also by giving grants to project initiatives whose aim is to promote economic development.

We also participate in some projects and often lead projects for development in collaboration with other organizations. Regional development over the past 10 years has been carried out through efforts by the County Administrative Boards, or by self-governing bodies or through bodies of regional cooperation.

Regardless of whether it is the County Administrative Board, a self-governing body or a regional cooperative body that is in charge it is their responsibility to ensure that the county has a regional economic development program as well as a regional economic growth program.

The purpose of these programs is to identify and better utilize the particular conditions of the county and region, and to assemble the county's resources into efforts that provides the greatest impact and results for growth.

The County Administrative Boards also have a responsibility to provide information about issues relating to competitiveness and promote effective competition, in both the public and private sectors.

## Culture as a way to develop growth and social innovation

For some time, we have been working hard with the question how culture can contribute to good social development and also create entrepreneurship and growth.

## Cultural consumption in Skåne

According to a survey from 2016, two thirds of the population in Skåne went to a museum and the same number visited a library in the last 12 months. The most popular cultural activity was watching movies, which more than 90 percent had done. Reading and watching films in the home are things that most people in Skåne do on a weekly basis. On average, the people in Skåne is more interested in cultural activities than the Swedish population as a whole. This is most notable when it comes to playing digital games, going to theatres, attending art exhibitions and visiting libraries.

Women and younger individuals have a higher level of cultural consumption. Those under 30 watch films, play digital games and read more than the older generations. On the other hand, those older than 65 consume more of the performing arts than younger people do in Skåne. In general, women consume a lot more culture then men. They read and paint to a greater extent, and they visit museums and performance arts more frequently. Men spend more time playing musical instruments and digital games.

People with a higher education generally spend more time on cultural activities than people do with less education. Higher income is another factor that contributes to cultural consumption, with the exception of playing musical instruments, painting, dancing and writing. However, these facts are complicated by the knowledge that age and occupation play an important role in cultural consumption, which could make these correlations spurious. Cultural consumption tends to be higher in the urbanized areas compared to smaller towns and the countryside. This is especially true of the cities in the south-west part of Skåne.



## Cultural and creative industries in Skåne

In an interview and register-based survey from 2016, the cultural and creative industries in Sweden were studied. These were divided into seven sectors, design and fashion, culture and experience, literary and artistic creation, media, performing arts, film and photography, as well as game development.

Like the rest of Sweden and the rest of Europe, the film industry in Skåne is largely dependent on public funds. Few companies have sufficient revenue to enable them to survive without public sector support. In 2013, there was a total of about 674 private companies that produced films and videos in Skåne and they had a total of between 860-900 employees.

The computer gaming industry in Skåne is growing rapidly and has attracted considerable attention in recent years. In comparison with the rest of Sweden, Skåne is well represented in the computer gaming industry and after Stockholm, Malmö is the Swedish city that has the most employees working in the gaming industry. In 2013, which was the year of the survey, there were 55 companies registered, which was an increase of 20 percent since 2011. In 2015, the region's largest game development companies were Ubisoft Massive and King.

## Why did we join the URBACT Boosting Social Innovation project?

The goal of the network was to enable public administrations to play a new role as public booster and brokers/facilitators of social innovation activities/projects/policies, by driving social innovation in, through and out the public sector. We found this to be exciting and challenging tasks that are well in line with our work and ambitions. That's is why we joined the project.

## Our core question

The core question that we have been working with in Skåne is: What happens at the intersection where culture, in different forms, meets social innovation and how can public actors contribute to this positive development?

## What is social innovation?

There are a variety of different definitions of social innovation. The Swedish knowledge hub "Social Social Innovation (MSI)" at Malmö University chooses to define the concept of: "innovative services, products, processes, collaborations and methods that aim to meet society's challenges".

The Swedish Innovation Authority, Vinnova, defines the notion that "social innovation is a measure aimed at enhancing people's well-being by identifying and meeting social needs". The EU definition reads "social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively".

## Our definition of social innovation

Within the BoostInno project, the County Administrative Board of Skåne has chosen to define social innovation as "initiatives that improve society in a broad perspective and where the driving force is primarily not financial interests."

## Our URBACT Local Group

Members of our ULG has been:

- Thomas Arnström, freelancer
- Chris Schenlaer, freelancer
- Ulf Kyrling, Region of Skåne, department of rural development
- Leif Wennerberg, CEO Wennerberg Kreativ 4you
- Katarina Karlsson; City of Malmö, CEO Malmö Museum
- Annelie Krell, Region of Skåne, cultural department
- Maria Tuszynski, Region of Skåne, department of business development
- Jörgen Dehlin, County Administrative Board of Skåne

## Our working method

The world is full of different models and concepts for innovation and development. Many of these models are rather complicated and difficult and therefore not very user-friendly. We have strived to develop an innovation model that is simple, uncomplicated and easy to use and implement.

