



Events Denmark Estonia Finland Poland

Exploring Innovation and Arts on Prescription for Mental Well-Being

The InnoCulture Conference 2024, taking place on November 19-20 in Gdansk, will bring together cultural and health professionals to discuss the use of arts-based activities as a preventive measure for mental health challenges.

The [Policy Area Culture of the EU Strategy for the Baltic Sea Region](#) (EUSBSR) is hosting the InnoCulture Conference in Gdansk, Poland, on November 19-20, 2024. Organized by the Adam Mickiewicz Institute (Poland) and the Ministry of Agriculture, Rural Areas, European Affairs and Consumer Protection of Schleswig-Holstein (Germany), the event aims to highlight the vital role of culture in driving innovation across various sectors.

The conference will gather cultural professionals from the Baltic Sea Region to explore how cross-sectoral cultural activities can foster development in fields such as health, sustainability, entrepreneurship, and mobility. With numerous networking opportunities and a series of interactive workshops, participants will gain insights into the intersection of culture and innovation.

A key focus will be the ["Arts on Prescription"](#) project, discussed in the "Culture x Health" workshop. This session, led by the Westpomeranian Region in collaboration with the Interreg BSR project, will examine how local and regional policies can leverage the arts to enhance health and well-being. The workshop will address questions such as scaling up arts

interventions for health at the EU level.

Panelists will include representatives from international cultural and health organizations, including Monica Urian (Cultural Policy Unit, Directorate General Education and Culture), Ülla-Karin Nurm (NDPHS Secretariat), Stine Keiding (Odense Municipality), and others.

About Arts on Prescription:

The "Arts on Prescription" (AoP) concept offers an innovative approach to addressing rising mental health challenges, such as depression, stress, and anxiety, which have surged following the COVID-19 pandemic. Instead of traditional treatments, individuals are prescribed regular arts activities from community-based services like museums and cultural institutions, a method proven to improve mental well-being. While interest in AoP is growing globally, there remains a need for more knowledge on integrating it into healthcare systems and securing funding. To address these gaps, the Interreg BSR project has developed a comprehensive program concept, informational materials, and an evaluation framework to support the implementation of AoP in the Baltic Sea Region.

Event Details

Date: November 19-20, 2024

Time: 12:00 - 13:00 (CET)

Venue: Korzenna 33/35, Gdansk, Poland

Register and read the full conference schedule [here](#).

For further details, visit InnoCulture's [website](#).