North Sea Commission - Webinar
Tourism - ways of adapting to the Covid 19
pandemic

INTERREG North Sea Region project CUPIDO

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To what extent has your organisation / enterprise been affected by the pandemic?

• In times of CORONA pandemy all the regional cultural institutions and networks linked to the Oldenburgische Landschaft suffer from people not coming and visiting the museums, galleries, show case centers and exhibitions.

• Museums for example have been closed suddenly at the first lock down in spring and been opened again for a short period in summer.

• The normal daily work has to be organized to keep social distancing be regarded as essential, switching to home office work, wherever it s possible.
How do you deal with restrictions? Have you developed any alternative solutions that might help to overcome negative effects of current restrictions?

• Individual and single solutions for example „home made theatre“, „the locked classroom“ have been set up.
• The social media appearance makes an online attendance possible while cultural facilities are closed.
• It has been luck at all, that Oldenburgische Landschaft has setup a pilot project named „Deichkultour“ a social media platform for targeting at young people in rural areas and launched several self made youtube films and podcasts either:

https://www.youtube.com/channel/UCvMsasiegQ9XhfeiDrsn5lw
What kind of support do you expect from your local/regional authority or national government?

- At the moment, it is essential for all kinds of cultural institutions and self-employed workers in general to get financial help / state aid.
- After it takes very long in the aftermath of the first Corona pandemic wave, the national government and the federal state government are providing more help to compensate somehow the loss of income.
- Especially for cultural institutions financial help in smaller budgets are available.
- Oldenburgische Landschaft itself is providing financial help for other regional cultural institutions
What have you learnt from the pandemic for the future so far?

• New tools in digital communication, which are thought to be far away before. It helps to stay in contact with colleagues and keeps the network alive although it couldn’t replace live contacts, which means analogue meetings.

• It’s the starting point of more digital competences and digital tools in the everyday working surrounding – the digital age comes disruptive with a crisis.

• I expected it being difficult to held conferences / meetings in a transnational project – CUPIDO - when you cannot see and talk to each other. But it turned out to work very well and has a special dynamic.
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CV Jörg Wilke - Northern Institute of Thinking

Jörg Wilke / Owner and Founder of the Northern Institute of Thinking has managed the German project application and partnership for CUPIDO from the beginning as a Senior Supervisor for Landkreis Wesermarsch and is actually in charge of the Oldenburgische Landschaft as a project assistant.

Jörg Wilke has nearly 30 years of experience in European and transnational projects (including LEADER and INTERREG Nroth Sea and Baltic Sea). From 1999 till 2008 he has been attending the North Sea Commission working group culture & tourism and economic development with a mandatory of Landkreis Wesermarsch and the Secretary of State Lower Saxony.

Jörg Wilke has studied Landscape Architecture /Landscape Planning and Environmental Law . He worked on municipality level in the field of nature conservation and sustainable landmanagement as well as on ministry level to tackle European agro-environmental funding programs. Furthermore he worked for 12 years as a CEO in an economic development agency before starting in 2011 his own entrepreneurship as owner of the Northern Institute of Thinking, focussing on full service project management.

He s a visionary and creatice process catalyst and is guiding local stakeholders & actors in processing regional development projects. Jörg has a vast network spanning around Europe and is well known also on the national panel for his long term experience in regional development and European funding programs. He loves self-cooking with regional and saisonal food, music, books and thinking about new ways of improving the civic society.
Thank you for your attention!

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