

Stockholm
5 December 2023

Svendborg Municipality

Dear Pernille Laier Larsen,

We are delighted to inform you that Svendborg has been awarded the title Cultural Pearl 2024, following a comprehensive assessment of your Culture and Resilience Action Plan by the international jury. This recognition serves as a testament to the dedication of your team, the level of ambition of the action plan and your commitment to strengthening culture, creativity and social resilience in your community.

As part of the very first cohort of Pearls, you will be pioneers of culture-driven social resilience fostering stronger societies throughout the region. We cordially invite you to embark on this journey together with your communities, fellow Pearls, your national mentor and the network of experts that we have assembled.

As part of receiving this title, you will now be enrolled in the Cultural Pearls Programme, containing several components designed to support the implementation of your action plan, promote your work to a wider audience, and build skills among your staff, colleagues and community leaders.

In the attached information sheet, we have outlined the practical next steps for you. Your mentor will contact you shortly and continue to support you throughout your title year.

We look forward to working closely with you in the implementation of your plan and contributing meaningfully to the shared vision of resilient and thriving communities throughout the Baltic Sea Region.

Thank you once again for your hard work during the selection process and best of luck in your title year.

On behalf of BSR Cultural Pearls

Yours sincerely,

Felix Schartner Giertta
Council of Baltic Sea States Secretariat (Lead partner)





Next steps for Cultural Pearls 2024

1. Communicating your title

In the attached Comms pack, you will find visual material related to your title, including the official Pearl title logo and the guidelines.

- Your selection will be publicly announced tomorrow, 6 December 2023. We ask you to wait until 6 December to make any public announcements or publications referring to your selection.

2. Sign the attached Memorandum of Understanding (MoU)

The attached MoU constitutes a mutual understanding of expectations for the title year. Please return a signed digital copy to us via e-mail to info@culturalpearls.eu by Monday, 18 December 2023. The MoU can be signed by a person of your choice representing the authority.

3. Schedule a preparatory meeting with the Pearls team

We would like to invite you to an informal preparatory meeting with your team to discuss details of the year to come. We ask that you send us three proposals for meeting times in December 2023, at your earliest convenience, making sure that as many as possible of your team, including communications, can attend. We expect this meeting to last approx. 90 minutes. Please communicate these meeting times directly to your mentor. An agenda outline can be found below:

- Outline of Action Plan (by the Pearl)
- Outline of Cultural Pearls Programme (by the CP team)
- Discussion on improvements/amendments
- How can we support you?
- Needs for expertise/facilitation
- Coordination of communications
- Local ceremony
- CCS procurement (incentive mechanism)

4. Prepare for implementation

a. Save the dates for upcoming events in 2024:

1 February – Intro webinar and official launch of Cultural Pearl title year
28 February – Webinar I – Collaborations with CCS actors
9 April – Webinar II
May – Cultural Pearls Conference
June – Local Award Ceremonies
(additional dates will be communicated shortly)

b. Prepare time plan

We encourage you to start setting dates for your plans during the title year.

