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MAKE YOUR CITY A BETTER PLACE TO LIVE

Cities are hotspots for creativity and achievement along side challenging problems and issues. Everyone wants to improve their cities but no one has the answer how to help create the solutions to improve our cities.

The Creative Cities project is designed and managed by the British Council to share experience across Europe on the ways in which creativity, entrepreneurship and innovation can help to improve people's lives in cities. Our goal is to create a platform that allows people to come together to create solutions to improving our cities. We believe that we have the ability to connect people, artists, architects and designers to city and government policy makers to re-shape and improve the cities we live in. An experience that can get the project across to people allow them to engage with it – providing a means to connect, create and collaborate with others to champion and act on social innovation.

The Creative Cities project explores new ways to improve the quality of life in urban communities by involving young professionals from diverse backgrounds. The project enables them to acquire knowledge, networks, skills and tools to strengthen their voice in making decisions on the environment they live in. Discussions cover a range of issues, including public spaces, arts and social activities, the contribution of creative industries to city development, and the role of cultural policy.

The project works in partnership with a range of cities and organizations active in developing innovative approaches to city policy. Involvement in the project provides an opportunity for cities to establish a competitive advantage for themselves and attract creative talent, which contributes to their future economic growth.

The project is organized with partners within private and public organisations and with European cities in the UK, Poland, the Czech Republic, Hungary, Slovakia, Slovenia, Ukraine, Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania and Russia. It will continue until the end of 2011.

The three strands of the Creative Cities project are:

- Future City Game
- Exploratory Activities
- Urban Ideas Bakery

In Lithuania we have held three **Future City Games** already, starting with the very first game in Kaunas and London in November 2008 and recently moving to Klaipėda, Plungė and Ukmergė.

Under the **Exploratory Activities**, we have organised a forum **The Impact of Culture: Vilnius Reflection** in Vilnius (March 2009). The two-day conference brought together over forty representatives of various sectors who are in some way connected with the

capitals of culture, present and past. The participants discussed approaches to evaluating the impact of culture on a city. Andrew Erskine (Senior Associate, Tom Fleming Creative Consultancy) facilitated group discussions and open panels, and the above-mentioned topical issues were tackled by a range of interesting speakers, including Beatriz Garcia (Director of Impacts 08 – The Liverpool Model), Justine Simons (Head of Cultural Policy, Mayor of London's Office), Natalie Melton (Commercial Director of Arts and Business), Catherine Bunting (Director of Research at the Arts Council, England), and Carlos Martins (Manager Guimarães 2012).

The conference was co-organised by Vilnius–European Capital of Culture 2009 and the International Cultural Programme Centre and contributed to a series of discussions within the Creative Cities project.

The **Urban Ideas Bakery** is coming to Lithuania in December 2009. This is a method for young professionals to work together to develop and put into practice solutions to urban challenges across Europe. The launch of this third strand in the Creative Cities project is the 11th of June. Since this date you can visit the British Council Creative Cities website to download Breakthrough Cities – a groundbreaking report on how cities can mobilise creativity and knowledge to tackle compelling social challenges. The report has been commissioned by the British Council from the Young Foundation. Geoff Mulgan and Charles Leadbeater, established international experts in social innovation and creativity, are major contributors to the report. The report provides a unique resource for anyone working in the field of city policy – policy makers, consultants, public employees, workers in the arts or education sectors, NGOs, or simply private individuals committed to improving city lives.

For more information, go to <http://creativecommons.britishcouncil.org/> where you can find the news on the project, a forum for those willing to get involved and features the key project events across Europe.

WE ARE LOOKING FOR SPONSORSHIP

Increase your company's profile and brand awareness by becoming a sponsor of the Creative Cities activities in Lithuania. The project provides a perfect opportunity to consolidate existing relationships, get involved in social innovation, build a reputation of a socially responsible business and establish new contacts.

For more information, please contact Vilma Bačkiūtė, Partnerships and Projects Manager, British Council
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UK speakers at The Impact of Culture: Vilnius Reflection conference



Catherine Bunting, Head of Research, Arts Council England



Beatrice Garcia, Director Liverpool Impacts 08



Andrew Erskine, Tom Fleming Creative Consultancy