

## 1. Summary

”Arts and culture as factors for health to individuals and society” – a pre-study which took place from 15:th of September 2017 to the 30:th of April 2018, with the purpose of investigating in what extension entrepreneurs within CCI (Cultural and Creative industry) were interested in broaden their market with services in the arts-and-health field.

The budget was 35330 Euro; and the pre-study was financed by Interreg Norway/Sweden, Region Dalarna, Sweden, The county of Dalarna, Sweden, and Hedmark Fylkeskommun, Norway. CCI is considered as a growing market. A mentioned factor for succes in the field is cross-sectorial initiatives as arts/tourism, arts/health.

The pre-study should find out:

in what way this new market would be good for business within CCI

about regulations for selling and buying arts-and- health services

the needs from the entrepreneurs and customers within the field

To learn about the CCI entrepreneurs’ view on arts-and-health services, qualitative as well as quantitative surveys were made. For the qualitative survey a focus-group was put together where eight cultural-workers with experiences from arts-and-health participated, four from Sweden and four from Norway. The focus -group was meant to meet twice, but a snowstorm inhibited the Norwegian participating at meeting one. To make a quantitative survey an inquiry was sent to 420 entrepreneurs within the CCI field; 160 in Hedmark, Norway and 260 in Dalarna, Sweden. Totally 143 persons responded, and among them 104 cultural workers showed an interested in selling art- services to health-caresector. This shows that the critical mass is big enough to make a bigger project to develop and strengthen CCI with arts-and health services.

It is today an undoutable fact that cultural activities have a good impact on health; the scientific research and studies deliver good results, which also are cost effective. The project has taken an active part of the latest research to ensure that a future project about arts-and-healthservices is the right thing to do.

Dalarna and Hedmark have similar societal challenges such as increasing rate of illness, especially among youngsters, stressrelated diseases, an aging population, labour shortages, exlusion and violence. Arts-and creativity are good tools in working with these challenges.

The entrepreneurs within CCI state the need of more competence and support in developing the services. After what the project came up to, there are few possibilities to get knowhow about arts-and-health on university-level, nor on other levels. There are short courses in the field for example in Gothenbourg’s (Sweden) and Levanger’s (Norway) university, but no longer education. In Norway there is a National competence center for culture, health and social care, which is a good example of support function.

Both countries are working with arts-and-health but in different ways, in Norway the work is more on a structural and educational level, in Dalarna the work has been more hands- on, where artists and organisations for people on long-term sick leave or unemployment have been co-working. The cross-border project has made the insights and knowhow about CCI and health deeper and broader than if each country has made the same research alone. A common strategy has been worked out which is the base for a future project-application.