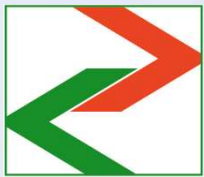


“Culture in Cross-Border Cooperation”

All Russian Forum, 26 October 2020

Mr. Johannes Moisio

Chairman of AEBR Task Force of External Borders (TFEB)
Regional Council of South Karelia



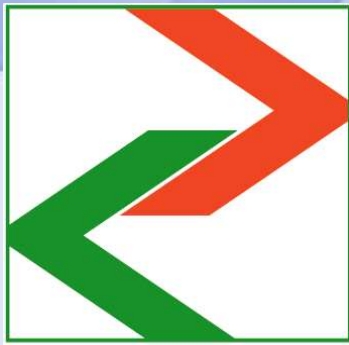
Association of
European Border
Regions (AEBR)



Johannes Moisio

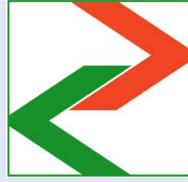


- Born in Helsinki 7. June 1960, M.Sc. (Eng), Logistics
- 1993–2000 Manager export business (private bus.)
- 2000 – Regional Council of South Karelia
- 2004–2005 Director of Southeast Finland and St. P office in Brussels
- 2007 – Chairman of AEBR Task Force for External Borders (TFEB)
- 2016 – Member of Southeast Finland – Russia CBC Programme Selection Committee
- 2015 – Member, Committee of National Co-funding, Interreg Central Baltic Sea



Arbeitsgemeinschaft Europäischer Grenzregionen (AGEG)
Asociación de Regiones Fronterizas Europeas (ARFE)
Association des régions frontalières européennes (ARFE)
Association of European Border Regions (AEBR)
Comunità di lavoro delle regioni europee di confine (AGEG)
Europæiske grænseregioners Arbejdsfællesskap (AGEG)
Werkgemeinschaft van Europese grensgebieden (WVEG)
Associação das Regiões Fronteiriças Europeias (ARFE)
Σύνδεσμος Ευρωπαϊκών Συνοριακών Περιφερειών (ΣΕΣΠ)
Stowarzyszenie Europejskich Regionów Granicznych (SERG)
Ассоциация Европейских Приграничных Регионов (АЕПР)
Európai Határ Menti Régiók Szövetsége (EHMRS)
Скупштина европских пограничних региона (СЕПР)

AGEG – AEBR - ARFE



- 1971** 10 members
focus on twinning and projects
- 1980** 30 members
focus on programmes and other instruments
- 2019** >100 members
in addition focus on concepts, recommendations

≈ 200 European border areas

- Represents the interests of Cross-Border regions towards the Council of Europe, the EU and the national Governments

Has several thematic Task Forces

www.aebr.eu

Task Force of External Borders TFEB



One of AEBR Task Forces

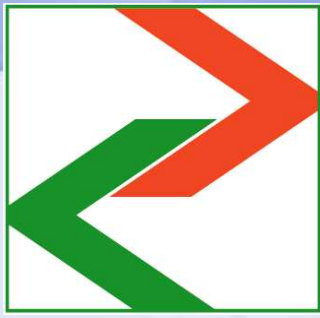
1997 founding meeting, 10 persons

2019 20 active persons
+ randomly local participants

300 persons In a Facebook group

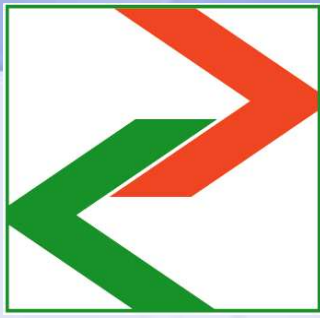
≈ **100** External border areas

networking,
seminars,
project generation,
annual Youth Forum since 2009



Role of Culture in CBC

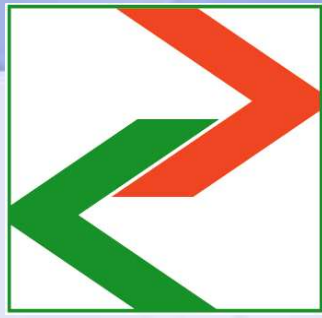
- A. Background phenomenon, influencing behaviour**
- B. Working culture**
- C. Weight of culture**
- D. Culture may be actively used as an Asset / Facilitator**



Culture as a background phenomenon

Culture may not be as dividing in cross-border cooperation as in international cooperation (with distance)

- **We know the neighbour better**
- **We have common history**
(Culture less likely to differ, behaviour, religion, language)
We don't often admit, that culture has its say

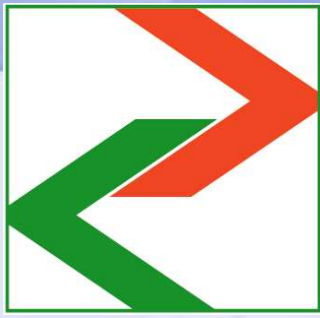


Working culture

Working culture may base on national regulations, traditions, firm owners/management. It has effect in:

- **Keeping promises**
(for example agreed meeting times)
- **Willingness to take personal risk**
(effects decision making)
- **Degree in taking social aspect to work decisions**
- **Behaviour in work related events**
(dinners, sports etc)
- **Organisational versus personal commitment**
(for example effect of changed boss/political body)

Working culture has become nearer to each other

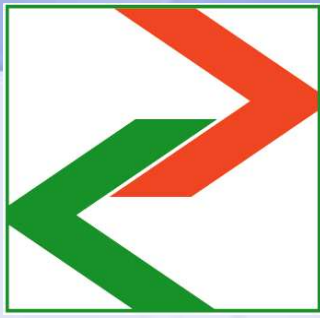


Weight of culture

**Some cultural features have more weight than others.
Weight differs by person, by ethnic group, by firm policy**

- **Differences in religion**
- **Personal trust or friendship**
- **Tolerance to behaviour considered insulting
(ref. Borat films)**

Strong reacting may be as harmful as non-reacting



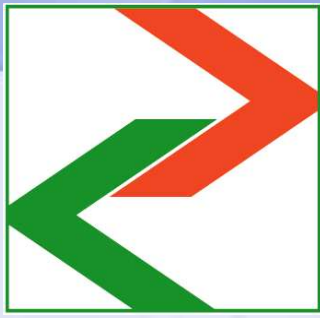
Culture as an Asset / Facilitator

Many conferences have social program

Cultural event may be an oasis between business negotiations

Learning from culture is often learning the counter part's behaviour

Positive mind creates positive solutions in cooperation



Some examples



All Russian Forum in 2019 in St.P



Igor Buttman in a jazz club in Helsinki a night before Our Romance gala concert in Helsinki in 2019 arranged together with RU-FI interparliamentary meeting

Thank you for your attention!
Спасибо за Ваше внимание!

CONTACTS

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MORE INFORMATION IN INTERNET:

AEBR: www.aebr.eu

AEBR Task Force of External Border, by joining Facebook group:

<https://www.facebook.com/groups/AEBRTFEB/>

Regional Council of South Karelia: www.ekliitto.fi