

14. Culture

The Öresund region is the largest metropolitan region in the Nordic countries; at the same time it binds Denmark and Sweden together. The meeting of the two countries' related but still different traditions and languages results in a particular cultural strength and diversity. This also involves a number of challenges and opportunities for culture to function across Öresund, creating a common identity for the entire region.

The identity of the Öresund region is marked by increased diversity, openness and accessibility. Knowledge about the region

and a feeling of belonging is now greater on the Swedish side than on the Danish side of the sound. An entire 79 percent of the Swedes identify themselves completely or partly with the Öresund region, while the same figure for the Danes is only 44 percent. However, this common identity is strengthened by the many different cultural activities across the sound, such as the common network for the museums of the Öresund region. Concerning the significance of the area of culture, the inhabitants on the one side do not give culture as high priorities as other areas, but on the other hand, it is the

area that they are most satisfied with.¹

Culture means identity, traditions and expressions; it includes creativity and consumable activities in connection with business and the labour market. A stimulating cultural life is also an important factor when companies decide where to localise.

¹Network based urban innovation, Öresundsregionen version 3.0, Basis for IBU's project on quality, identity and future, Oxford Research, 2009.

Culture labour market 1 Jan. 2007 (1 000)

	Employed persons Total aged 16-64	of which culture sector	of which cultural core activities	Culture sector in percent of employed persons, Total	Core activities in percent of employed persons, Total
Öresund region	1,747	54	23	3.1	1.3
Öresund DK	1,237	42	18	3.4	1.5
of which the Capital Region of Denmark	905	40	17	4.4	1.9
of which Region Zealand	332	2	1	0.6	0.3
Öresund SE	510	12	5	2.4	1.0
Denmark	2,710	78	33	2.9	1.2
Sweden	4,197	107	44	2.5	1.0
Stockholm County	979	49	20	5.0	2.0

Source: The Öresund Committee. Individual calculations from Statistics Denmark and Statistics Sweden.

Culture can be difficult to define and assign figures to. Nevertheless, this chapter describes the cultural employment and the extent of cultural consumption. The tourism sector is also accounted for here, since it is included in consumption and cultural exchange.

Culture labour market

In total there are 78 000 and 107 000 persons respectively employed in the culture sector in Denmark and Sweden. Of those persons, 54 000 or 29 percent work in the Öresund region. In relation to total employment in Denmark and Sweden, the culture sector corresponds to 2.9 and 2.5 percent, respectively. Of the 1.75 million persons employed in the Öresund region, 3.1 per-

cent work within the culture sector. In the Capital Region of Denmark and Stockholm County, the proportion reaches 4 to 5 percent.

The culture sector in its entirety here includes all areas that are seen as relevant to culture. Eurostat's calculations for the EU25 show that the proportion of persons working in the culture sector is 2.5 percent; the

Culture labour market in Öresund region 1 Jan. 2007 (1 000)

Cultural areas	Total employees	Of which core cultural activities			Core cultural activities	
	total	Öresund DK	Öresund SE	Öresund region % of DK and SE total	Stockholm county	
Periodicals and books	13.9	5.7	4.3	1.5	31	23
Of which daily newspapers	5.6	2.8	2.0	0.8	26	15
Weekly periodicals	3.4	1.6	1.2	0.4	42	44
Design	13.0	4.8	3.8	1.0	31	27
Of which architecture	4.6	2.4	2.0	0.4	36	21
Art and culture - other	27.0	12.8	10.1	2.7	30	26
Of which film and video	5.0	2.1	2.0	0.1	50	30
Of which tv and radio	5.1	2.7	2.4	0.4	29	35
Of which artistic activities	4.7	1.6	1.1	0.5	28	31
Of which public libraries	3.7	2.8	2.1	0.8	28	10
Of which museums	3.1	1.2	0.8	0.4	25	22
Total	53.9	23.4	18.2	5.2	31	26

Source: Statistics Denmark and Statistics Sweden Calculations by The Öresund Committee

figure for Denmark is 3.1 percent while the figure for Sweden is 3.3 percent². According to the Danish Ministry of Culture, Denmark had 64 000 persons working in the culture sector in 2003.

Tourism is not included in the figures for the culture sector, but in the Öresund region there are about 15 000 hotel employees and 45 000 restaurant employees. In addition, many work in transport industries that are relevant for tourism.

Within the culture sector, only a small percentage work with core cultural activities³. The number of employees in core cultural activities is difficult to estimate, but it is about 23 000 in the Öresund region (see fact box). This can be compared to 31 percent of all who work with core cultural activities in Denmark and Sweden work in the Öresund region.

²Eurostat, EU Labour Force Survey, 2005

³See "Comments on the statistics" for explanation of the core activities.

The concentration in the Öresund region is considerable concerning the release of books and periodicals as well as film and video productions. Here the Öresund region has 40-50 percent of all employees in Denmark and Sweden.