Everything began with an English monk. William of Ockham (circa 1287–1347) was a Franciscan friar and theologian and an influential medieval philosopher and a nominalist. His popular fame as a great logician rests chiefly on the maxim attributed to him and known as Ockham's razor. The term razor refers to distinguishing between two hypotheses either by "shaving away" unnecessary assumptions or cutting apart two similar conclusions. His principle states that among competing hypotheses, the one with the fewest assumptions should be selected.

In science, Ockham's razor is used as a heuristic guide in the development of theoretical models, rather than as a rigorous arbiter between candidate models. In the scientific method, Ockham's razor is not considered an irrefutable principle of logic or a scientific result; the preference for simplicity in the scientific method is based on the falsifiability criterion.

For each accepted explanation of a phenomenon, there may be an extremely large, perhaps even incomprehensible, number of possible and more complex alternatives, because one can always burden failing explanations with ad hoc hypotheses to prevent them from being falsified; therefore, simpler theories are preferable to more complex ones because they are more testable.

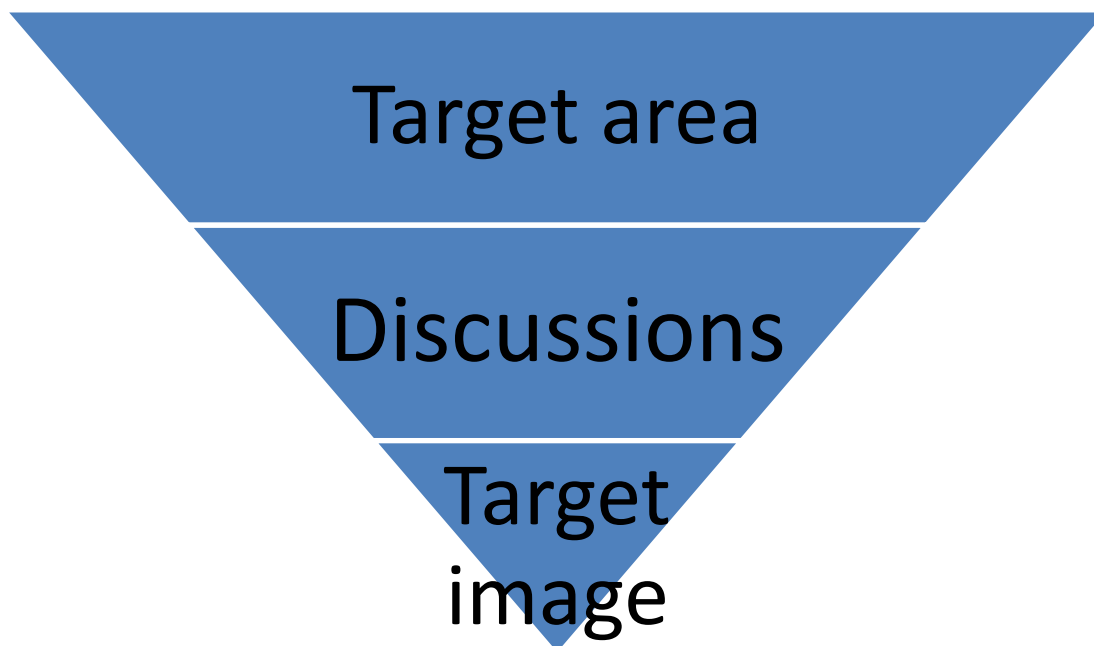
The principle of Ockham's razor is a very good starting point when it comes to creating innovation; *keep it simple*.

## The Reverse Pyramid – how it works

Traditionally, a pyramid rests on its broad base and ends with its pointed peak. In the innovation model "The Reversed Pyramid" we turn the pyramid upside down.

The Reversed Pyramid has three different steps in its innovation model:

1. Definition of target area
2. Developing discussions
3. Target image



The development process begins by defining a target area we wish to discuss, we begin our discussions in general terms and become more and more concrete to end in a common target image; *We want to achieve this*.

## The benefits of The Reverse Pyramid

The reverse pyramid can be summarized as follows:

1. It is simple and straightforward
2. It is completely democratic - all participants are equally important in the discussions
3. It is based on a target area defined by the person who invites the participants to the meeting - this we want to achieve with the discussion
4. The discussion starts in general terms, but becomes more and more concrete
5. It can be used for short and fast processes as well as for longer and more complicated one
6. The discussions are led by a call leader who ensures that the process is pushed forward; that is to say, successively further down the pyramid

## The Reverse Pyramid and the chaos theory

Discussions in The Reverse Pyramid will be the best without an overly detailed agenda. It is a clear advantage to follow the chaos theory instead; let the discussion develop in the direction that the meeting participants really want.

