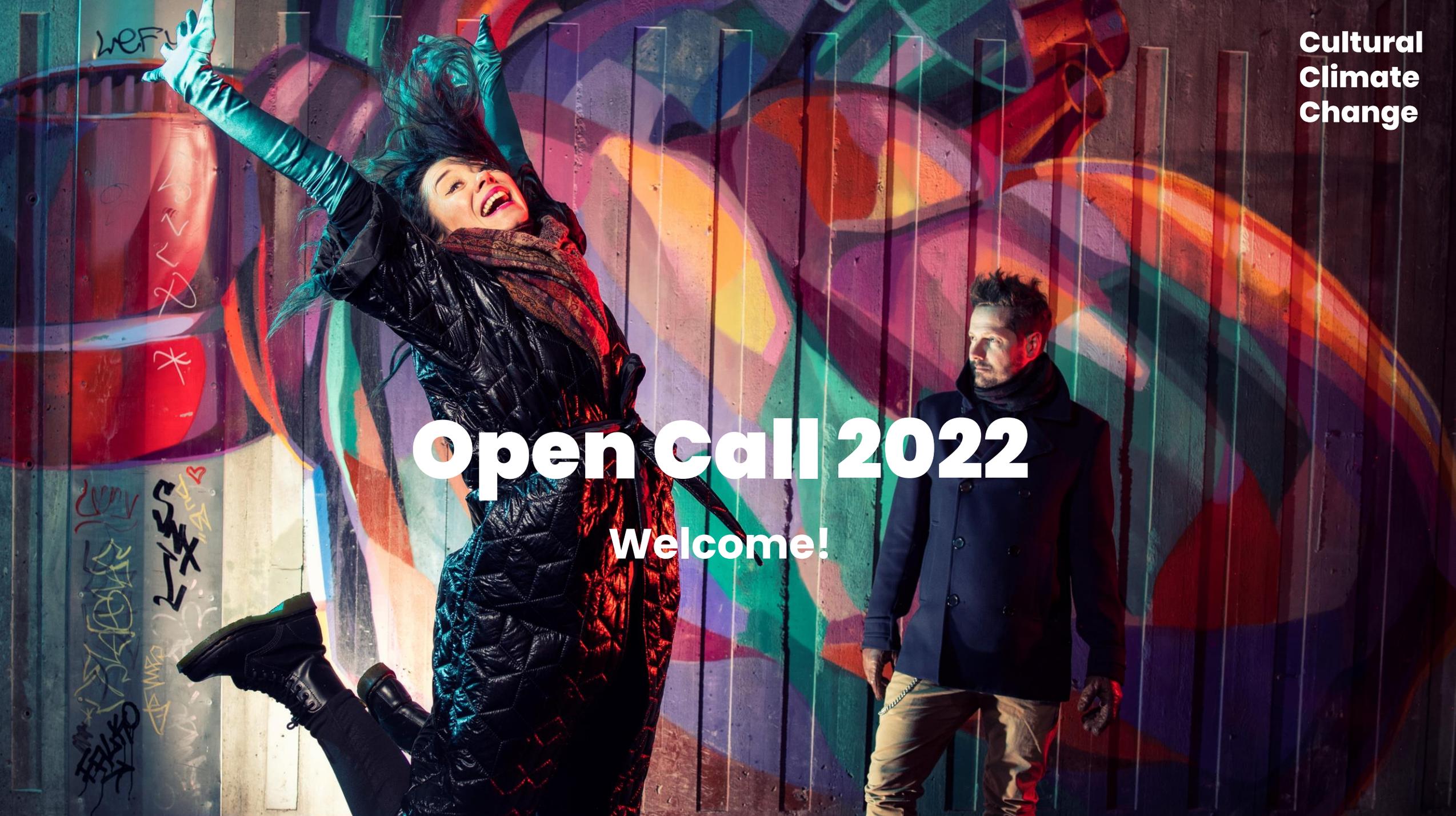


**Cultural  
Climate  
Change**

# **Open Call 2022**

**Welcome!**



# Oulu?

“Creative tech-city by the Bothnian Bay”

