

# Concept note

## Baltic Sea Crocodile Festival

*Connected by the sea. United through people.*



### Scope of the Project and Addressed Sustainable Development Goals (SDGs)

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The project consists of a music and culture festival without being tied to one specific place. It is aimed to create a festival for every generation to support intergenerational dialogues and to foster a Baltic Sea Youth Camp either during the festival takes place or just before the date of the festival. The festival shall be free of charge and organised mostly by volunteers. Partners and sponsors are needed to cover any additional expenses and to ensure the financial stability of the project.

The project aims to create value under the SDGs 4 (Quality Education), 5 (Gender Equality), 12 (Responsible Consumption and Production) and 13 (Climate Action).

### Suggested Project's Name / Title

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Baltic Sea Crocodile Festival. Other options can be discussed.

## Project Summary

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The project aims to connect all kinds of people living in the Baltic Sea Region in a relaxed and educational environment. A festival, with different stages of different sizes will be established in an outside area, a camping option is given to the participants. The surrounding municipalities are asked to provide rooms for special events and workshops, such as an employment fair.

The music, culture and fairs are provided for free through external funding, income from sales (food, beverages, merchandise, fees for commercial exhibitors or sellers) and through the help of volunteers. The artists are offered a compensation.

The festival will rotate and the region where the festival is happening is responsible for the content. There shall be one main topic per festival developed by the organisers and the hosting region.

The festival shall be coordinated at the CBSS Secretariat within the format of the Baltic Sea Youth Platform. All youth organisations who are part of the platform are welcomed as creative directors for the development of the festival. They can participate in the organisations, their volunteers can be part of the festival and they can give workshops within the topic of the festival.

Every festival host region shall also contribute with a „local day“ where the culture, art scene and topical political issues of the region are expressed and panel discussions are offered.

The festival shall be an intergenerational and inclusive project, so everyone no matter the age, possible impairments, different backgrounds and the level of education should find something meaningful in this. It is aimed to provide content in different languages and to ensure that every written content is at least provided in English, the local language and Russian, if possible translations are given in every language of the Baltic Sea Region. Furthermore, the culture of social minorities and minority languages should be embraced through artists invited and workshops given.

As the festival and most of its content is free and the threshold to participate in different ways is low, it should be possible to also integrate all parts of society and give them space to learn from each other through various means and offers.

## **Background Information**

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The idea of creating such a festival evolved at the Baltic Youth Camp 2019 in Gdansk. The participants were discussing the best way on how to create a Baltic Sea Identity and how to implement the SDGs and the Agenda 2030 into their local communities. It is important to mention that youth from all over the Baltic Sea Region was involved in the development process and they could express their needs which should be fulfilled by such a concept. It is obvious that the focus and the idea on how such a festival should be implemented is shifting from region to region. This is why it is important to not have only one place where this festival will happen, but to make it possible for everyone in the region to get something out of the festival and to have their input to the content by organising it in different locations and under various conditions.

## **Project's Main Objective**

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The main objective is to create a flagship event that unites actions towards the SDGs with a fun and still educational event for everyone in the Baltic Sea Region.

## **Project's Specific objectives**

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The project aims to create visibility for the region in a global context, as well as on bringing together all generations, genders and different cultures. It is aimed to create a festival that is organised by volunteers for everyone who wants to participate. There should not be a language barrier, as art and culture have a uniting power, which will be used to overcome prejudices, as well as taking into account different languages in the branding and communication of the festival. Everyone who has a basic knowledge of English, the local language or Russian should get along easily and everybody else will still be able to participate as well.

There will be workshops offered in different languages and with different focal points during the morning and before the main programme in the afternoon, according to the topic of the festival. These workshops take place in different locations and with different methodology to ensure everyone finds something interesting. These events will be tailored towards specific and smaller target groups: for example employability events, demographic change and how to deal with it, climate change action groups etc. Therefore, the festival will unite organisations, people and cultures in the best

way to create an impact that can be used to tackle the challenges of the Baltic Sea Region and to be in line with and promote the Sustainable Development Goals

### **Project's Expected Results**

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The festival can be seen as a platform for all different kinds of people living in the BSR to show their cultural characteristics and to unite everyone in the diversity of the region. Celebrating the differences and getting a common understanding on what the region and its inhabitants aim for through different means but with the same goals (SDGs) is important to create a Baltic Sea regional identity.

It is expected that the region will be more prominent within its own inhabitants and those living outside of the region. This dialogue and exchange platform can lead to connect people and show them what is possible in even the smallest community.

While people will have fun, they will also be encouraged to act within their own communities, municipalities, regions, countries and within the whole Baltic Sea region. And it is aimed that there will be tools provided to create support for those participants who get inspired to act themselves and to create a positive and sustainable way of change.

### **Project's Beneficiaries**

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The beneficiaries are the people of the Baltic Sea region. Each and everyone is encouraged to take part in the project. Of course there are certain limitations. Yet through spill-over effects the project aims to reach out to as many people as possible. The high-level politician can benefit from such an event in a different way than the smallest kid. However, all of them can contribute and take something out of the festival.

### **Project's Potential partners**

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- BSSSC
- CBSS
- EU
- UBC

- Governments of the countries that belong to the BSR and their ministries for culture
- Cultural Institutes of the BSR region
- Euroregion Baltic (+ their Youth Board)
- Private sector companies
- Foundations, e.g. Mercator, KAS, Körber...
- ARS Baltica

## **Project's Duration**

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The project shall conduct the first festival in Klaipeda 2021, as a back-to-back event with the being the European Youth Capital and during the presidency of Lithuania within the CBSS.

Afterwards the project shall continue on an annual basis and in different cities across the Baltic Sea Region

## **Project's Budget**

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The budget for the initial year would be ~150.000€ for the festival and the equipment needed. If there are spaces for workshops and other events necessary this might increase. But even with a lower budget it should be possible to at least initiate such an event. If the prices for participants (food, accommodation etc.) should stay within a reasonable scale it is important to support the festival accordingly.