## The Reverse Pyramid and URBACT

It is our firm belief that The Reverse Pyramid model was very well suited for the work of our URBACT Local Group (ULG). We got an open and creative discussion where thoughts and ideas are given the opportunity to flow more freely than if we have chosen a traditional model for innovation development.

## Intersection and the Medici Effect

The innovation concept "intersection" was initiated by Frans Johansson at Harvard Business School in 2004 in his book "The Medici Effect".<sup>2</sup>

Johansson's idea was quite simple. It was assumed that when you place yourself in the intersection point between different areas, disciplines or cultures, you can combine existing concepts into a large number of new ideas.

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<sup>2</sup> Frans Johansson; "The Medici Effect – breakthrough insights at the intersection of ideas, concepts and cultures", Harvard Business School Publishing Cooperation, 2004.

Frans Johansson took the name of his theory from the Italian bank family Medici, who in the 15th century Italy economically supported creative people in different areas. It could be about art and music, but also about science, philosophy and architecture.

They all met in Florence and exchanged thoughts and ideas and tore down obstacles between themselves. All of this helped create the innovative time period that we know as the Renaissance.

## What is intersection and what is needed for creating intersection?

Simply expressed, intersection means linking concepts from one area with concepts from another area. It is all about tearing down barriers between different disciplines.

It is also about creating a climate with low association barriers where the mind is open to linking concepts from different areas.

And it's all about having a permissive organizational structure open to new thoughts and ideas.

It is also about creating heterogeneous working groups instead of homogeneous working groups. The participants in the working group shall complement each other.

## Intersection, culture and social innovation

It may seem that intersection should be obvious when we talk about the development of social innovation. But unfortunately, old organizational structures often hinder new ways of thinking.

Many times, organizations choose to work hierarchically and in straight-line old fashion structures. They choose to avoid cross-border cooperation.

And that led to our core question: *What happens at the intersection where culture, in different forms, meets social innovation and how can public actors contribute to this positive development?*

## Do we have projects in Skåne today in the intersection between culture and social innovation?

In our ULG we made an inventory of projects in Skåne that today are working in the intersection of culture and social innovation.

Our ULG was able to identify about 30 projects only in Skåne at this intersection. These are found everywhere in society; theater projects, at libraries, in different churches, in health care, at schools, in elderly care, as projects for housing and more and more.

## What characterizes a successful project in the intersection between culture and social innovation?

These successful projects had a number of things in common:

- One or more truly driving project managers who have a great personal commitment.
- The ability to make participants and visitors feel part of what's happening.
- The projects are rooted in the local community in which they work.
- Diversity is a key success factor.

## Innovating Europe thru culture and social innovation

Future European growth depends more on a strengthening of cultural and creative industries than on continued rescue packages for the financial sector. The cultural and creative industries are two of the most important industries in Europe and they have a big growth potential.

Innovation in Europe will become dependent on the crossover activities and cross-border creativity that is produced by artists and cultural institutions. Europe has to improve the possibilities and multiply the platforms and common spaces where artists and creative companies can share experiences, test and experiment with new ideas and creations to improve the dynamism of the European societies. It is in the crossover experiments between art, design, software, new technologies and innovative companies that many of the most exciting new ideas and concepts will be developed in the coming years.

## European Commission and cultural and creative industries

DG Culture at the European Commission notes that Cultural and creative industries (CCIs) are undergoing considerable change as a result of increased digital technologies, the economic crisis of the past several years, and considerable changes in the regulatory framework.

Support to CCIs has, likewise, evolved rapidly, witnessing core changes in intellectual property law, increased support through state aid, and a greater recognition of their potential contribution to the economy.

Despite the considerable potential of CCIs, estimated to be responsible for over 3% of the EU's gross domestic product and jobs, they remain undervalued and unrecognized, especially in terms of their ability to access start-up capital and financing.

The challenges facing CCIs are compounded by a lack of clear evidence and information in the sector, which further limits the ability of financial backers to recognise their potential, as well as other legislative hurdles, such as intellectual property rights, varying tax regimes, and mobility issues.

CCIs need support to enable them to properly represent their interests and raise their concerns, as well as to create cross-border networks and platforms to help structure and strengthen the sector.