- ~ 600km North from the capital city Helsinki
  - **50 min** flight
  - **5h 50min** by train
- Residents in Oulu: **209 551**
  - Foreign citizens in Oulu: **7 123**
  - Residents in **Oulu2026** region: **512 378**
- Average age in Oulu **39,2 years**  
(Finland: 43,6 years)



# Oulu2026 region

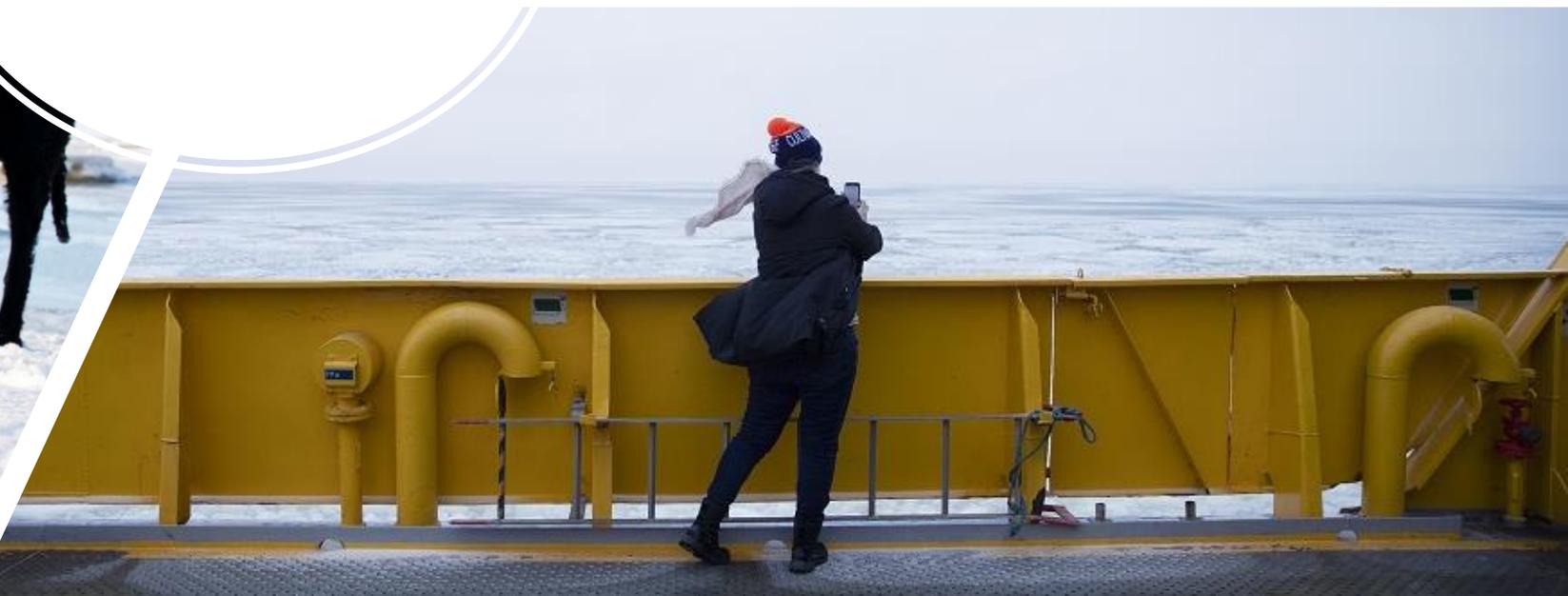
Oulu2026 region covers also 32 municipalities, cities and towns from the North

- Oulu was the applicant city, the ECoC title belongs to the entire region
- Region will have an active role in the culture programme
- **The Open Call projects will take place within [this region](#).**





