

The Norway Expertise

Festivals in Black and White

International Conference

Sofia, November 19th 2015



KULTURRÅDET
Arts Council
Norway





WHITE PAPER

The result of an extensive work-period.

Proposal for reforms – we have contributed with our experience

No right or wrong – What is best for a thriving festival scene and most importantly – the artists!



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Our funding system for festivals



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Approx. 10 Million Leva to 111 Musicfestivals and 1,5 Million Leva to Literature Festivals



KULTURDEPARTEMENTET

Approx 25 Million Leva to 16 Nodefestivals

Municipalities and counties – In total 20 Million Leva to the arts and culture festivals of a certain «National Importance»



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Criteria

- Local anchoring, i.e. having local support, being a resource in local culture and mobilizing local volunteers
- Festival activity every year, broad audience, whole year operative body
- Leading national position within its cultural field/genre, high artistic level
- Coordinating and cooperative role among festivals of their genre
- Artists of high national and international level
- Active in developing their genre and doing experimental programming
- Promoting arts to broad audiences and reaching new audiences
- Good resource management
- Local and regional authorities must give parts of the total public support
- Activities throughout the year, with other local/regional cultural actors



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Impact



Knowledge Works
National Knowledge Centre
for Cultural Industries

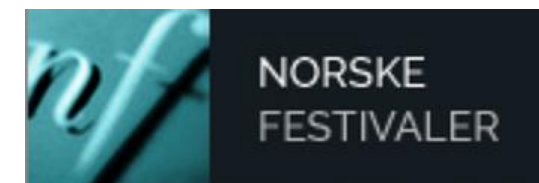


National Festival Statistics – Published annually

2014 – 114 festivals completed. Received over 75 % of the funding available for Music and Nodes Festivals. Representative.

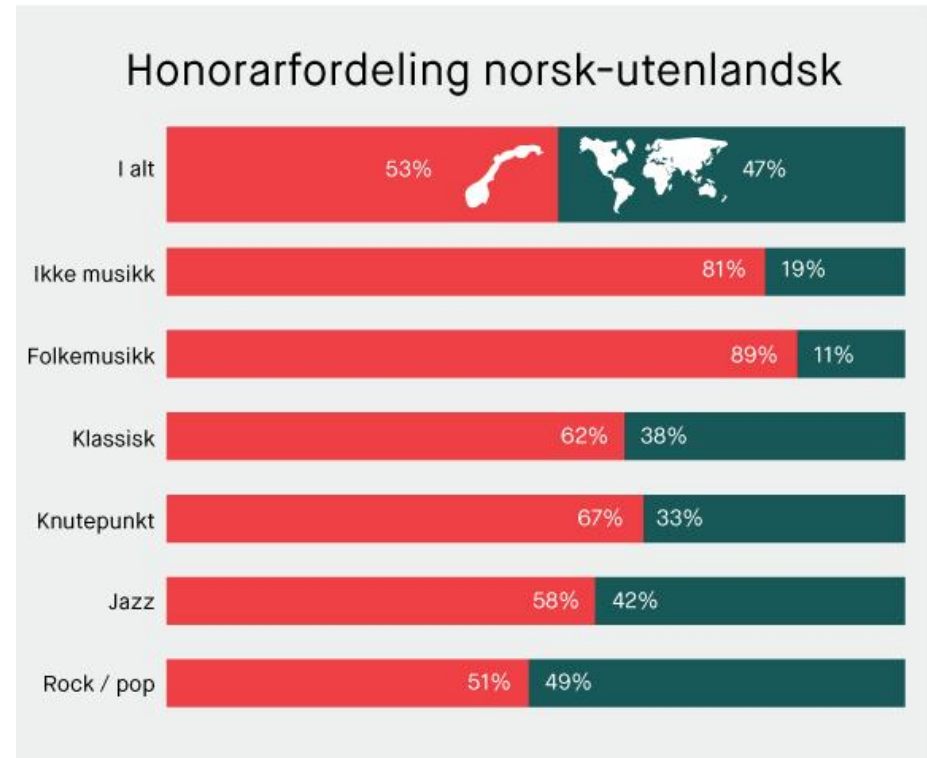


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53 % of the fees paid out to Norwegian artists and performers



165 Million Norwegian Kroner (40 million Ieva) paid as fees to artists and performers





A programming effort which in total make up an offer of nearly 4 500 unique events



