



QUADRENNIAL PERIODIC REPORT

2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

General information

Technical Information

Name of Party:

Latvia

Date of ratification:

6/7/2007

Officially designed Point of Contact:**Title:**

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Organization(s) or entity(es) responsible for the preparation of the report:

Latvian National Centre for Culture

Describe the multi-stakeholder consultation process established for the preparation of this report:

The report was prepared by the Latvian Contact Point of the Convention, namely the Latvian National Centre for Culture, in cooperation with the Ministry of Culture, the Latvian National Commission for UNESCO and the civil society organizations that are united under an umbrella of the Council of the Creative Unions of Latvia, a non-governmental inter-disciplinary organization, that consists of different professional creative unions.

Executive Summary

Please summarize in max 3500 characters the main achievements and challenges in implementing the Convention and the outlook for the future. Please note this is not an introduction to the report or an annotated table of contents.:

Latvia has integrated aspects of cultural and creative industries (CCI) policy development in State long-term and medium term sustainable development policies, as well as in other sectoral policies such as industrial and regional policy. Based on the intrinsic principles of the Convention, the national CCI policy and decision making processes are carried out. It also serves as a reference and content planning tool for media and social integration policies. It has helped to shape the national position for recognition and acquisition of legal status and social protection for creative professionals in the way to introduce a new legal, regulatory and financial framework. Regarding the international cooperation in carrying out joint projects with other countries, the Convention is a tool that helps fostering cultural diplomacy and building awareness, dialogue and relations across nations, traditions, borders, cultures and people. MoC has been successfully running social dialogue with NGO sector involving it in the decision-making process and negotiations regarding policy development and implementation, it has established a strong dialogue platform with civil society via advisory councils, committees and working groups which meet regularly under the auspices of the MoC. It is crucial for the success of the 2005 Convention to strengthen its role within the civil society. There should be ways to promote the Convention amongst NGOs both for having better understanding of the principles embedded in the Convention and their direct linkages to the growth of a healthy cultural sector and protective tools that it implies. At the same time, it is essential to obtain fruitful critical views on the Convention and the ways of its implementation. It is also important to raise a more in-depth discussion on the qualitative indicators in the field of culture under the legal framework of the Convention, since it is vital to be able to showcase the value and contribution of culture in other sectors, e.g. social and regional development, facing current global and national challenges. An international voice and mobilization is very much needed in this domain. Latvia's outlook for the future is included in the work plan of the Latvian government for the years 2016-2018: -to facilitate the transfer of culture capital to other areas to create new businesses and products and to encourage innovation and promote the export capacity of CCI; -to improve the infrastructure for national culture ensuring platforms for various cultural expressions, such as Latvian Museum of Contemporary Art, New Riga Theatre, Modern Acoustic concert hall; -to deepen Latvian society's appreciation of culture and cultural heritage and to ensure excellent and diversified cultural services and accessibility for the widest possible public, including by improving the funding model of the State Cultural Capital Foundation; -to complete the drafting of the legal framework to define the status and support for creative occupations and their organizations; -to define national procurement of culture education for all educational levels, taking into account Latvian cultural developments and the needs of the labour market; -to implement a support programme for NGOs by supporting civil society in addressing current challenges. To support NGOs of national minorities by expanding their opportunities to actively participate in the cultural processes and social life of Latvia.

.collapse">Overview of cultural policy context

Parties shall describe the key objectives and priorities of their current cultural policy and the impact the Convention has had in their formulation or reformulation. They will also report on the opportunities and challenges to promote the diversity of cultural expressions in a digital environment.:

The overarching vision of the current cultural policy is: Latvia – land with rich and cultivated cultural heritage, vital and diverse cultural life, creative people, competitive creative industries and upward quality of life for everyone. To reach this vision, the following priorities are laid down: 1.Preservation and development of the cultural capital with participation of the society in cultural processes; 2.Creativity in lifelong education and cultural education oriented towards labour market; 3.Competitive cultural and creative industries; 4.Access to creative territory and cultural services. The main cultural policy instrument in Latvia is the cultural policy guidelines 2014-2020 “Creative Latvia” which is a medium-term policy planning document that determines the State cultural policy objectives and priorities up to 2020 and promotes the achievement of the objectives brought forward in State long-term and medium-term policy planning documents. All national financial investment and EU funding distribution for culture is planned and distributed according to the targets set in “Creative Latvia”. The Convention is regarded as an umbrella for cultural policy planning and implementation and is strongly embedded in the national cultural policy. The challenges to promote the diversity of cultural expressions linked to digital environment are: - increasing the audience of culture, also attracting the part of the society which is not interested in culture, searching for innovative forms for involvement and studying the needs of the audience; - necessity of digital accessibility of cultural content in educational process by cooperating with cultural and memory institutions that help to provide encyclopaedic resources of digital cultural heritage, as well as methodological materials corresponding to the needs of educational process; - lack of innovative inter-disciplinary cultural education programmes, which ensure the knowledge and skill basis necessary for the labour market for the creation of competitive cultural products and services; - awareness of creation of new, also digital, culture and creative industries products, using innovations and new technologies that could help to reach wider market; - reshaping business models of cultural organizations and creative businesses in the digital era; - capabilities to reach export markets due to opportunities provided by digital market; - demand for digital content and cultural services is increasing (several large cultural content digitalisation projects have been implemented within the scope of which both digitalisation of the content of cultural heritage and development of e-services has been commenced); - inclusion in international digital data bases (EUROPEANA, etc.) in order to increase interest in Latvia and its culture across the world; - development of linguistic technologies that will strengthen the status of the Latvian language and cement the use of the Latvian language in the digital environment. Public access to free Wi-Fi and 4000 computers have been provided in 874 libraries throughout Latvia. According to the Smart Development Strategy and the policy document “Science, Technology Development and Innovation Guidelines 2014-2020” non-technological innovations and creative industries is a horizontal segment, the development of which gives added value both to traditional sectors of national economy and to rapidly growing sectors (e.g.ICT).