**Extreme,  
wonderous  
winter**



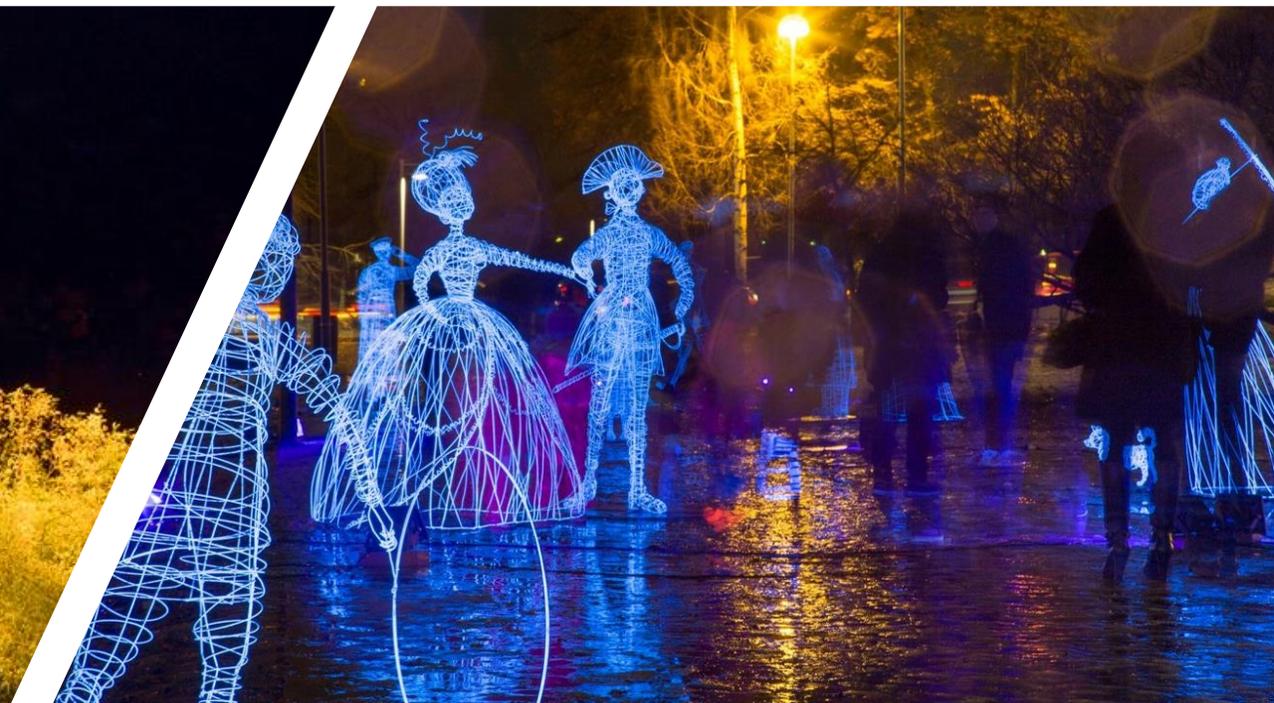
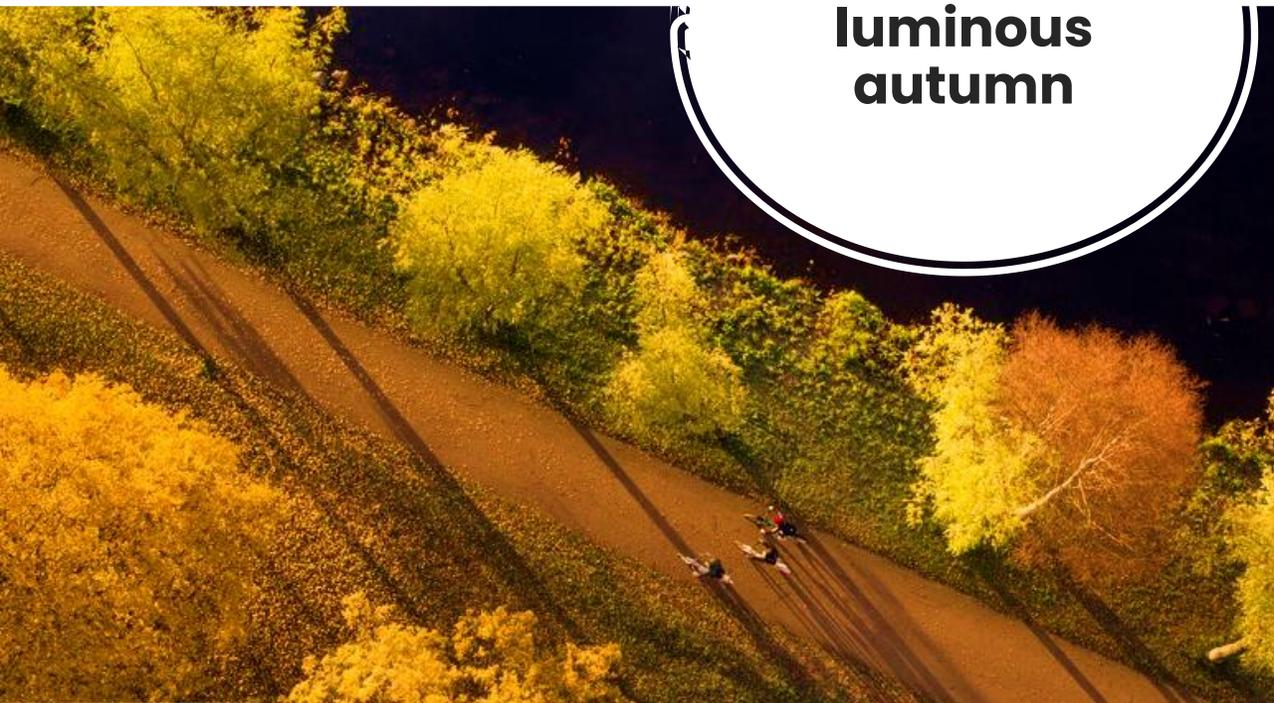


