



EURO
CITIES



TAMPERE

CULTURE HEALTH AND WELLBEING

EUROCITIES CULTURE FORUM

TAMPERE, 7-9 OCTOBER 2020



Dear EUROCIITIES members,

The City of Tampere and the EUROCIITIES team would like to invite you to the Culture Forum taking place in Tampere, Finland between Wednesday 7 October 2019 and Friday 9 October 2020.

The focus of the Forum will be around the topic of 'Culture health and wellbeing'.

Please plan to arrive in Tampere on Wednesday afternoon and stay until Friday as we are preparing a full programme of activities for 2.5 days. The programme is developing, you will hear more details soon! We will also soon launch a call for contributions to hear about your local practices and solutions.

We are closely monitoring the developments related to Covid19 across Europe. Should it not be possible to hold the forum meeting in Tampere, we will propose alternative online options.

If you have questions at this stage, do not hesitate to contact us:

In Tampere:

Jaakko Laurila,

jaakko.laurila@tampere.fi

At EUROCIITIES:

Cécile Houpert,

cecile.houpert@eurocities.eu

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Updated April 2020

Culture health and wellbeing: what is it about?

The importance of culture and its role in keeping people busy, inspired and mentally healthy has never been so accurate in these times of quarantine, confinement and fight against an invisible enemy. Many cities are partnering with their local cultural institutions to provide access to cultural contents for free during the coronavirus crisis.

Over the past two decades, there has been a major increase in research into the effects of the arts on health and well-being. At the end of 2019 The World Health Organisation summed up the work: culture is good for you! Results from over 3,000 studies identified a major role for the arts in the prevention of social problems, promotion of health and treatment of illness. The evidence of culture promoting health and wellbeing is stronger than ever. How can cities best benefit from this understanding and get a better foothold for culture in wellbeing policies?

Finland is known for its social innovation throughout history. In recent years culture has found its way to the core of several wellbeing policies both on national and regional levels, making Finland one of the forerunners in Europe in the field of cultural well-being. Tampere is one of the most interesting cultural well-being ecosystems in Finland. Structures, strategies, knowledge, networks and the high-class know-how of the local artists ensure that culture is a vital part of the quality of life for the people of Tampere.



To inspire other European cities about the power of culture on health, well-being and quality of life, Tampere will host the EUROCITIES Culture Forum this October 2020. The forum in Tampere seeks to widen and deepen our understanding of the concept of cultural wellbeing. The programme will present the Finnish context and look in detail into Tampere's local examples. Together with EUROCITIES members, we want to learn and discuss how cities can fully benefit from the impacts of culture in increasing the quality of life of our inhabitants. Be ready to share knowledge of your local examples! It's time to take cultural wellbeing to the next level in Europe!

Objectives and expected outcomes for Tampere Culture Forum

- » To widen and deepen our understanding of the concept of cultural health and well-being;
- » To share good examples on how cities can move from projects to sustainable practices in the field of cultural health and well-being
- » Join forces in imagining new ways to better include culture in cities' well-being policies and share and co-create ideas how to work cross-sectoral to improve citizen's quality of life.



Interview with our hosts Jaakko and Elise

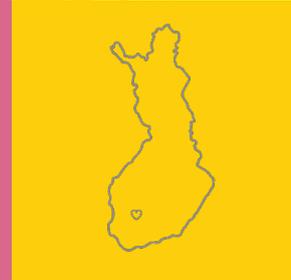
Why is Finland so special?

Finland is a beautiful country with more forests and lakes than anywhere else in Europe. We have clean air and water and our streets are safe. We Finns love coffee, sauna and being in silence. At the same time we are an innovative and curious nation with smart developing cities and we have strange cultural events and local sports.



TAMPERE | FINLAND

- › 235,615 inhabitants
- › 1.5h train ride North of Helsinki
- › Rapidly developing and growing post-industrial city
- › The favourite city of Finnish people in surveys
- › Situated in between two major lakes
- › Oldest working public sauna in Finland and only Moomin museum
- › More about Tampere: <https://visittampere.fi/en>



Why is Finland different/ahead when it comes to culture and wellbeing, and is it also the case in Tampere?

Finland has a long history in social innovations, democracy and equality. We were the first country in Europe to introduce maternity packages, free school meals and equal voting rights for example. In Finland, wellbeing and equality go hand in hand. Maybe this is the reason we see culture as a fundamental human right. We have worked for a long time to create inclusive cultural services that don't only bring joy to people but help them to live better lives.

Tampere has been ranked to be the most interesting city in Finland and many are drawn here because of the vibrant cultural life. The number of talented artists living in the area is one of the reasons why Tampere has been so active in linking culture and wellbeing together.

How do you understand wellbeing in Finland?

Wellbeing is a big word. It is the experience of mental and physical health and happiness. It includes having high life satisfaction and sense of belonging, meaning and purpose. The base of wellbeing is having equal opportunities.

What role does culture play in improving health, wellbeing and quality of life?

We know we can reduce feelings of anxiety with pottery sculpting, create social networks in choirs, boost self-confidence with photography, ease back pain by dancing and help brains recover from surgery with music, but that's just a part of the whole story. Cultural wellbeing is not just a method of promoting health, nor is it just a method used in social and healthcare services. Culture is a way to reduce inequality, it is an organizational competitiveness factor, employee wellbeing and commitment factor and a way to get our voices heard among many other things.

How is Tampere using culture to improve inhabitants' quality of life? What would be inspiring for other cities?

One of our methods has gotten a lot of attention: we arrange baby-father circus classes around the city. Families come in with a cultural prescription they get from a maternity clinic if the fathers need to strengthen the bonds with the baby.

The other example is different and shows how wide the concept of culture and wellbeing is. We have

implemented culture in our urban development programmes in our new city district Hiedanranta. The city and the local artists have arranged a series of cultural events where the new area is planned and together with the people of Tampere. Unemployed youngsters have built skateboarding facilities to the area, street artist have developed inclusive street art methods with kids - just to name few. The area is already adding to the wellbeing of so many people and it's only just starting to develop.

What would you like to learn from other cities?

We have a lot to share but still a lot to do and a lot learn. That's why we are so excited to get all the EUROCITIES professionals to our city. We are particularly interested in funding and evaluation models that cities have, and of course different art methods and practises cities use to promote wellbeing and equal access to culture.



BIO INTERVIEWEES:

Jaakko Laurila

Development manager, Culture and leisure services

Working for the city: 11 years

Member of the EUROCITIES Culture Forum: 4 years

Latest Culture experience: A visit to an ice sculpting exhibition

Elise Pedersen

Head of cultural affairs

Working for the city: 30 years

Member of the EUROCITIES Culture Forum: 14 years

Latest Culture experience: 90th anniversary concert of the Tampere Philharmonic orchestra



