

Cooperation and cross-pollination - marrying culture and wellness



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JYVÄSKYLÄ
human technology city ~

Jyväskylä

- Population 130 000 – Finland's 7th largest city
- Surface area 1171 km² (of which water 295 km²)
- 60 000 jobs, 70 000 households
- 47 000 students (of which 22 000 in higher education)
- 48 comprehensive schools, 8 high schools and 15 libraries
- 3 000 foreign residents from 100 different countries



JYVÄSKYLÄ
human technology city ~

City of culture and well-being



- High technology - improves quality of life
- Educluster – educational exports
- Athens of Finland – lively cultural city
- Human Technology City

Stakeholders in the creative field

- Educational organizations:
University of Jyväskylä, JAMK
University of Applied Sciences,
Jyväskylä College, Finnish Music
Campus
- Regional Council of Central
Finland
- Jyväskylä Regional Development
Company Jykes Ltd
- Network of local players in the
third and private sectors (cultural
field)



Challenges – a lack of...

- Networks and communication between and within different sectors
- Cooperation between the culture and well-being sectors
- Citizens' participation
- Cultural venues and creative places
- Practical use of research data
- Information and courage among creative people

LSG



- Eleven experts from the creative and well-being sectors
- Representatives of educational organizations, the Regional Council of Central Finland, third and private sectors

All of them interested in cross-pollinating culture and well-being

Benchmarking

- Reggio Emilia: the educational city
- Barnsley: a huge structural change from mining to creative industry
- Obidos: city branding



LAP Strategy



- From pilots to established practice
- Establishing networks and supporting artists and creative entrepreneurs
- Development of a larger-scale research project in culture and well-being

LAP Working lines



- New Organizational Model project
- Encouraging citizens to participate
- Plan for a new cultural venue/ area (Kangas)
- Concert hall/Centre for Cultural Wellness
- Research context
- Wellness clinics

Funding suggestions



- City budget emphasis on preventive measures rather than treating problems
- Better cooperation leads to greater effectiveness with existing resources
- EU project funding for new initiatives

The future?

- Recognising culture as a driver of economic growth, rather than a product of it
- Publicising research evidence regarding the impact of culture on well-being
- Underlining to decision-makers that new creative services may need extensive public funding, but preventive effects may *save society money in the longer term*



Thank you for your attention!

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