**Bright, lively  
summer**





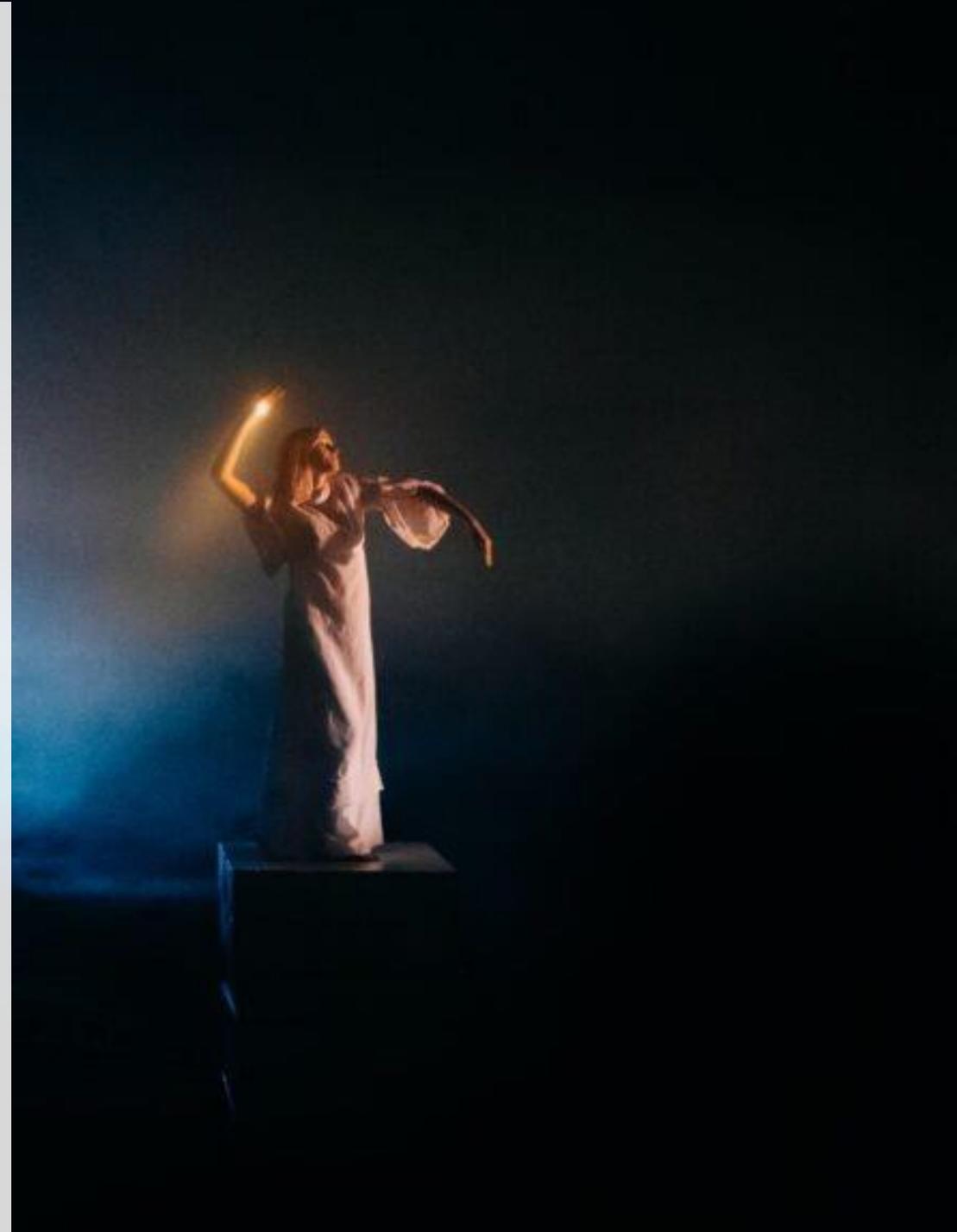
**Dark,  
luminous  
autumn**



# What is European Capital of Culture exactly?

**Since 1985 (Finland: Helsinki 2000, Turku 2011)**

- One of the most visible actions of the European Union
- Highlights the importance of cities as centres of cultural life