Cultural consumption

Cultural consumption consists of the costs of inhabitants for consumption, and government subsidies. In Sweden, nearly one third of all costs to produce and consume culture are handled by central government, counties/regions and municipalities. In 2007, the Danish and Swedish public sector set 1.5 and 1.1 percent of GDP respectively on activities within culture, sports, leisure and religion⁴. Otherwise, costs for inhabitants' private consumption of culture in Denmark and Sweden are about one fourth higher than in EU countries in general⁵.

⁴Nordic Statistical Yearbook 2009

⁵Eurostat, Household Budget Survey – EU-15

Private consumption is based on inhabitants' costs to participate in cultural and leisure activities as well as to obtain and consume culture and the media.

Every year households in the Öresund region invest EUR 3.7 billion on cultural activities. This corresponds to EUR 2 200 per household, which in turn corresponds to 7 percent of total household consumption. Costs for consumption are generally highest on the Danish side of Öresund, but the percentage of consumption that is invested in culture is basically the same on both sides of the sound. An entire 84 percent of household consumption for culture goes to obtaining and consuming culture and the media, while only 9 and 7 percent of culture consumption goes to active respectively passive participation (such as playing football and going to the cinema). However, on the Swedish side the distribution of culture consumption lies more towards active participation in culture, leisure and sports activities.

Please note that the figures for consumption must be interpreted with caution, since they are based on relatively few observations. They are partly based on random samples and partly on overall information about different structures of households. In addition,

costs for activities are also affected by government subsidies, which differ in the two countries.

While couples with children invest EUR 3 100 per year on culture, the same figure for

single persons is only EUR 1 700 regardless of whether they have children or not. Single-parent households invest comparatively more money on magazines and periodicals, while couples usually engage in active participation, regardless of whether they have children or not.

Culture consumption in Öresund region 2004–2006

	Öresund DK	Öresund SE	Öresund region total	Stock- holm County
Number of households (1 000)	1,182	478	1,630	801
	1,000 EUR			
Consumption per household total	37.1	27.1	34.2	31.3
Culture consumption per household total	2.5	1.7	2.2	1.9
Active participation in culture, leisure, sports activities	0.2	0.3	0.2	0.3
Passive participation in culture, leisure, sports activities	0.2	0.1	0.1	0.2
Obtaining and consuming culture and media	16	10	14	1.5
Of which				
Newspapers and periodicals	0.3	0.2	0.2	0.2
Books	0.2	0.1	0.2	0.2
TV and media, computers etc	1.2	0.6	1.0	0.8
License, rent of equipment	0.5	0.3	0.4	0.4
	Percent			
Proportion of total culture consumption	7	6	7	6

Source: Statistics Denmark and Statistics Sweden Calculations by The Öresund Committee

Other areas of culture

Museums and art galleries in the Öresund region have over 7 million visitors per year. In relation to the number of inhabitants, this corresponds to two visits per year per inhabitant. This in turn corresponds to the average for Denmark and Sweden. However, the number of visits in Stockholm County is twice as high. About 2 million visits to the theatre are made in the Öresund region each year. In the Capital Region of Denmark, the figure is nearly one visit per inhabitant, while in Öresund SE the figure is only 0.3 visits. Even if Danes and Swedes alike go about as often to the theatre, the combined inhabitants in the Öresund region go to the theatre somewhat less often than

Public library use by population in 2008

	Numbers of loans (1 000)	Loans per 1 000 inhabitants
	1,000	
Öresund region	32,495	8.8
Öresund DK	24,341	9.8
Of which Capital Region DK	17,768	10.7
Of which Region Zealand	6,573	8.0
Öresund SE	8,154	6.8
Denmark	50,472	9.2
Sweden	58,264	6.3
Stockholm County	8,955	4.6

Source: Danish Agency for Libraries and Media (DK) and National Public Art Council (SE)

those in Stockholm County. Danes go to the cinema a bit more often than Swedes. With somewhat more than 8 million visits to the cinema, the Öresund region is at the same level as Stockholm County.

The number of book releases in both Denmark and Sweden is about 2.5 per 1 000 inhabitants, but the Swedes buy more newspapers than the Danes. As a comparison, per 1 000 inhabitants, Sweden distributes 361 newspapers and periodicals, while Denmark distributes 212 of the same (this does not

Culture activities of the population 2008

	Museums			Theatres (gov't subsidised)			Cinemas	
	Number	Number of visitors	Visits per inhabitant	Number of shows	Number of visits	Visits per inhabitant	Number of visits	Visits per inhabitant
		1,000			1,000		1,000	
Öresund region	137	7,114	1.9	9,090	1,943	0.5	8,350	2.3
Öresund DK	113	5,202	2.1	6,951	1,613	0.7	6,530	2.7
Of which Capital Region DK	68	4,374	2.6	6,170	1,523	0.9	5,400	3.3
Of which Region Zealand	45	827	1.0	781	90	0.1	1,130	1.4
Öresund SE	24	1,912	1.6	2,139	330	0.3	1,820	1.5
Denmark	277	10,676	1.9	10,676	2,197	0.4	12,121	2.2
Sweden	213	18,466	2.0	21,720	3,254	0.4	15,256	1.7
Stockholm County	58	8,434	4.3	7,398	1,415	0.7	4,910	2.5