a) It is (or has been) the basis for changing one or more policies?:

Yes

How:

Since Latvia ratified the Convention in 2007, it has been the basis for a diverse and inclusive national cultural policy development, starting from the “State Cultural Policy

b) It is (or has been) a tool to promote policy discussion?:

Guidelines (2006-2015)” which called for a better integrated approach to the planning and implementation of cultural policy up to the new guidelines “Creative Latvia 2014-2020” which has as its core a diverse and sustainable development of culture.

How:

On March 16, 2016, the MoC in cooperation with the Latvian National Centre for Culture, Latvian National Commission for UNESCO, the Embassy of Canada to Latvia, the Latvian Academy of Culture within the framework of the State Research Programme “Habitus” organized a discussion “Culture for Development – How to Achieve It? How to Measure It?” at the National Library of Latvia. The discussion was organized within the framework of the visit of Charles Vallerand, UNESCO expert, the General Director of Canadian Coalition for Cultural Diversity. The discussion gathered a wide spectrum of people working in the field of culture, both from public and private sector. The main issues discussed were on UNESCO 2005 Convention and the involvement of the society in its implementation and the role of culture as a driving force for development. The practice of measuring culture, including the choice of indicators was also reviewed. Experts’ panel discussion focused on the issues of cross-overs of cultural policy with other sectoral policies (education, economy, regional development), driving forces of economy and the sources of innovation and development, linkage of cultural processes with entrepreneurship, importance of cultural activities in urban development, inclusion of creative cities in urban strategies, impact assessment of culture, the indicators used to allow determining the role of culture in the development of other sectors. Mr Vallerand also met with the Minister and representatives from the Ministry and other cultural institutions and organizations to discuss the approaches and scenarios of implementing the 2005 Convention in other countries, practice of measuring cultural impact in social and economic policies, as well as the best practice of social protection of artists and creative professionals.

How:

Yes, especially within the negotiation process in the government regarding the provision of annual growth of the State Cultural Capital Foundation (SCCF) financing in order to allow for a development of a diverse cultural content and operation of a strong cultural sector and establishment of a stable, independent and predictable financing model for the SCCF. As a result of that, the SCCF funding has been gradually raised. There has been a legal regulatory framework developed for the new SCCF financing model which would provide a partial return to the previous funding model of earmarked tax revenues to the five-year transitional period thus gradually restituting SCCF’s financial stability, independence and sustainability. The decision at the governmental level has not yet been taken. Also regarding the negotiations on the recognition and acquisition of legal status and social protection for creative professionals by introducing a new legal, regulatory and financial framework, the Convention serves as an instrument of global reference to these challenges. The draft law on the status of creative persons and professional creative organizations has been elaborated, public consultations were carried out and currently the draft law is in the discussion process amongst Latvian ministries.

Yes
c) It is (or has been) a reference for ongoing policy development?:
 Yes

MEASURES TO IMPLEMENT THE CONVENTION

SUMMARY

CULTURAL POLICIES AND MEASURES

Name of the measure	Scope of the measure	Nature
Annual growth of the State Culture Capital Foundation (SCCF)	National	financial
Legal status and social protection of creative professionals	National	legislative, regulatory, financial
Digitization and online accessibility of cultural content and digital preservation	National	financial
Innovation vouchers	National	financial
Reorganization of cultural education system and establishment of Vocational Education Competence Centres' system	National	financial, institutional

INTERNATIONAL CULTURAL COOPERATION

Name of the measure	Scope of the measure	Nature
Programme for promotion of international competitiveness	National	financial
Riga – European Capital of Culture (ECoC) in 2014	National, International	financial
Northern Dimension Partnership on Culture	International	regulatory, financial, institutional
Intergovernmental and interministerial cooperation programmes	International	regulatory, financial
Latvian Presidency of the Council of the European Union in 2015	International	regulatory

PREFERENTIAL TREATMENT

Name of the measure	Scope of the measure	Nature
Intergovernmental and interministerial cooperation programmes with developing countries	International	regulatory, financial

INTEGRATION OF CULTURE IN SUSTAINABLE DEVELOPMENT - AT NATIONAL LEVEL

Name of the measure	Scope of the measure	Nature
National Development Plan 2014-2020	National	legislative, financial
Guidelines of Industrial Policy of Latvia 2013-2020	National	regulatory, financial
Regional Policy Guidelines 2013-2019 and the minimum “basket” of services	National	regulatory, financial

INTEGRATION OF CULTURE IN SUSTAINABLE DEVELOPMENT - AT INTERNATIONAL LEVEL

Name of the measure	Scope of the measure	Nature
European Union Strategy for the Baltic Sea Region and Latvia’s involvement	International	regulatory, financial

EMERGING TRANSVERSAL ISSUES: Resolution 5.CP 9b

Name of the measure	Scope of the measure	Nature
Media Policy Guidelines of Latvia 2016-2020 and Implementation Plan	National	legislative, financial, institutional

