

# LEVER

**voluntary culture as leverage of cultural activities in sparsely populated areas with added value for democratic participation**

**A course for culture volunteers and cultural managers in sparsely populated areas**

**Time: Saturday 10 november 2018**

**Place: G18, room 301, Helsinki, Finland**

## Program

- 9:00 Welcome by Tomas Järvinen, general manager FSU.
- 9:15 A brief presentation of the course aims.
- 9:30 Cultural discussion with Ann-Sofi Backgren  
The impact of societal, social, economic and political changes in society on the attendees own field of operation.
- 10:30 Practical information on project management by Tomas Järvinen  
How to go about when planning a project in the attendees local area.  
Group assignments.
- 12:00 Lunch
- 12:30 Focusing on audiences with Ann-Sofi Backgren  
What each cultural manager needs to know in order to develop audience management and to gain new audiences. What is the role of a producer in the future and what are the teams the producer is involved in this area.
- 13:30 Innovation projects with Tomas Järvinen  
Practical project in a multidisciplinary team. The attendees develop new practical, creative and innovative solutions and services that meet the need of the surrounding society.  
Presentations of case studies (Kalkstrand UF and Smedsby UF).
- 15:00 Designing your own project  
A group work between the attendees with support from FSU and the pilot teams.
- 16:30 A wrap up of the course and results from the group assignments.
- 17:00 Departure.