20 000 performers – Nodes festivals engaging nearly 1/3 of the total number

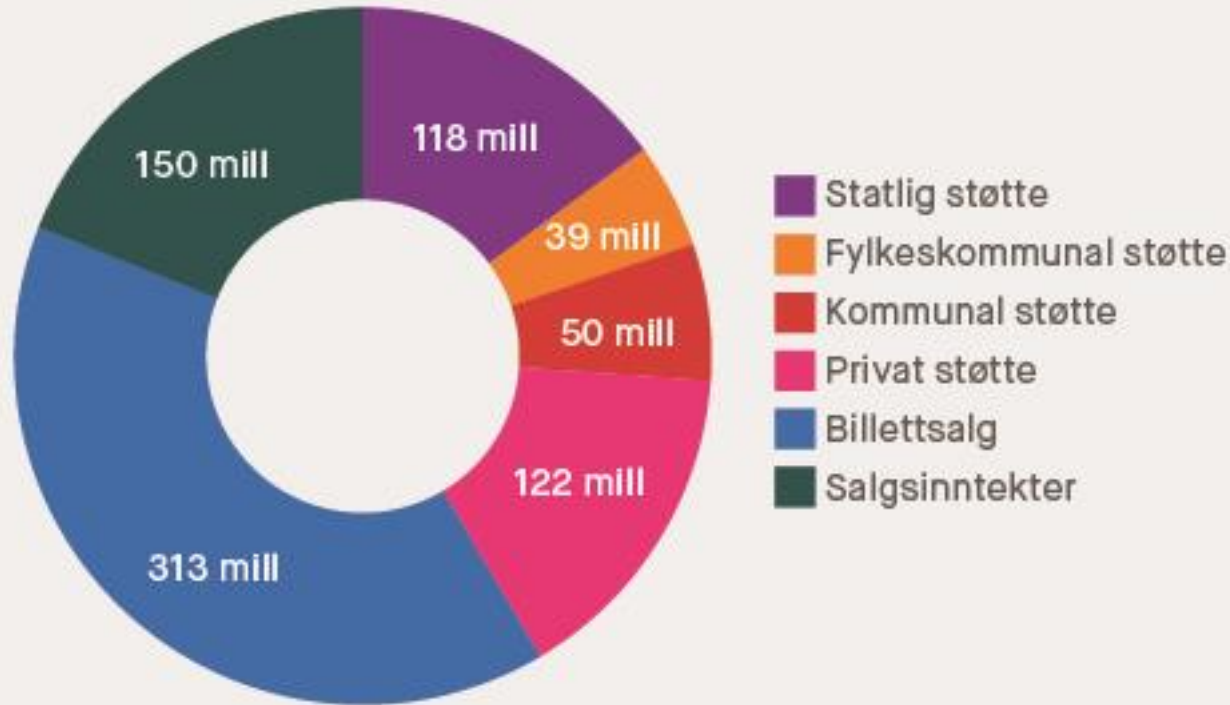


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Contribution to the economy

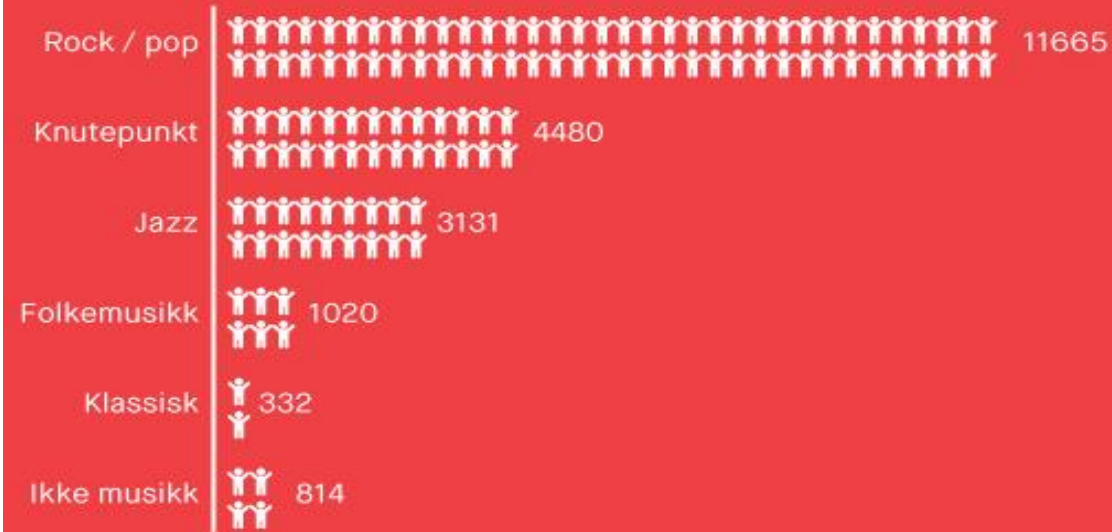
Totale inntekter fordelt per kategori



74 % of the income private
26 % public funding

WITHOUT public funding there would be no festivals – public financing is the basic financing – allows the organizers to work in long term artistic perspective

Antall frivillige



These people work...420 000 hours per annum. The equivalent of the workload carried out by 240 employees working for a medium sized company in the private sector.

20 000 Volunteers are engaged in planning and preparation of the events.