CURRENT UNESCO GLOBAL PRIORITY: GENDER EQUALITY

Name of the measure	Scope of the measure	Nature
Gender equality policy in Latvia	National	legislative, financial, institutional

YOUTH

Name of the measure	Scope of the measure	Nature
RaPaPro Creative Partnerships Programme	National	financial
”Children and Young Adult Jury” National Reading Promotion Program	National	financial
Latvian Rucksack initiative	National	financial
DEMOLA Latvia	National	financial

list of measures

Annual growth of the State Culture Capital Foundation (SCCF)

b. Key objectives of the measures:

The establishment of the SCCF, which started operating as an arms-length body of the Ministry of Culture in 1998, was a major milestone in Latvian cultural policy and completely changed funding patterns in the cultural sector. The financing of cultural projects which had previously been the responsibility of the Ministry of Culture was delegated to the SCCF. SCCF has adopted its Strategy for 2015-2020. From its launch in 1998 until 2004 SCCF's independence was provided by two mechanisms. Firstly, the decision on the distribution of funding was adopted by the board of the Fund and sectoral councils, rather than politicians and civil servants. Secondly, the budget of the Fund was directly linked to certain taxes and duties (lottery and gambling taxes and excise duties on alcohol and tobacco) and therefore without a risk to be engaged in political battles at the state budget-making time. As such, both substantively and financially the Fund was politically independent. Along with the new Law on SCCF adopted in 2004, Foundation, which until then was a national non-profit limited company, was transformed into a public foundation, but there was no law adopted that would regulate public foundation activities. Also, financing arrangements were changed, and the annual state budget became the most important funding source allocated to fund from general revenue, through the budget of the Ministry of Culture, which gives the Ministry the right to determine the amount of financing. SCCF is thus a budgetary institution with all the ensuing consequences. There has been a legal regulatory framework developed for the new SCCF financing model which would provide a partial return to the previous funding model of earmarked tax revenues to the five-year transitional period thus gradually restituting SCCF's financial stability, independence and sustainability. The decision at the governmental level has not yet been taken.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

SCCF provides financial support and promotes balanced development of creative work in all sectors of culture and art and encourages the preservation of cultural heritage according to the Cultural policy guidelines "Creative Latvia 2014-2020". It also facilitates the development of international relations and promotes Latvian art and culture worldwide. The SCCF announces and administers culture projects' competitions several times a year, allots lifelong grants for culture and arts workers and gives financial support to short term educational, creative or scientific travels abroad. There are also programmes within the SCCF dedicated to children and youth, as well as regional programmes and support programmes for professional culture NGOs. The SCCF is managed by the Council of the Foundation, its activities are ensured by its director and the culture projects are evaluated by experts of 8 branches: Literature, Music and Dance, Theatrical arts, Film arts, Visual arts, Cultural Heritage, Traditional Culture, Design and Architecture, Interdisciplinary.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creators. Producers. People belonging to minorities.

e. What are the results expected through the implementation of the measure?:

To provide a stable, independent and predictable financing model for the SCCF in order to be able to promote a balanced development of creative work in all sectors of culture.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

Ministry of Culture, State Culture Capital Foundation. Since the economic downturn in 2008-2009 which hit hard on culture budget, the financing for SCCF has been gradually raised, for example, in 2014 the SCCF budget was EUR 6.6 m, in 2015 – EUR 8 m, in 2016 EUR 9.5 m.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

In 2015 the evaluation of the SCCF funding distribution was carried out. The aim of the evaluation was to monitor the division of SCCF funding, looking at it from a larger perspective of available funding for culture, as well as to evaluate the funding distribution according to the targets set in SCCF law. The biggest part of the financing for culture is distributed by the Ministry of Culture. Analyzing the compliance of the national cultural policy with the operation of the SCCF, in general, it was concluded that the national cultural policy to a greater extent than the SCCF focuses on the consumer of cultural product and audience participation. In turn, the SCCF activities both at strategic level and in practice (prioritizing the supported activities) are more focused on the creativity of artists, products and services created, less - on activities that encourage people to participate in and contribute to the accessibility of culture.

i.3 Which indicators were used to determine impact?:

The qualitative indicators set in the SCCF operational strategy 2015-2020 are the impact indicators (employment, audience, audience groups), % compared to previous year based on sectors and types of projects. Overall, the cultural sector positively assesses the role of SCCF in diversifying Latvia's culture life. SCCF will have to focus in future on improving the evaluation criteria of the project calls, including the qualitative criteria, reframing its customs of financing a large number of projects with a low percentage of grant and better compliance with the national cultural policy. In brief, there is a need

for performance improvement in three areas: (1) to ensure better communication with the public, fund and cultural sector; (2) to create a project results tracking and monitoring; (3) to develop and implement a new project evaluation system and increase the responsibility of experts.

