

What is the BSR Cultural Pearls Title?

BSR Cultural Pearls is a title given to small and medium size towns and cities in the Baltic Sea Region that creatively use culture to strengthen their communities, to build stronger connections and increase trust among citizens.

Candidates are assessed based on the Culture and Resilience Action Plans (CuReAP) their teams have developed. By using culture and creativity in their action plans these cities aim to improve social connections and foster a sense of belonging among residents, helping communities become stronger and more united.

An international jury selects the best candidates who are awarded the title.

How does the BSR Cultural Pearls title and the Culture and Resilience Action plan implementation benefit the city and its citizens?

Becoming a BSR Cultural Pearl and implementing a well-prepared Culture and Resilience Action Plan brings many advantages for the municipality and its residents. Here is how it can make a difference:

Stronger community connections

When citizens are involved in decision-making and cultural activities, they feel more connected to their community. This sense of belonging and pride helps bring people together and promotes mutual trust. This is very important in the situations of hardship. Whether unexpected shocks or long-term negative trends, a tightly knit community allows people to better overcome these difficult times together.

Cooperation

Involving different groups in the action plan development and implementation—citizens, local organizations, and decision-makers—improves their cooperation skills leading to better relationships and a more connected community.

Better decision-making

The process of developing and implementing a **Culture and Resilience Action Plan** with the help of mentors and experts of the BSR Cultural Pearls project, helps decision-makers (politicians, city administration etc.) better understand how to

make the community stronger and more united and how to involve residents in the process.

Financial support

The title provides access to seed money (up to 5,000 EUR) to pilot new cultural and creative activities. This funding helps test new solutions and ideas for community development.

Recognition and visibility

Being awarded the BSR Cultural Pearls title gives your city greater visibility, both nationally and internationally. This recognition can increase pride among citizens, strengthen the local narrative, and attract attention from tourists, investors, and new residents.

Networking and learning opportunities

As part of the BSR Cultural Pearls network, your municipality can connect with other like-minded communities. This network offers valuable learning opportunities, knowledge exchange, and support to continue growing socially resilient communities.

