
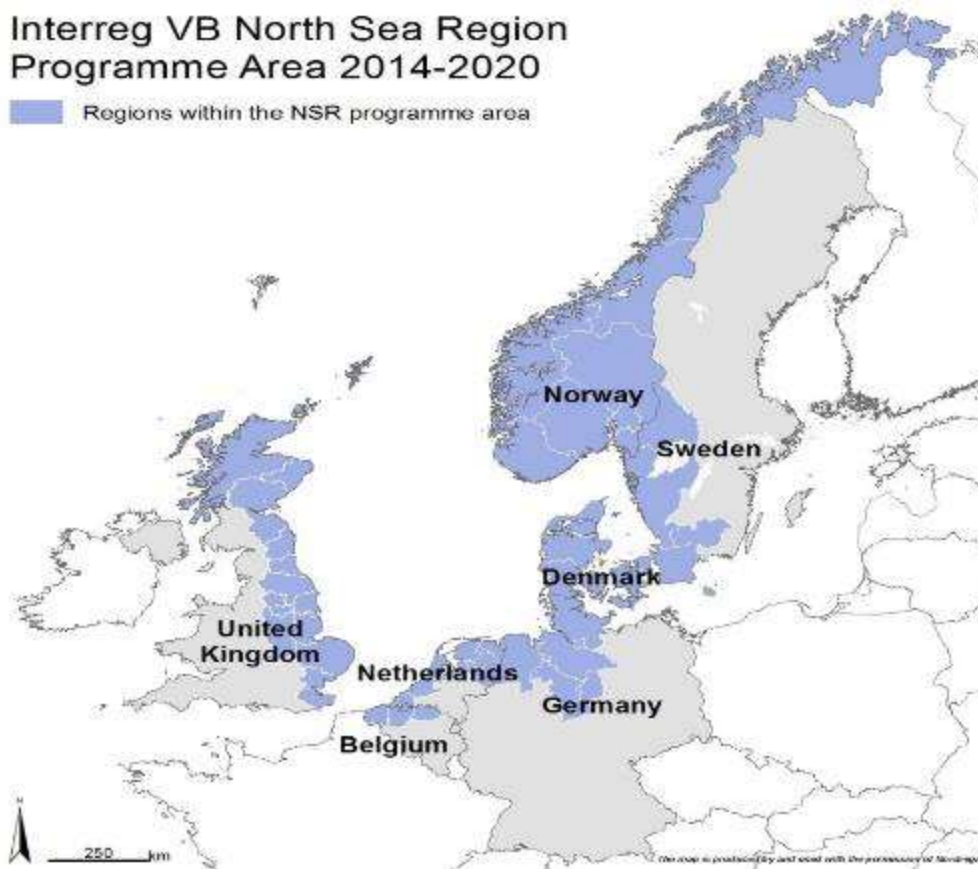


**Culture power:
inspire to develop rural areas – CUPIDO**

Interreg North Sea Region Project

**Interreg VB North Sea Region
 Programme Area 2014-2020**

 Regions within the NSR programme area



Priorities:

- Thinking Growth
- Eco-innovation
- Sustainable North Sea Region
- Green transport and mobility



Culture power: inspire to develop rural areas (CUPIDO)

