

## The partnership circle

includes four Nordic-Baltic organisations working with non-formal adult education in the field of arts and culture.

- From Denmark, applicant and coordinator MOF - Musisk Oplysningsforbund (National Association of Adult Education in Art and Culture) see - [www.mof-dk.dk](http://www.mof-dk.dk)
- From Latvia, co-applicant Rite Tautskola (Rite Folk High School) see - [www.ritetautskola.org](http://www.ritetautskola.org)
- From Estonia, co-applicant Tartu Rahvaylikool (Tartu Folk High School) see - [www.rahvaylikool.ee](http://www.rahvaylikool.ee)
- From Lithuania, co-applicant RMDA - Viešoji įstaiga Rumšiškių muziejaus dvaro akademija (Estate Academy of Museum Rumsiskes) see - [www.rmda.lt](http://www.rmda.lt)

The partnership shares the view to have a societal responsibility to reach out to all social groups and promote “cultural sustainability” by transmitting the idea of “citizen help citizen” to practise in their field of activity.



**This Nordplus Adult development project** entitled "Culture Guides for Active Ageing" is carried out in the period, August 2013 - July 2015.

The Nordic states have since the 1960's understood art and culture as a basic welfare benefit. A major goal has been to provide arts and culture experiences for all citizens, regardless of social background, economic conditions and geographic residence.

This policy was based on the assumption that free access to arts and culture is of crucial importance for a critical and enlightened public in a democratic society.

However, this strategy for a *democratization of culture* has far from succeeded. It was and still is the best educated and economically well-off populations in major cities, who mainly use the public supported cultural activities.

This Culture Guide project seeks to find new ways to meet this challenge by involving the civil society sector of voluntary arts and culture to convey art and culture at eye level with the different needs of the social marginalised groups

For more information - see the project website

<http://nordplus-cultureguides.dk>



## Culture Guides for Active Ageing



Nordplus Adult Development Project,  
Aug 2013 - July 2015

## The project idea

is to improve access to arts and cultural experiences for marginalised senior citizens by engaging volunteers as “culture guides”.

## Background and need

The Nordic/Baltic countries have as a main goal of cultural policy to provide art and culture to the entire population, but are confronted with the recurring problem of large residual groups of non-users, especially among social marginalised and senior citizens.

A new sustainable way to meet this problem is by using the idea of “citizen help citizen” within the field of arts and culture, where the voluntary associations help to create a more inclusive and cohesive society where everyone will be able to participate.

More specific - to provide new “culture guide services”, where volunteers can act as guides by introducing and helping marginalised seniors citizens to be engaged in local art and culture activities, either as audience or active participants.



## Aims and objectives

The overall aim is to reach out and strengthen the access for marginalised senior citizens to arts and culture as a gateway to personal development and social inclusion.

New transformative learning experiences with art and culture can enliven and enlighten people, change their lives for the better and renew their relations to other people and the community.



The project is based on the concept of “cultural sustainability” meaning that active citizenship, social inclusion and cultural cohesion will be promoted by “citizens help citizens” in a civil society context.

The gateway for the voluntary associations in the field of arts and culture may be to use volunteers to reach out convey art and culture at eye level with the different needs of the senior citizens.

## Main results

The planned outcome is:

- To develop new management skills and local courses for culture guide volunteers;
- To complete a series of local pilot works with culture guide activities;
- To publish a Nordic Handbook with know-how, methodologies, and best practise;
- To disseminate the results by a handbook, a web platform, and national conferences.

## Envisaged impacts

- The new culture guide concept will to some degree be incorporated in the Nordic-Baltic sector of voluntary arts and culture.
- Main stakeholders will know and support the concept political, ideological or financial
- Parts of the marginalised senior citizens will be helped to a change, where they feel lesser excluded, gain more self-esteem, experience personal development and improve their quality of life.

