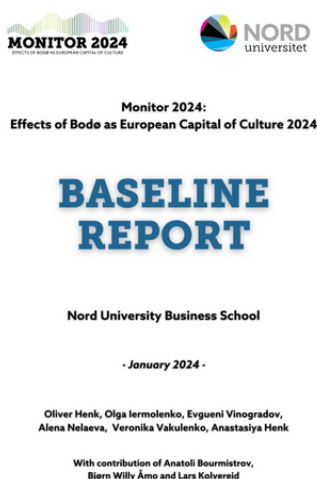


People's Jury Progress Update

We are pleased to report significant progress with the People's Jury for the evaluation of Bodø2024. To date, over 1,000 individuals from Bodø and Nordland have joined this initiative, providing a representative sample of our population. These jurors will contribute their perspectives by completing 2-3 short questionnaires annually until the end of the project, which will ensure a balanced and comprehensive evaluation, reflecting the varied opinions within our community.

Our team has also initiated the second round of surveys for the People's Jury members, focusing on factors influencing demand for cultural events and offerings. This survey includes open-ended questions, allowing every participant to express their views in their own words. Such a detailed feedback is instrumental in our ongoing evaluation.



The Baseline Report on Nordland's Economy and Culture

We are pleased to announce the completion of our baseline report, which provides an in-depth overview of Nordland's economy and cultural dynamics. This detailed study explores the supply and demand of cultural activities, focusing on how the unique economic and demographic characteristics of Nordland and Bodø influence their cultural landscapes.

A key focus of our analysis is the potential of cultural engagement to counter demographic shifts, particularly the declining youth population in the North. The study also addresses the impact of cultural engagement on the economic vitality

of the region and the quality of life of its inhabitants.

Through this report, we aim to shed light on cultural trends, public perceptions, and strategic developments at both regional and city levels. Our goal is to provide actionable insights for policymakers, cultural institutions, and other key stakeholders in Bodø and Nordland.

Ongoing Data Collection on Cultural Impact

We are currently engaged in a comprehensive data collection effort to understand the role of culture in community and business development. More than 400 invitations have been distributed to volunteer organizations, associations, unions, private companies, artists, and project managers. These recipients are encouraged to share their perspectives on how culture influences their growth and development, as well as they are invited to involve their members in the People's Jury.

At the same time, we are currently performing an independent survey of the general population in Nordland in cooperation with IPSOS understand the effect of Bodø2024 on People in the region.



Participate in our Track at the NFF Conference This August

We are pleased to announce our involvement in the upcoming NFF conference from August 15-17, 2024, at the University of Iceland in Reykjavik. In line with the conference's focus on 40 years of Nordic Management Research, our team is proud to host a dedicated session exploring the intersection of culture and regional development, with a particular emphasis on the High North. Our session will critically examine how cultural projects like the European Capitals of Culture (ECOC) contribute to local growth and transformation.

We invite contributions that look into the management, organisation, and impact assessment of cultural projects. For more information and to contribute to this vital discussion, please refer to our detailed call for abstracts on the [official webpage](#) of NFF Conference.

VISIT OUR WEBPAGE FOR A MORE DETAILED INFORMATION ABOUT THE PROJECT