Legal status and social protection of creative professionals

b. Key objectives of the measures:

Negotiations and research process has been kick-started in Latvia related to the recognition and acquisition of legal status and social protection for creative professionals introducing a new legal, regulatory and financial framework. The initiative launched by the sector (bottom-up) aims to identify the most suitable social guarantee scheme necessary for creative professionals, taking into account the importance and value of creative persons in Latvia, as well as the characteristics of creative person's lifestyle and work specifics. Social vulnerability of self-employed professional artists causes threat to the growth and development of the culture sector and may influence the freedom and quality of artistic and cultural expression. Without establishing a social security system corresponding to the specific nature of persons working in creative professions and without ensuring a motivating remuneration for persons employed in the field of culture, excellent specialists and creative talents will leave the field or the labour market of Latvia, therefore the problems of legal status and social protection, which concern self-employed representatives of creative professions, must be solved. Several foreign case studies and models have been explored based on the experience of other countries. A specific research was carried out in Latvia related to the status of creative persons in 2012 which sets the tone for further targeted actions towards achieving the legal and social protection in this regard.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

legislative
regulatory
financial

c.3. the main feature of the measure:

Currently there is no set framework yet.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creators. Producers.

e. What are the results expected through the implementation of the measure?:

The strategy behind the initiative aims to develop a special law on creative unions and creative professionals. The draft law on the status of creative persons and professional creative organizations has been elaborated, public consultations were carried out and currently the draft law is in the discussion process amongst Latvian ministries.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

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g. Name of NGOs and/or private companies engaged in the implementation of the measure, if

any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Digitization and online accessibility of cultural content and digital preservation

b. Key objectives of the measures:

1) Culture Information Systems Centre (KISC) and the National Archives of Latvia is implementing the project "2nd stage of the development and implementation of the Unified State Archives Information System" aimed at the development of the joint national archives information system. It includes improvement of existing IS modules which support digitisation of archival documents, electronic archiving, preservation, access and development of e-services both for public and state institutions. 2) KISC and the MoC is implementing the project "2nd stage of the development and implementation of the Joint Catalogue of National Holding of Museums (JCNHM)" aimed at improvement of existing information system of the JCNHM as well as development of new functionality. The objective of the project is to supply museum specialists with necessary digitisation equipment and train them to use it in digitisation processes. 3) In 2013 the National Library of Latvia (LNB) has finished the project "Development of the Digital Library – 2nd stage" developing digital library infrastructure and digitisation of the materials held by LNB. During the project 4'312'500 pages of books, journals, magazines and newspapers were digitised and made available either publicly or within the network of LNB and public libraries, according to copyright status. 4) LNB has implemented the project "Development of Digital Library services" aimed at the development of information systems for providing services of digital library. 5) KISC is implementing the project "Ensuring the digital availability of Latvian audio-visual material" aimed at the digitisation and online accessibility of audio-visual materials of Latvian TV and audio materials of Latvian Radio. 6) KISC and National Film Centre is implementing the project "Unified cultural and memory institutions' information management system" aimed at the development of joint environment for management and access to culture related information.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

Within the 1st project a specialized digitisation equipment for the National Archives was purchased to support capacity of digitization process and digitisation guidelines for archives were developed. Within the 2nd project the digitisation-related project activities are big scale and include complicated digitisation of number of museum exhibits. As part of the project the technical support to museums in digitisation processes was provided in the form of "mobile digitisation teams". In the 3rd project information systems for access and presentation of newspapers, books and harvested web pages were developed, as well as digitisation infrastructure was substantially expanded, including scanning equipment, software for text and layout recognition of text materials, and servers and storage equipment. Within the 4th project the existing platform for management and preservation of digital objects was upgraded, a unified search interface and an app were developed to access both digital and physical collections of the library, a specialized web interface for access to the digitised maps, dedicated interfaces for access to the digital resources for children and for visually impaired, as well as a service for digitisation on demand, a service for collection of digitally born materials, a service for remote access to the digital materials, a service for transformation of texts in fractura typefaces and a language corpus of digitised materials were developed, as well as 365 maps digitised. As to both audio-visual projects, 10% of materials deposited in Latvian TV and Latvian Radio archives were

digitised. 4200 hours of audio materials and 3818 hours of audio-visual materials were made available either through the safe virtual private network of public libraries or through the joint state portal of e-services latvija.lv. As the part of the project 18 Latvian feature and animation films were digitized and made accessible online through the portal www.filmas.lv (due to the copyright users can access films through the safe virtual private network of public libraries).

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Creators. Artists. Producers. Young people. People with disabilities.

e. What are the results expected through the implementation of the measure?:

Development of the joint national archives information system; improvement of existing information system of the Joint Catalogue of National Holding of Museums; development of the digital library infrastructure and digitisation of the materials held by the National Library of Latvia; development of information systems for providing services of digital library; digitisation and online accessibility of audio-visual materials of Latvian Television and audio materials of Latvian Radio; development of joint environment for management and access of culture related information.

f.1 Name of agency responsible for the implementation of the measure:

Culture Information Systems

f.2 Financial resources allocated to implement the measure:

Project "2nd stage of the development and implementation of the Unified State Archives Information System" (total funding of the project is EUR 5'711'205 of which 85% European Regional Development Fund (ERDF) funding and 15% state funding; the funding spent for digitisation equipment is EUR 301'870). Project "2nd stage of the development and implementation of the Joint Catalogue of National Holding of Museums" (total funding of the project is EUR3'257'963 (85% ERDF funding, 15% state funding); the funding spent for digitisation of collections, training and digitisation equipment is EUR 313'772. Project "Development of the Digital Library – 2nd stage" (total funding of the project is EUR 3'861'709 (96% - ERDF funding, 4% - state funding). Project "Development of Digital Library services" (total funding of the project is EUR 1'422'871 (100% ERDF funding)). Project "Ensuring the digital availability of Latvian audio-visual material" (total funding of the project is EUR 1'339'990 (100% ERDF funding); the funding for digitisation of audio and audio-visual materials and development of access portal is EUR 943'611). Project "Unified cultural and memory institutions' information management system" (total funding of the project is EUR 1'463'003 (100% ERDF); the funding (100% ERDF funding) spent for the digitisation of films and development of access portal is EUR 221'065).