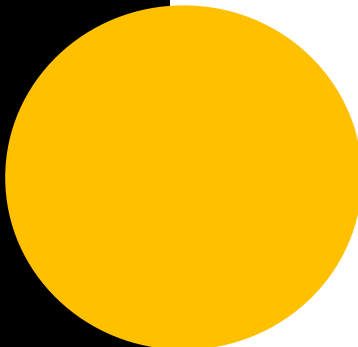
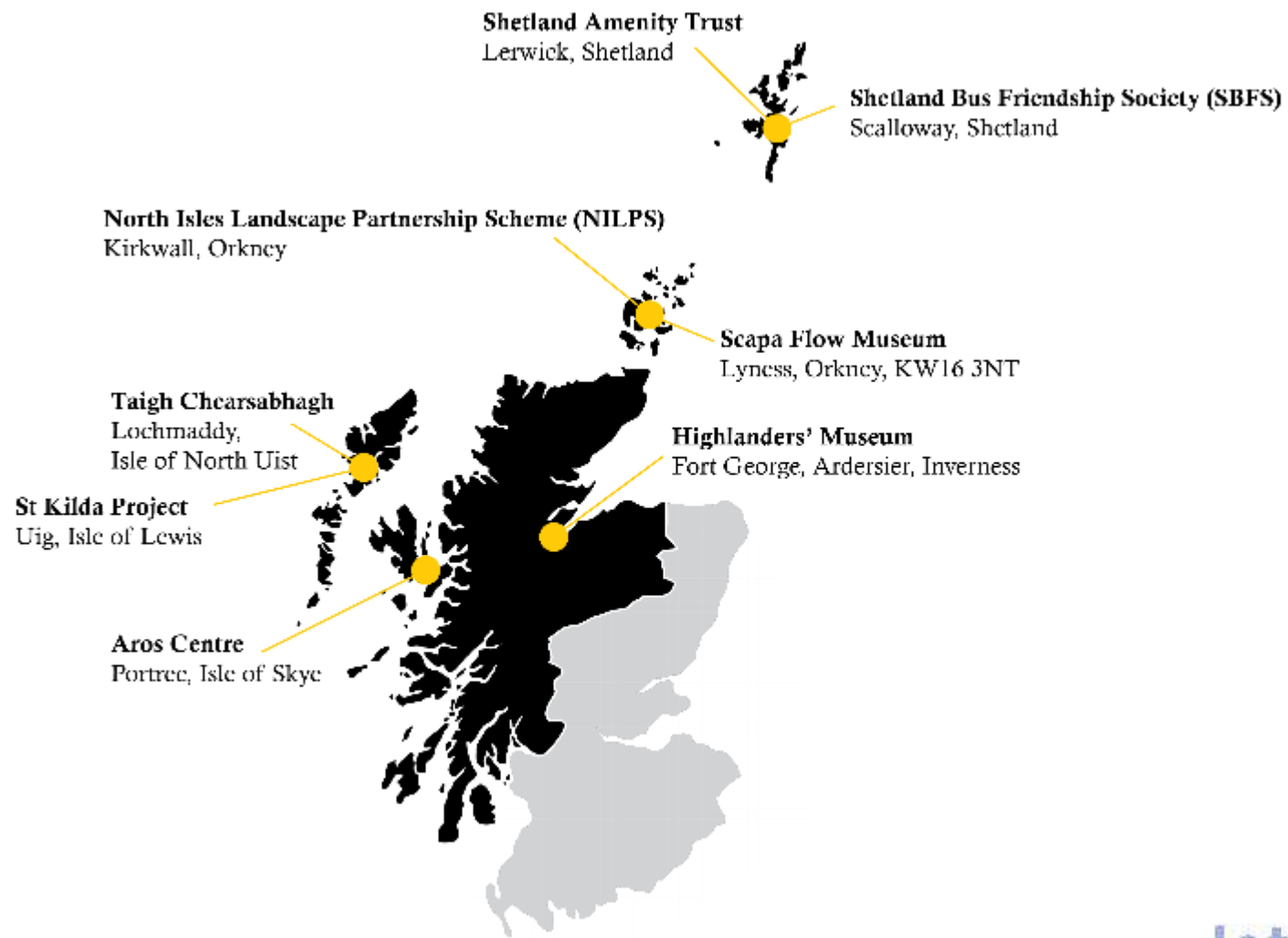
CUPIDO's overarching aim is to support economic and social development opportunities within the cultural sector, aiming to contribute towards creating vibrant, sustainable rural communities that attract people to live, work and enjoy life. It's also designed to help partners share resources, knowledge and expertise to explore new business models to help bring about economic benefits within the sector.

The partnership has 16 partners from 7 regions around the North Sea. The project partnership comprises organisations from Sweden (Länsstyrelsen Värmland), Netherlands, Belgium, Denmark, Germany, Norway and UK. All partners are located in regions with an aging population, due to both urbanisation and changing demographics.



HIE and University of St Andrews CUPIDO Pilot Project

Digital adoption – supporting cultural organisations to adopt relevant technologies to bring about social and economic benefits.





CUPIDO

Strategy Analysis of the Power of Culture

CUPIDO creates an opportunity to work with transnational partners to undertake strategic analysis relating to cultural sector's potential to realise social and economic benefits in rural communities.

Power of Culture, DNA of a Region – Survey Research Findings

Key findings from an international survey research project - *Power of Culture, the DNA of a region* that cultural organisations, creative businesses and public sector organisations from across the Highlands and Islands took part in.

DIGITAL INNOVATION

> 75% said the adoption of digital technologies within the sector is an important commercial driver; helping to monetise creative output, build consumer base, a crowd, creating narrative, distributing product to wider market, and getting creative product to the customer.

87% said digital innovation is a key area for development, recognising it plays an increasingly important role in preservation and promotion of communities' cultural heritage; as well as making remote places and sites more accessible.

COLLABORATIONS BETWEEN THE SECTOR AND ACADEMIA

37% of participants identified the benefits of doing more work with academia, in particular exploring opportunities to work with academic institutions to highlight increasing number of career opportunities with the culture and creative industries sector.

YOUNG PEOPLE

All research participants identified the importance of young peoples' contributions particularly in the field of digital being valued, and providing them with education and job opportunities within the cultural sector to enable them to stay in their communities.

All research participants highlighted the role young people can play in supporting the uptake of digital within the culture and heritage sector, as well as digital playing a role in attracting more young people to become more involved in their local cultural sector.

ENTREPRENEURSHIP

63% of participants identified importance of developing more opportunities for young people in entrepreneurship, and how they can develop their own businesses within creative industries and other sectors.

REGIONAL ATTRACTIVENESS

All research participants identified that culture is valued as an important economic driver in the region's rural communities. Recognising that some other businesses in other sectors such as food and drink, and leisure wouldn't be as successful or exist if it wasn't for the culture sector.

All research participants viewed the region's incredible landscape, history and archaeology as an important economic asset; attracting visitors and drawing creative companies to the region as it's an inspiring place for creatives.

42% identified Orkney as a place of inspiration when it comes to cultural/ heritage attractiveness.

WHAT WILL WE DO WITH THE RESEARCH FINDINGS?

Through the CUPIDO project, HIE and University of St Andrews will support new cultural development initiatives that are based on the research findings. Additionally, we'll use the findings to help inform future work in helping develop the region's culture sector.

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