



**Tartu**  
city of good thoughts



*ENRICH TARTU*  
ECONOMIC IMPACT OF  
CULTURE

# Event Summary

By Mariliis Maremäe



# Programme

5th ENriCH event Tartu, Estonia Economic Impact of Culture, 19 July 2019 to 20 July 2019			
18.07.2018 (Thursday)			
Arrival of the delegations			
19.07.2019 (Friday)			
Time	Venue	Programme	Details
10.30-11.00	The Town Hall of Tartu	Registration & morning coffee	* Please sign the registration list! * welcome video disolaved
11.00-12.00	The Town Hall of Tartu	Introduction and Icebreaking	* Introduction from hosts * getting to know each other
12.00 - 12.15	The Town Hall of Tartu	Greetings	Welcome Speech from Representatives of City Government of Tartu
12.15 - 13.30	The Town Hall of Tartu	Economic Impact of Culture, Examples of Tartu	Presentations from Tartu 2024 team and Smart City
13.30 - 14.30	Chez Andre	Lunch	Buffee lunch
14.30 - 16.00	The Town Hall of Tartu	World cafe discussions with representatives of Tartu	World cafe method used for discussions on following topics: 1.European Capital of Culture 2.Importance of historical sights for youth 3.Smart City ? 4.Cultural events
16.00 - 18.00	City Center	Tartu - city tour	* Prepared city tour and VR activity
18.00 - 19.30		Free time	
19.30 - 21.30		Dinner	Dinner at Püssirohukelder

20.07.2019 (Saturday)			
08.30 - 09.00	The Town Hall of Tartu	Registration & morning coffee	
09.00 - 09.30	The Town Hall of Tartu	EU citizenship and policy making	Game - What are the practical elements of EU citizenship? How can you get engaged in policy making?
09.30 - 10.30	The Town Hall of Tartu	Coffee and discussion about word cafe results	Presentation of the conclusions from world cafe discussions. Creating a visual.
11.00 - 12.30	City Center	City game on Hanseatic Days	Prepared city game with Tartu Youth Work Center youngsters. Open for public.
12.30 - 13.30	City Center	Lunch	
14.00 - 15.30	Estonian National Museum	Guided tour in Estonian National Museum	
15.30		Leaving and farewell	

# Introduction

- Event took place in The Town Hall of Tartu
- Deputy Mayor Mihkel Lees opened the event



# Presentations of Tartu2024 and Smart City

- Kalle Paas from Tartu2024 team was talking about economic impact of culture – how Tartu is measuring it
- Lauri Sokk was talking about Smart City concept in Tartu



# World Cafe

## 1. European Capital of Culture

What is concept of European Capital of Culture and its impact for people ?

Expert: Kaspar Aug from Tartu2024

## 2. Importance of historical sights for youth

Does youngsters care about those at all ?

Expert: Andrus Punt from Tartu City Council

## 3. Smart City ?

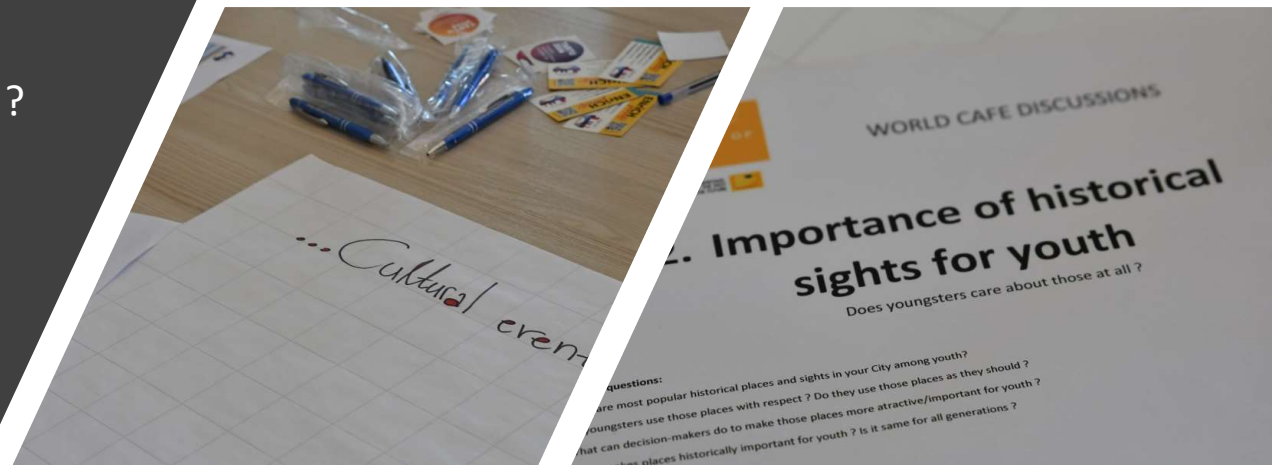
Do you know how smart is your City actually ?

Expert: Lauri Sokk from Smart City

## 4. Cultural events

Does youngsters care only about parties ?

Expert: Helene Toomeks from Tartu Youth Work Center





City tour and VR tour



# EU Kahoot

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# World Cafe results and presentations

Participants made posters according to previous day discussions

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Open City Game

# Some testimonials from participants

- During Tartu event i really enjoyed the world cafe discussions and listening to representative of Tartu Smart City and Tartu 2024. Only negative side was that during city game, i found out that foreign visitors would much rather look at something that matches their interests rather than trying to complete the tasks. (this applies to the hanseatic days part of the game). So the tasks could've been planned a bit differently but I'm sure they still had fun.
- The event in Tartu was really informative. We had cool presentators and the topics were also very interesting. The weirdest experience for me was the VR glasses at Kaarsild because i've never worn the glasses and it was really trippy. I also really liked the ghost tour in Toomemägi because i've never had one and the stories were genuinnely spooky



# Summary

- Topic: Economic impact of culture
- Dates: 19.-20.07.2019
- Total 43 participants
  - 28 local participants
  - 15 international participants
- Partners present:
  - Veszprém
  - Lendava
  - Foster Europe
  - Tartu

- Photos:

<https://photos.app.goo.gl/aeSwcHeETff7hqWDA>

- Video:

[https://www.youtube.com/watch?v=Z\\_Uz05a2yyY](https://www.youtube.com/watch?v=Z_Uz05a2yyY)

- Article:

<https://www.tartu.ee/et/uudised/noored-ja-otsustajad-arutlevad-kultuuri-teemade/>

- Event in Facebook:

<https://www.facebook.com/events/tartu-noorsoot%C3%B6%C3%B6-keskus/enrich-economic-impact-of-culture/2336830189923379/>