- International cooperation opens doors for art and culture professionals – and brings new cultural life to Finland



# Our main theme is Cultural Climate Change

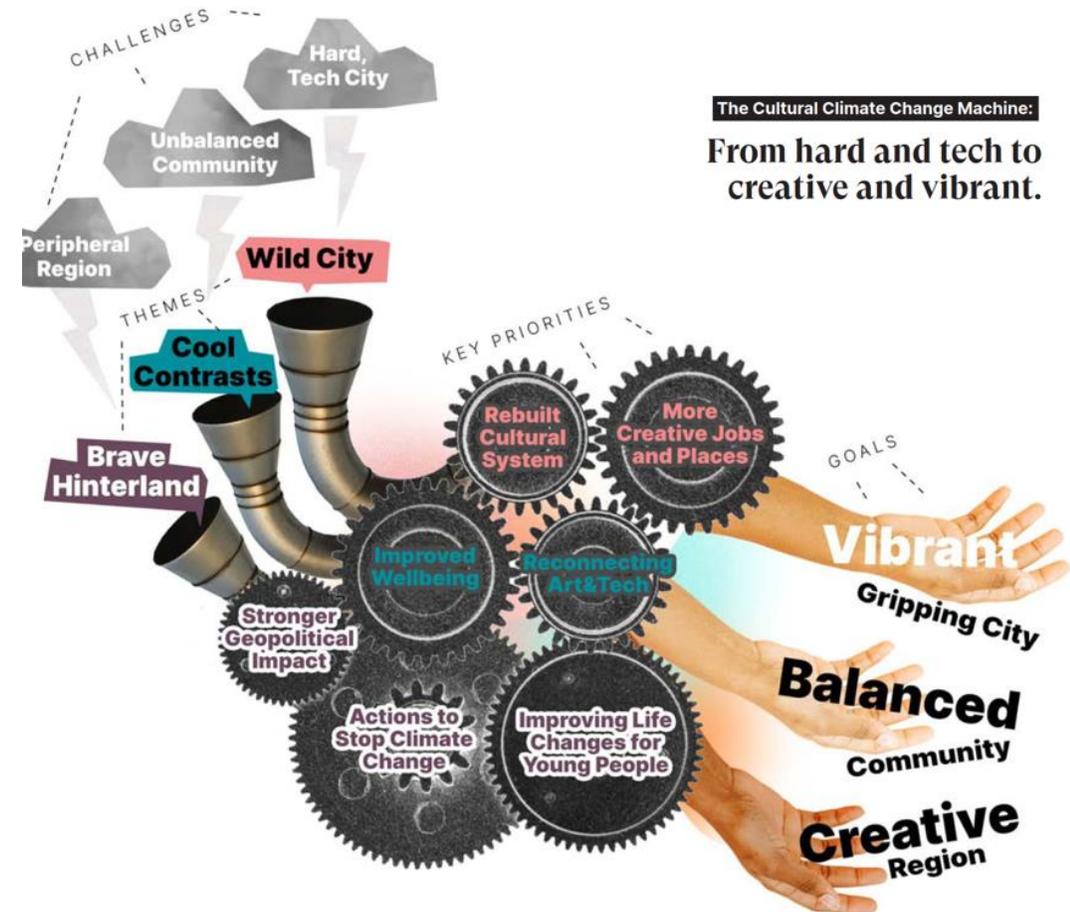
**Cultural Climate Change combines culture, art and technology in surprising ways creating new encounters between people from different backgrounds**

Oulu will be at the cultural center stage in Finland and Europe in 2026.