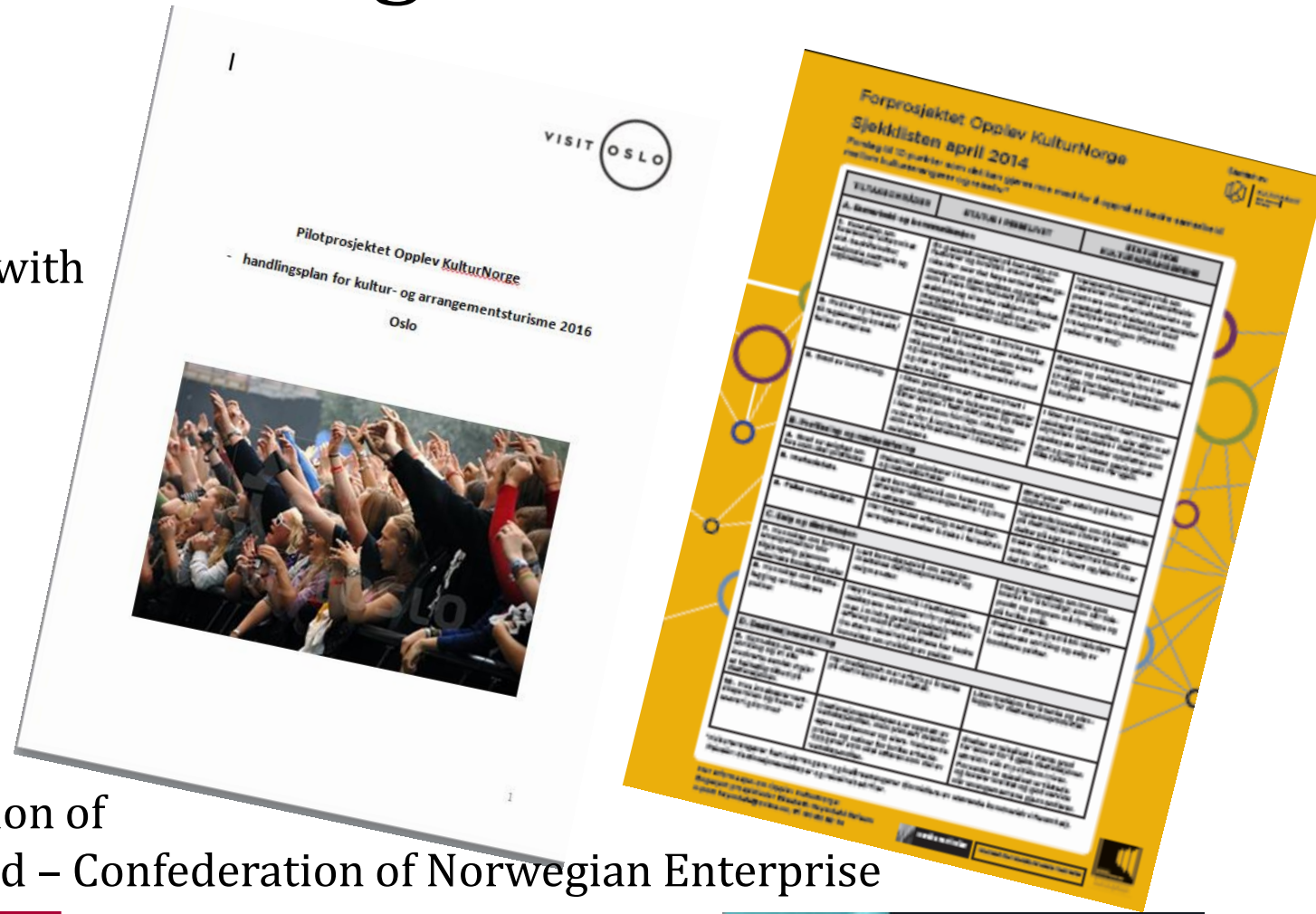
Brings people together, community building exercise

Antall frivilligtimer per sjanger



The tourism sector is showing interest

Pilot project with Visit Oslo in 2015
Collaborative work process
30 organizations – travel and tourism together with Festival Organizers and cultural organizations
Created a joint marketing plan Visit Oslo will take coordination role of for event tourism in 2016
Funded through partnership agreement
Yearly Festival forum and meeting place



Festivals are the fourth pillar in the new definition of experience-based tourism (Kristin Krohn Devold – Confederation of Norwegian Enterprise)



Festivals are important!

A substantial part of the near 200 Leva in income goes back to local and regional businesses

Measuring economic impact – Bergen International Festival had an estimated 13 000 visitors of a total audience of 34 000 in 2012 with an economic impact of near 8 million Leva for the municipality.

The role of the festival as employer for performing artists

A tool for placebranding and city development



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Why ? How ?

Public financing contributing to long-term predictability, leading to higher artistic quality

The need to allocate funding on a higher level to a small top level of festival events and organizers

Clear and transparent criteria and support schemes

It takes more than three years to create and run a qualitative event



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THANK YOU!



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