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Innovation vouchers

b. Key objectives of the measures:

The aim of the measure is to facilitate innovation activity in micro, small and medium enterprises providing support through technology transfer for new or essentially improved product or technology development.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

The following activities are eligible for support: technical and economic feasibility study for potential new product or technology assessment and analysis; industrial research with the aim to gain new knowledge and methods for creation of new products and technologies or their improvement; experimental development, including prototypes; industrial design of products – aesthetic and functional solutions of the products, improving engineering technical, usability, ergonomic and brand development solutions; strengthening of industrial property rights of the following industrial property objects: patents for invention, design samples (industrial design) and topographies of semiconductor products; certification and testing services of new products and technologies.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Entrepreneurs

e. What are the results expected through the implementation of the measure?:

The support has to be distributed by 31 December 2022 through research organizations, institution responsible for industrial intellectual property rights registration, professional patent attorneys, accredited institutions of national accreditation offices, product certification bodies and testing and calibration laboratories.

f.1 Name of agency responsible for the implementation of the measure:

The Investment and Development Agency of Latvia through its Joint Technology Transfer Centre

f.2 Financial resources allocated to implement the measure:

Total amount of programme financing is EUR 8 235 294. Intensity of financing is 60% up to EUR 25K for one applicant.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Reorganization of cultural education system and establishment of Vocational Education Competence Centres' system

b. Key objectives of the measures:

According to the Cultural policy guidelines "Creative Latvia 2014 - 2020" 6 vocational education competence centres are planned to be established by the year 2020, while according to the development concept of the vocational secondary cultural education institutions subordinated to the Ministry of Culture 8 vocational education competence centres (VECCVECC) are planned to be established, 2/3 of which in the field of design. The establishment of VECCs was determined by the cultural and creative industries concentration in the respective area. The reform is intended to facilitate quality and excellence in vocational cultural education and establish a support system for the detection of talent and development of excellence, as well as ensuring the preparation of competitive specialists suitable for the labour market. In 2015 amendments were made to the Vocational Education Law to determine the delegation of the Cabinet of Ministers to approve the VECC status granting and revocation in the art and music sector, as well as in 2015 the Cabinet of Ministers approved the regulation on granting the status of cultural VECC and its cancellation procedures. In 2015 Riga Design and Art School received the status of vocational education competence centre. According to the Vocational Education Law vocational education competence centres should be established as a collaboration platform between employers and the school. This will provide a stronger school education programs in association with the labour market requirements. In addition, a professional competence centre provides methodological work and methodological materials in the respective industry.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

institutional

c.3. the main feature of the measure:

It is planned to establish two VECC in Riga – Riga School of Design and Art and the National Arts School, merging Riga Dome Choir School and J. Rozentals Art School, because in Riga there is the biggest critical mass of CCI companies and creative potential, as well as the largest segment of the labour market. Ventspils Music School (VECC) has been set up in the city of Ventspils. It has a well-developed educational practice places and a network of cultural industries' institutions. Joining Liepaja Art and Design Secondary School with E. Melngailis Liepaja College of Music, Liepaja Music, Art and Design Secondary School (VECC) in Liepaja will be created. Liepaja is a city with strong artistic and educational roots and ancient cultural traditions. There are good labour market conditions for professional musicians and performing artists, as well as further education opportunities. Uniting Rezekne Art and Design Secondary School with J. Ivanovs Rezekne Music Secondary School, Rezekne Music, Art and Design Secondary School will be created (VECC). Rezekne city has marked the creative industries as one of the primary factors of urban development in its development strategy. Rezekne purposefully designs labour market for CCIs. On the basis of Cesis Music Secondary School it is planned to establish VECC Cesis Music Secondary School in the city of Cesis, because Vidzeme region is proud of the fact that it is the cradle of the Song Festival, and Cesis city and its environs are

the festive traditions continuer. For many years, it holds an annual Cesis Art Festival and has a new concert hall. Valmiera city, nearby Cesis, is also historically formed as the CCI center of Vidzeme region. There is an active cultural life and festivals taking place in Valmiera. The region has a high concentration of business, providing internships and labor market opportunities, so there is a plan to create a VECC on the basis of Valmiera Art School.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creative professionals. Young people.

e. What are the results expected through the implementation of the measure?:

It is planned to establish 6 vocational education competence centres by the year 2020 according to Cultural policy guidelines "Creative Latvia 2014-2020", while according to the development concept of the vocational secondary cultural education institutions subordinated to the Ministry of Culture 8 vocational education competence centres (VECC) are planned to be established, 2/3 of which in the field of design. It is planned that this initiative will result in quality and excellence in professional cultural education and established support system for the detection of talent and development of excellence, as well as ensuring the preparation of competitive specialists suitable for labor market.

f.1 Name of agency responsible for the implementation of the measure:

Latvian National Centre for Culture

f.2 Financial resources allocated to implement the measure:

Budget: EUR 23 million from ERAF until 2023. It is planned to implement the reform until 2018.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Intergovernmental and interministerial cooperation programmes

b. Key objectives of the measures:

Intergovernmental and interministerial cooperation agreements are usually designed to strengthen cooperation ties between the countries, contribute to mutual understanding, exchange information and best practice, spread knowledge about their cultures, as well as foster cooperation in the field of culture by taking part in various events and activities organized in each country. As tools for implementing intergovernmental/interministerial agreements co-operation programmes are periodically reviewed and signed with the aim to exchange commitments for cultural cooperation and cultural exchange with partner Governments and Ministries, and to provide a legal basis for practical activities of exchange, such as cooperation programmes and projects, budgetary programmes, visa alleviations etc.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

regulatory

financial

c.3. the main feature of the measure:

The most recent intergovernmental cooperation programmes signed are with Poland (2013-2016), Israel (2013-2015, new programme in process), Wallonia (2014-2016), Flanders (2015-2017) and China (2016-2020). Interministerial cooperation programmes signed in recent years are with the Baltic States (2015-2018), Belarus (2013-2015, new programme in process), Azerbaijan (2012-2014), Armenia (2015-2018), Russia (2013-2015) and Uzbekistan (2014-2016).

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creators. Persons belonging to minorities. Young people.

e. What are the results expected through the implementation of the measure?:

In general, cooperation programmes between countries serve as tools helping to foster cultural diplomacy and building awareness, dialogue and relations across nations, traditions, borders, cultures and people, also enabling the implementation of the priority cooperation activities mutually agreed upon between the stakeholders.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

Yearly budget for the projects that has been prepared based on the priorities set in the cooperation programmes that serves as a co-financing for these projects is around EUR 150K.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Latvian Presidency of the Council of the European Union in 2015

b. Key objectives of the measures:

Culture and creativity are the basis of smart, sustainable and inclusive growth. Latvian Presidency of the Council of the European Union followed the development of the mid-term review of the strategy "Europe 2020" from the CCI perspective. One of the Presidency's tasks was to highlight culture not only as a development tool or instrument, but also as a development goal. The Presidency sought to promote access to culture and participation in the digital age in order to strengthen Europe as a creative and innovative union and thereby find solutions to 21st century challenges. Within the annual Creativity week radi! the Presidency organized two conferences to stimulate debate and raise awareness of the cross-overs of cultural and creative sectors and their positive contribution and impact on other areas. It contributed to cooperation in targeted cross-sectoral policymaking, including promoting dialogue between cultural heritage, contemporary architecture and high quality design. The Presidency continued to support the work, which aims to improve evidence-based policy-making, to demonstrate the cultural, social and economic impact. The Presidency also contributed to the debate on digital cultural heritage re-use in education and creative sectors in the high-level strategy and policy planning meeting of the European digital library Europeana. The need to continue to work in promoting the role of libraries in society, support for information literacy and lifelong learning processes, as well as e-lending in libraries was emphasized by the representatives of the European library sector during the conference in Riga. The role of archives in the digital era, management and statistics of archives, copyright and protection of personal data, as well as access to archives was recognized in the meeting of the representatives of archives sector during the Presidency.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

regulatory

c.3. the main feature of the measure:

For the audiovisual sector, the conference "*Strengthening the European Audiovisual Media Market for the Development of the European Identity*" took place in Riga. The Presidency held the ministerial-level and expert debates on how to guard against hate speech, propaganda and spread of misinformation campaign in the media room. Audiovisual Ministers gave a strategic vision of the Audiovisual Media Services Directive review process and agreed on the need to think about both the creation of the rapid reaction mechanism and on the mechanism for increasing efficiency, including the need to strengthen the EU's independent regulators and their cross-border cooperation. In the copyright field, Ministers from various industries also gave guidelines on copyright framework development in the future in response to the European Commission's Digital single market strategy. In a number of high-level expert events the need to create conditions that promote quality content creation and cultural diversity was highlighted, as well as providing for the mechanisms to ensure appropriate remuneration for authors and other rights holders. The promotion of cultural heritage material re-use in education and the creative industries was also emphasized. At the same time the need to think about how to prevent improper geographical blocking practices in order to facilitate consumer access to content was recognized. In the field of social integration, the Presidency continued the work on a Council proposal for a Directive on equal treatment of persons irrespective of religion or belief, disability, age or sexual orientation.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Creative professionals. Entrepreneurs. Young people.

e. What are the results expected through the implementation of the measure?:

With a view to encourage the crossovers of CCI at the EU level – a specific creative process in which the inherent knowledge and skills of the cultural and creative sectors merge with the other sectoral knowledge and skills by creating innovative and functional solutions – the Education, Youth, Culture and Sports Council of Ministers on 19 May 2015 adopted the Council conclusions in order to facilitate understanding of the potential for cooperation in various sectors and to contribute to enhancing the competitiveness of the European economy, faster growth and development of innovations. The recommendations that were drawn up in the annual Creativity week radi! during the Presidency Conference “Cultural and Creative Crossovers” were included in the conclusions. The conclusions were initiated and prepared by the MoC under the Latvian Presidency. The Presidency also drew up the recommendations for further work to strengthen the evidence-based culture policy and promote the development of cultural statistics and research, implementing the recommendations included in the EU Council conclusions of 26 November 2012 on cultural management, in order to improve the cultural management. In response to the tragic events at "Charlie Hebdo" in Paris on 7 January 2015, the Latvian Presidency brought together all EU Member States cultural ministers in a joint statement that acknowledges the unity of EU's Member States in protection of European values - freedom of expression and freedom of artistic expression. More than 30 employees of the MoC were involved in the management of the Presidency. 12 working groups of the Council of the EU on cultural, audiovisual and copyright affairs took place in Brussels; 1260 participants attended 10 events held by the Presidency in the field of culture; 107 cultural events were held across Europe and the world - exhibitions, concerts, films, theatre plays and poetry readings which constituted the most extensive presentation of Latvian culture excellence in the world since the country's independence.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