We want to create long-term impact and truly transform the cultural climate in the North and turn our challenges in to strenghts.

## In the future, Oulu wants to be

- **Vibrant, gripping city**
  - Culture softens our hard tech city
- **Balanced Community**
  - Culture becomes part of everyday life
- **Creative Region**
  - Show Europe what makes our northern culture unique



## Brave Hinterland



## Cool Contrasts



## Wild City



# Brave Hinterland

Far away from everything, on the periphery of Europe we face an uncompromising nature, extreme climate (change), enormous distances and wild vastness, excessive light and excessive darkness. Only a few in Europe are willing to live with extreme hardship and extreme beauty.

Actual Climate Change impacts us more visibly here than almost anywhere else in Europe with biodiversity already significantly diminished. The global response to climate change has so far been too timid. We explore this topic in our theme Brave Hinterland.



# Programme lines

## BETWEEN EAST AND WEST

Oulu exploring its roots and the routes linking it to Europe. These routes shaped the identity, cultural and societal development of the city and deserve exploring.



## NATURALLY ART

Pulsing forces of the North – Nature and Art. With the growing focus on climate change, we cannot ignore or deny nature's forces – whether you live in Oulu region or on the southern-most shores of Europe. We wish to showcase our region's traditional engagement with nature reminding us how it enriches our lives, sharing its vibrant inspiration with a broader Europe.



## NORTHERN VIBES

We do things differently here. We sit in hot saunas and then dive into frozen waters. We cycle on our bikes in minus 25-degrees Celsius. It's an everyday experience for us, but a surprise to most of the rest of the world. Having fun in the snow hides a deeper message about the sensitivity and disappearance of our traditional habitat. Join us on a journey through our unique way of living and learn to appreciate winter's natural wonders!



# Cool Contrasts

Oulu is the kingdom of great contrasts – positive, but also challenging. Contrasts such as the nightless nights of the midnight sun and sunless days in the heart of winter. Contrasts have the power both to connect and disconnect, but also to create something new.

Cool Contrasts is about rebalancing our communities. There is already a recognised European need to use culture as a means to help reduce health inequalities. Oulu2026 will work with our citizens and with European partners to develop cultural practices that promote positive engagement to re-balance these inequalities.



# Programme Lines

## DARK MATTERS

No one has such an intimate relationship with light as us northerners. Acknowledging the dark and harvesting the light for health and wellbeing.



## ART <3 TECH

Every day, nearly three billion people use mobile technology developed in Oulu. The city has long been a pioneer in technology research, product development and start-ups – and now it wants to take over Art&Tech. The models used to produce the culture of the future will increasingly utilise a hybrid strategy, a combination of virtual and physical experiences.



## OULU CALLING!

Celebrating the city's resilience and power of reinvention as an inspiration for the future. We want to explore our local identities through outsiders' eyes, and be surprised by what we discover about ourselves.



# Wild City

Oulu is on the cusp. We could settle for being a tame municipal city on the fringe. Or we could go Wild. We choose Wild.

With Wild City we bring wildness into the city by celebrating the wilderness around it. Creating a new cultural approach with our unique northern vibe. Oulu as a cultural laboratory, going wild for Europe.

What exactly is a creative city in the middle of the wild nature? What is a lively, creative village? How do art, subcultures and creative spaces fill emptiness, silence and darkness?



# Programme Lines

## URBAN BOOST

The Urban Boost programme line gives young people the opportunity to build the future on their own terms and to challenge out-dated practices.