In line with the Europe 2020 strategy for growth and jobs, the European Commission's role is, in general, to ensure that the culture sector is able to increasingly contribute to employment and growth across Europe. Specifically, this involves the provision of direct financial and technical support, whether in the form of grants or the establishment of networks and platforms to support the sector.

## Cultural and creative industries in Sweden

Sweden is an innovative and creative knowledge base with technical solutions, brands, music, literature, movies, computer games and world-class fashion. The knowledge sector has become a new base industry.

In the knowledge-intensive companies, many of our new jobs in Sweden are created. Already today there are more than every third job in companies that build their business on intangible assets and account for 40 percent of Sweden's GDP.

Sweden performs well in international ranking of innovation capacity and digitization as well as business conditions. Growth is good and the employment rate is very high. At the same time, competition is stifling. If Sweden is to remain strong in a global market, we can not calm down. Sweden and Skåne need to work for continued access to risky capital in early stages, creating opportunities for continuous training and updating knowledge, utilizing the potential of digitalization in business and society and ensuring that Swedish companies and creators have good opportunities to work strategically with their intangible assets.

## London – hub for culture and social innovation

London is one of the places in Europe where culture meets social innovation in many different ways and in many different constellations.

In April 2017 we therefor conducted a trip to London to study projects and institutions that act at the interception between culture and social innovation.

Both before and after our visit to London, the city was hit by tragic terrorism attacks. This meant that we were met by a, in some parts, more closed London than usual. Blockages, checks, photo prohibitions in certain places, covenants to bring electronic equipment, etc. Facts that scare and worry. It is not that kind of society we want to see in the future.

We want to see a society where people, regardless of gender, sexual orientation, religion, skin color, geographical origin, age and economic conditions are met with respect and tolerance.

We want to see a society that wants and dares to be open, creative and innovative.

We want to see a society characterized by welcoming and empathy.

Here, we see that EU programs, such as URBACT, will continue to play an important role in networking and knowledge sharing.

It was therefore a cause of concern to meet a UK that, through Brexit, chose to end up with the rest of Europe.

Our visit to London resulted in the following conclusions to take home to Skåne and to our part of the BoostInno project:

- The cultural area has been heavily marginalized in EU's budget for a long time. Here, both the EU Commission, the European Parliament and the individual member states must reconsider and understand the importance of culture as a driving force for the development of innovation; both business and social. Here, as individual citizens, we have a responsibility to highlight this message in the organizations and within the networks in which we work. Everything to create an open, developing and forward-looking society as a counterweight to the protectionist tendencies we see around the world.
- Culture knows no border. To the contrary, it brings together people. Culture is one of the most important factors in creating conditions for integration and diversity in a society.
- Culture creates social innovation in two different dimensions in society. Part of the process itself that creates the artwork, the piece of music, the theater play, the book and more, and partly in the experience this gives the viewer, listener and reader. Creative creation leads to reflection, impressions, reactions and impulses that lead to social-level innovation in other parts of society. Interaction and synergies are created.
- Culture and social innovation meet in the digital world. Much of what we saw and experienced in London was spread through digital and social media. The digital world is no threat, but rather an opportunity to reach out with messages and create networks and contacts.
- In London, as in many other parts of Europe, culture rests on a foundation of ideal powers. It's difficult to get economy in culture unless you have a private or public sponsor who backs up your business.

The core values that we bring home from London in our work with BoostInno:

1. Increased investment from the public to the cultural area is needed. Culture is evidently creating added value that develops society.
2. Culture is an important path to integration and increased diversity in society.
3. Digitalization and social media are the tools that link culture and social innovation.



## What is needed in Skåne to create the intersection between culture and social innovation?

In order for Skåne to continue to perform in the international top class in the field of cultural and creative industries (CCIs), business advice and knowledge development is needed.

The knowledge needs of companies and individual entrepreneurs range across a range of areas, ranging from simple information to more qualified advice and systematic skills development. The need for support is found at all stages of entrepreneurship about starting, pushing and growing, but is especially big in stage of development, eg in conjunction with business start, expansion, new investment or establishment in new markets.

Through different forms of networking, brokerage functions and collaboration with other companies and actors can small businesses get more of their resources and gain access to strategic information, share the costs of development and competence efforts.

The continued development of cultural and creative industries have a need for increased cross-border knowledge exchange between actors in the cultural field and the business area.

For cultural and creative industries, there is also a need for greater understanding of how collaboration and networking occur within and between other industries.

Students who have undergone education with some form of cultural orientation often starts their career as a cultural creator. Many of them call for increased knowledge of developing affairs and running business.

The artistic educated have a significantly different situation in the labor market than most others groups of educated. The proportion of employment workers is often lower among those artistically educated than among other education groups. The artistic educated people get more often than other university-educated jobs on "low level".