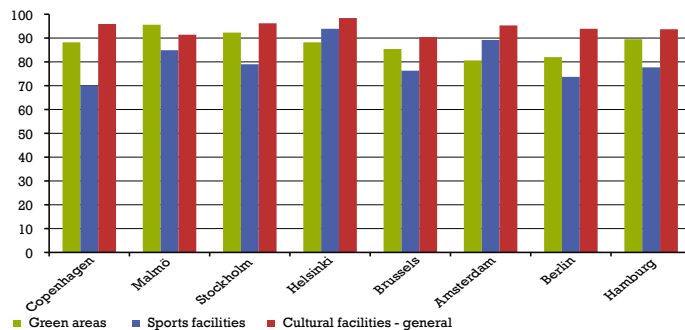
Source: Statistics Denmark and National Public Art Council. The presented years for theatres (SE) are 2006 and for cinemas (DK) 2007.

include free-of-charge periodicals). As for library visits, Danes borrow more books than Swedes, since each Dane borrows nine books per year at the library, compared to six loans per Swede. Public libraries in the Öresund region lend 32 million books annually, and each inhabitant in the region borrows an average of 9 books. This is considerably more than the five books that are borrowed per inhabitant in Stockholm County.

Satisfaction

Eurostat's surveys on satisfaction of inhabitants shows that inhabitants in the Copenhagen area are very satisfied with cultural life, while they are dissatisfied with the variety of sports activities. Those living in Malmö are especially satisfied with the green areas. Inhabitants in the two cities are generally as equally satisfied with the selection of cultural activities as inhabitants in other northern European cities.

Inhabitants' satisfaction with cultural facilities etc. 2006 (Index max=100)



Source: Urban Audit 2007

Tourism

In 2008, some 10 million overnight stays were made at hotels (with at least 40 beds) in the Öresund region. Despite its relatively small area in terms of geography, the Öresund region accounts for 23 percent of all overnight stays in Denmark and Sweden. 7.3 million overnight stays were made in Öresund DK (with a slightly lower figure of 700 000 Swedish guests) which can be compared to 2.7 million overnight stays in Öresund SE (with a rather growing but still modest figure of about 100 000 Danish guests). Since 2000 the number of overnight stays in Sweden has risen by 20 percent, while the corresponding figure in Denmark is 11 percent. The Öresund region has had 17 percent more overnight stays, but the increase only affects the number of domestic guests. About one third of the overnight stays in the Öresund region are made by guests from countries other than Denmark and Sweden. Seen from a total perspective from 2000 to 2008, the region has lost 9 percent of the tourist market outside of Europe, and the

increase from the rest of Europe is modest. The non-existent increase of international visitors has hit the Copenhagen area in particular. The region has over 68 000 beds, of which 24 000 are in the Copenhagen area⁶. Hotel capacity has increased sharply since 2000, particularly in the Danish part and in Copenhagen where the number of beds has increased by 50 percent.

An exception to the stagnation of international tourism is the number of cruise tourists. In just eight years the number of cruise passengers has tripled and Copenhagen is the largest harbour for cruises in the Baltic Sea. In 2009, the metropolis of the Öresund region Copenhagen had 620 000 cruise passengers, of whom half went ashore or on board. Cruise passengers generate a turnover of EUR 130 000 000⁷.

Even as an international conference city, Copenhagen places very well, most recently

⁶ Statistics Denmark and Statistics Sweden.

⁷ Wonderful Copenhagen

Comments on the statistics

It is very difficult in the statistics to define what should be regarded as cultural areas and the cultural labour market. These statistics include work with production of newspapers and books, design activities such as architects, photographers, designers and different services for conferences, exhibits etc. Also included are TV and radio, artistic activities, operations of theatres and museums as well as public libraries.

Among those working in cultural areas, only those who work within core cultural activities and special jobs, known as creative specialist functions, are included. In the production of newspapers and journals, only journalists are included and not receptionists. The inventory is based on the service category DISCO.

The inventory for Denmark counts too few service workers in core cultural activities. In order to nevertheless compile Danish and Swedish information, the Danish information is based on the Swedish information, with the aim to obtain the percentage of culture workers in core activities in each area.

as the host for the climate summit meeting COP15 in December 2009. Although about one hundred conferences are held each year in the city, Copenhagen has hard competition from East Europe and Asia; in 2007 the city fell from 6th place in 2004 to 23rd place⁸.

⁸The account of conferences includes arrangements that last at least three days with at least 300 participants, of whom at least 40 percent are from abroad and at least five nationalities are represented. Source: Mandag Morgen 2008, 44 and Union of International Associations.