## STREAM TO THE FUTURE

True and sustainable cultural climate change begins with children and young people. Our schools and cultural services will collaborate to seek solutions to future challenges at the crossroads of art, science and technology.



## CREATIVE VILLAGES

The Creative Villages programme line reshapes the city and its cultural climate by adding places for creativity in the urban space.



## ART TAKEOVER

Meet the buzz. Dancers, circus, poetry and artwork taking over the city. Art might surprise you as a spectacular event or when you walk into a grocery store. It tunes you into creativity at your workplace, makes you smile on a busy day.



# Cultural Climate Change

Peace Machine  
Reconnecting Flagship

**Brave Hinterland**  
Theme  
**Climate Clock**  
Flagship

Programme Line

## Northern Vibes

Let It Snow!  
Arctic Food Lab  
Aurora Revelare  
Hope in the Hinterland  
In Europe's Spotlight

Programme Line

## Between East & West

Tar Wharf to the Seven Seas  
2nd Generation  
Cultural Embassy  
E75 Highway  
Looking East  
Village Anthems

Programme Line

## Naturally Art

Natural Stages  
Art and Nature Trails  
Borderless  
Sámi Culture  
Climate Arena

**Cool Contrasts**  
Theme

**Underground Clash**  
Flagship

Programme Line

## Art <3 Tech

ArTech City  
Oulu Dance Hack  
Tomorrow's Wardrobe  
Beyond the Sky  
Earth, Time  
and Adaptation

Programme Line

## Dark Matters

Light Matters  
Voice the Taboo!  
Mindblown -  
Borderlines of the Mind  
Parts of a City

Programme Line

## Oulu Calling!

Faravid's Land  
The Snowflake  
Stone Age  
Survival Strategies  
From Here to Art  
- Travel Agency

**Wild City**  
Theme

OPERA GOES WILD  
The Rise of the  
Tar Kingdom  
Flagship

Programme Line

## Art Takeover!

Delta Life  
Exploring ART!  
The Art of Work  
Hybridise your Festival  
Bang Bang Riviera

Programme Line

## Creative Villages

Pikisaari Creative Island  
Hiukkavaara  
- Creative Boot Camp  
SmART Hospital  
Rethinking Libraries  
Creative Campus  
#CultureMonopoly  
AALTOSÍLO  
The Nook

Programme Line

## STREAM to the Future

Go with the STREAM  
Art Seeds  
Children's Biennale  
Frozen Nights

Programme Line

## Urban Boost

Untamed Office  
Agent 026  
MC Oulu  
Generation Xulu

**Cultural  
Climate  
Change**

# **Open Call 2022**

Become part of the Capital of Culture Programme.

# Open Call 2022 | 3rd Oct – 9th Dec

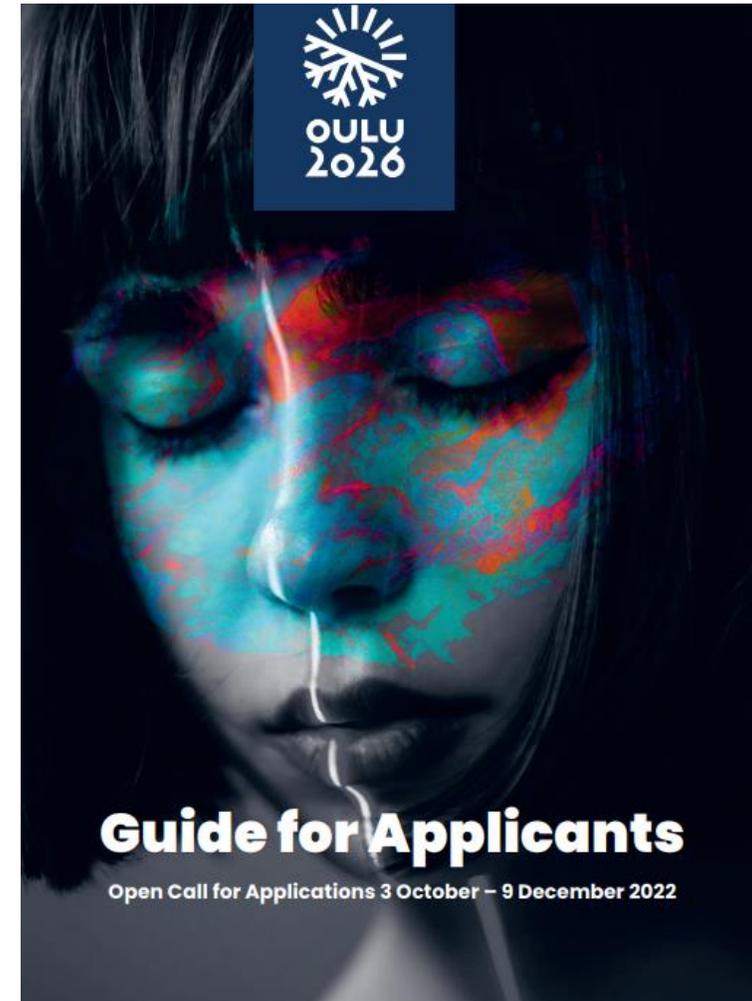
**Become part of the Cultural Climate Change!**