This leads us to the "Culture and Social Innovation Lab Skåne"

### Culture and Social Innovation Lab Skåne

This background and the discussions in our ULG have led us to the conclusion that there is a need for some sort of incubator environment for projects, events and entrepreneurship in the intersection between culture and social innovation in Skåne.

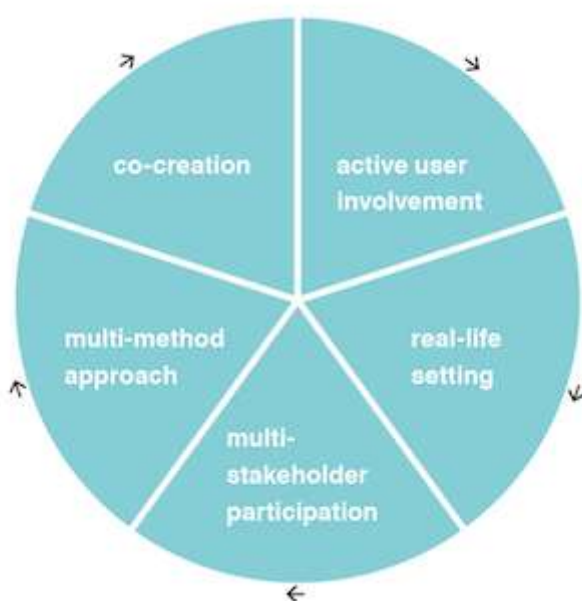
What we are going to continue with is to find a working model that fits our purposes and that is possible to finance. Here we must think ahead before choosing direction.

One model that we are considering is the "Living Lab".

Living Labs (LLs) are defined as user-centered, open innovation ecosystems based on systematic user co-creation approach, integrating research and innovation processes in real life communities and settings.<sup>3</sup>

LLs are both practice-driven organizations that facilitate and foster open, collaborative innovation, as well as real-life environments or arenas where both open innovation and user innovation processes can be studied and subject to experiments and where new solutions are developed.

LLs operate as intermediaries among citizens, research organizations, companies, cities and regions for joint value co-creation, rapid prototyping or validation to scale up innovation and businesses. LLs have common elements but multiple different implementations.



Other models we may consider are innovation lab or co-creation lab.

All models have in common that it is about strengthening the ability of individuals and organizations to develop and implement their creative ideas.

## What do we want to create?

What we want to create in Skåne is:

*"an innovation environment in which individuals and organizations can present their thoughts and ideas at the intersection between culture and social innovation and get support and advice on how to implement these ideas practically. This may include project development, networking, financing etc".*

<sup>3</sup> Source: The European Network of Living Labs (ENoLL).

## A lot of work remains

We can say that much planning work remains.

Our idea and our needs are formulated. Now it's about packing our thoughts in a way that makes them feasible.

## Timetable for 2018

We can see the following schedule for our continued work in 2018:

*January-March:* Continued discussions and investigations about the organizational method to be chosen. Living Lab, Innovation Lab or Co-creation Lab?

*April-August:* Development and formulation of a project model. Establishment of national and international network around the project. Development of web material and other information material.

*September:* Startup of the lab as a trial for 12 months. Thereafter, evaluation of possible continuation.

## Financing

We assume that we can finance through the County Administrative Board Skåne's regular budget. Other financiers may be included.

## Risk

The risk we can predict today is that we are not given the opportunity for funding due to changed policy decisions.

## Our organization and the URBACT model

In the URBACT family, the County Administrative Board of Skåne has the status as "Intra-municipal tiers of government". This means that we are a large geographical district and not a self-governing local unit/municipality.

The County Administrative Board of Skåne is a regional management and development authority working directly under the Swedish government. Together with the 33 local selfgoverning municipalities in Skåne we work very hard to find ways to boost the innovation process in Skåne. But, unlike our friends in the Boosting Social Innovation project, we are not a city and we have no jurisdiction over a particular geographic area.

This means that, unlike our project partners, we have no direct opportunity to say that "We shall develop this in our city or in our village". That kind of initiative must always come from the self-governing municipality.

This in turn means that the ULG model for development has proven less effective for our part than for our project partners in Boosting Social Innovation.

And this has meant that the discussions in our ULG have been held at a more general and philosophical level, rather than a concrete and substantive level.

This explains our low number of ULG meetings. Instead, we have chosen to work mainly with meetings and discussions with individual actors; instead of group meetings according to the ULG model.

These talks with different actors, and members of our ULG, have led us to the results we present in our IAP.

For more information please contact

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