- In the next Open Call we are looking for specifically **large-scale projects** that take several years to prepare or carry out.
- *We are the culture* call for individual, communal projects will be announced closer to 2026.



**Criteria, Guide for Applicants,  
Frequently Asked Questions:**

**[www oulu2026.eu/opencall](http://www oulu2026.eu/opencall)**



# What kind of projects are we looking for?

- The goal: to achieve **a permanent cultural climate change** and a positive development fuelled by culture in Northern Finland.
- The projects are expected to deliver **a European dimension** through e.g. involving international cooperation partners.
- The focus of the projects should be on the year 2026 but they may start earlier as well if necessary
- Culture understood as a wider concept

# Who can apply?

- The Open Call for applications in October is open for **both Finnish and international actors.**
- Applicants can be private individuals, groups, associations, networks, businesses, organisations or public institutions. The application must indicate the lead organisation or person in charge of the project.
- Applicants must be able to carry out the proposed projects independently

# What are the selection criteria?

- The projects must for example..
  - ...be linked to one or several of the three main themes and programme lines.
  - ...be ready to be delivered independently
  - ...take place mainly within the Oulu2026 region
  - ...have a wide-reaching impact and deliver a European dimension
  - ...must be executed taking into consideration equality and sustainability
- The purpose of the Open Call is to support unique artistic and cultural initiatives – envision programme that complements and furthers daily operations!



**Exact criteria and guidelines at  
[oulu2026.eu/opencall](https://oulu2026.eu/opencall)**

# What type of costs can be covered?

- Generally, the funding awarded can cover up to approx. 50% of the total budget of the project.
- The application must include a budget plan.
- The self-financing may be obtained through e.g., sales or fees, grants and sponsorship, and salaries and voluntary work can be included as part of self-financing.
- Infrastructure and property costs (e.g., rent, building service charges, repairs and building work and equipment) may be funded only if they form an essential part of a larger project and account for a reasonable part of the overall budget.

# Open Call process

## Sept 2022

- 1 September - The criteria and application instructions published
- 6 September 1 p.m. (UTC+3) - Webinar 2.
- 13-14 September - Helpdesks

## Jan - April 2023

Processing and evaluation of applications, negotiations

## Oct - Dec 2022

### Open Call 2022

application form open  
3 October - 9 December

- 18 October - Helpdesks
- 19 October 1 p.m. (UTC+3) - Webinar 3
- 22 November 1 p.m. (UTC+2) - Webinar 4

## May 2023

Co-funding decisions  
by 31 May 2023

# Next steps?

- Get to know our main themes and start planning!
- Join our next webinar on 19th Oct 2022
- Follow our website  
**[www oulu2026.eu/en/opencall](http://www oulu2026.eu/en/opencall)**
  - FAQ
  - Registration to webinars & live events concerning the open call
  - Guide for Applicants



# Thanks for joining!

*Further questions?*

[www oulu2026.eu/en/opencall](http://www oulu2026.eu/en/opencall)

**Facebook:**  
**Oulu2026 European Capital of Culture**

**Twitter:**  
**Oulu2026 Official**

**Instagram:**  
**oulu2026official**

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**Good luck!**

**[Oulu2026.eu/en/opencall](https://Oulu2026.eu/en/opencall)**