It is difficult to calculate the total Presidency budget for the management and implementation of the cultural policy priorities, since a large part of the budget was planned and managed centrally by the state.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Programme for promotion of international competitiveness

b. Key objectives of the measures:

The measure aims to facilitate the promotion of the competitiveness of the sectors, by supporting entrepreneurship and entry into foreign markets, providing operation of the Latvian foreign economic representations and developing international competitiveness of Latvia as tourist destination in priority sectors of tourism (business and events tourism, wellness tourism). Programme implementation timeframe: 2016-2023.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

The programme supports participation in international fairs with a stand, participation in national stands organized by the Investment and Development Agency of Latvia (LIAA), business conferences and seminars abroad, consultations by LIAA, trade missions abroad, participation in foreign high-level visits of officials, production facilities and product conformity assessment. The available financing for one enterprise is up to EUR 200K with the intensity of 80%. Creative businesses are eligible.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Entrepreneurs

e. What are the results expected through the implementation of the measure?:

In total it is planned to support 1480 businesses until 31 December 2023.

f.1 Name of agency responsible for the implementation of the measure:

Investment and Development Agency of Latvia

f.2 Financial resources allocated to implement the measure:

Total amount of financing is EUR 60 944 588, including ERAF financing – EUR 51 802 900, State budget financing – EUR 4 024 041 and private, municipal and planning regions financing EUR 5 117 647.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Riga – European Capital of Culture (ECoC) in 2014

b. Key objectives of the measures:

The main objective of Riga as a ECoC was on growing the cultural offer in the city and alongside this, a desire to increase the profile of Riga as a key destination for tourists as well as cultural players (including visiting artists, theatres and orchestras). Linked to this was the Riga City Council's focus on 'expanding' the cultural diversity of the city towards different genres, difficult types of audiences and different parts of the city so that a wider range of local people could become involved in the cultural agenda. The overall programme for Riga 2014 was divided into 6 'topical' lines- these lines represent themes that helped shape the different activities attached to the ECoC programme. A total of 488 individual activities or projects fell under these 6 lines and made up the programme. Open calls for the project ideas were launched to ensure that the cultural programme was developed from the 'bottom up'. The European dimension in Riga was reflected in a range of different events and activities within the Riga 2014 cultural programme. This included support for a variety of exchanges and other mobility programmes from across different EU MS. There were also a range of artists and exhibitions which used Riga 2014 as a 'meeting place' for international artists to come together and work collaboratively on different activities. Furthermore, 40% of all activities had an international (mostly European) dimension. The Riga ECoC can be seen as being successful in terms of widening the participation of local residents in culture as it carried out a number of specific activities and methods to ensure that it was not simply those interested in high end culture who participated and attended ECoC activities. A key strength of the cultural programme in Riga was its diversity and in particular the balance between large and small activities, high profile international events and small scale local events, different types of artistic forms and levels of artistic quality, delivered in different parts of the city.

c.1. the scope of the measure:

National
International

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

The overall programme for Riga 2014 was divided into six 'topical' lines – these lines represent themes that helped shape the different activities attached to the ECoC programme. Six lines are as follows: 1)Freedom Street: Issues of power and freedom, as well as commemorating the centenary of World War I – exhibitions, art and music events, theatrical tours, literary readings, open-air cinema, digital laboratories and trade fairs. 2)Survival Kit: Ancient skills and modern knowledge in various cultural forms – creative workshops, seminars, research projects, interactive ecological events, art in public spaces, fairs, competitions, talent shows, performances, discussions. 3)Road Map: Visions of city development – excursions, bicycle routes, open house days, interdisciplinary events, creative areas in the urban environment, circus performances, happenings in unusual places, anthropological documentary films. 4)Amber Vein: The historical Amber Route from the Baltic Sea to the Mediterranean and the Black Sea and new European networks – interdisciplinary expeditions, presentations, international photography campaigns. 5)Thirst for the Ocean: Intellectual themes, spirituality and wisdom – international conferences and exhibitions, multimedia events, concerts and cinema. 6)Rīga Carnival: Celebrations, festivals, seasonal rites, concerts, traditional and unusual events and interactive games. The Road Map line contained 117 projects that aimed to stimulate wider participation and was the line with the highest number of projects among all theme lines. Many of the

projects that fell under this line took place in places and for people that did not usually experience culture. The Road Map line contained the neighbourhoods programme that ensured ECoC activity was to be found also in industrial zones of Rīga as well as in neighbourhoods and community spaces that traditionally had little in the way of a cultural offer.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creators. Producers. Entrepreneurs. Young people. Communities.

e. What are the results expected through the implementation of the measure?:

Riga, as a ECoC, is regarded as one of the most successful Capitals of Culture, with an unchanging team and resolutely implemented artistic concept; the programme approved in advance by the international jury was implemented and involved 90 different countries. The programmes implemented by Riga municipal and non-government bodies and institutions were of high artistic quality and achieved a high profile both in the local community and internationally; new cultural traditions were established; the numbers of people attending cultural events increased; initiatives were implemented and issues raised with the intention of having a positive, long-term impact on the cultural, social and economic environments in Riga and Latvia. The 488 activities included in the programme ranged from world class events such as the World Choir Games through to 'pop-up' street theatre productions found in one of Riga's 58 neighbourhoods. This diverse programme brought a number of benefits including allowing the programme to be accessible to all of Riga's population and different types of visitors regardless of whether they were interested in high end culture or more alternative 'popular' cultural experiences such as street art or amateur neighbourhood choirs. Putting together and implementing the ECoC programme throughout 2014 involved more than 12,000 participants from nearly a hundred different cultural bodies, national and municipal cultural institutions, and non-government cultural organisations. More than 1,900 artists and representatives of creative groups took part in implementing the ECoC artistic programme. Riga 2014 is characterized by a very high attendance at ECoC events – around 2 million people. Latvian Television viewing figures show that broadcasts of Riga 2014 events, concerts, opera and other activities reached a total of 6.2 million views. More than 3,700 volunteers made a huge contribution to the smooth running of the Riga 2014 Programme.

f.1 Name of agency responsible for the implementation of the measure:

Riga 2014 Foundation

f.2 Financial resources allocated to implement the measure:

An arm's length organisation, the Riga 2014 Foundation, was set up by Riga City Council to coordinate the application and development stages. The Foundation played a central role in the design and implementation of the ECoC programme. The total expenditure for the Riga 2014 ECoC programme between 2012 and 2014 was 27.3 million euros. 45% came from the National State Government whilst 44% originated from Riga City Council. Funding from 'other sources' (including funding from the project delivery organisations themselves) was relatively low. Funding from the private sector (mainly in the form of sponsorship) only constituted a very small proportion of the finance which can be explained by a consequence of the economic crisis. The majority of the Riga 2014 budget (77%) was spent on programme expenditure whilst 16% was spent on communication and a 6% was on administration.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Type of Involvement:

Many NGOs which received financing to organize events within Riga 2014, as well as a big network of volunteers that helped. Riga 2014 was also beneficial in terms of capacity building, helping organisations within the city to develop their skills and experience in a longer term perspective. At the heart of this capacity building impact was the development of knowledge, abilities, skills and contacts that different cultural players gained from delivering their ECoC project at a scale that they had often not attempted previously.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

International

i.2 What were the main conclusions?:

Riga 2014 achieved high levels of activity with relatively small budget. The programme of ECoC was well balanced between different cultural genres, a mix of high end and popular culture, an equal balance of free and ticketed events. Activities were run by large and reputable cultural players, as well as by small community NGOs. Riga 2014 also had a large amount of success spreading the activities and benefits of its cultural programme throughout the city and to a set of residents and neighbourhoods that were not the 'usual suspects' when it came to consuming culture on a regular basis. The final key success of the Riga approach to ECoC was around the overall continuity of the delivery team in the Foundation but also the continuity of the support that the Foundation team received from its partners and projects. Data collected in an impact assessment study of the European Capital of Culture programme by an expert working group shows that a weaker aspect was the communication work of Riga 2014, due to the lack of activity linked to raising the international profile of the city in order to attract visitors from abroad to attend and visit ECoC activities. Audience figures from the Foundation show that only 1.4% of audiences attending ECoC projects were international (i.e. lived outside of Latvia). The number of foreign tourists in Latvia increased by 18.9% in the first half of the year, the second largest increase in Europe in that period. Up to 1 December 2014, there were 1503 foreign articles, reports or TV spots about Riga as a ECoC, created by media representatives from 66 countries (in total, 460 foreign journalists visited Latvia plus around 100 foreign journalists visited Riga for the European Film Academy Awards ceremony).

i.3 Which indicators were used to determine impact?:

Indicators: 1) Enhance the range, diversity and European dimension of the cultural offer in cities, including through transnational cooperation (Result indicators: Total number of projects and events; € value of ECoC cultural programmes; No. of European cross-border co-operations within ECoC cultural programme; Number and/or proportion of artists from abroad and from the host country featuring in the cultural programme); 2) Widen access to and participation in culture (Result indicators: Attendance or participation in ECoC events; Attendance or participation by young, disadvantaged or "less culturally active" people; Number of active volunteers); 3) Strengthen the capacity of the cultural and creative

sector and its connectivity with other sectors (Result indicators: € value of investment in cultural infrastructure, sites and facilities; Sustained multi-sector partnership for cultural governance; Strategy for long-term cultural development of the city; Investment in, or number of collaborations between cultural operators and other sectors); 4) Improve the international profile of cities through culture (Result indic.: Increase in tourist visits and overnight stays; Volume and tone of media coverage (local, national, international, digital); Awareness of the ECoC amongst residents and recognition amongst wider audiences). Programme made it possible for a large number of people to enjoy the cultural and arts content for free: 63% of events were free or freely accessible; provisionally, 37% of events required an entry fee; at 37% of events the audience comprised not only spectators, but either a) participants; or b) both spectators and participants.

Northern Dimension Partnership on Culture

b. Key objectives of the measures:

Northern Dimension Partnership on Culture (NDPC) is an international partnership, established in 2010 by the European Commission and governments in the Northern Dimension area, and it includes 11 member countries, namely Norway, Finland, Sweden, Denmark, Iceland, Russia, Estonia, Latvia, Lithuania, Poland and Germany. The Secretariat of the NDPC is located in Riga, Latvia in the premises of the Nordic Council of Ministers' Office in Latvia. The focus area of NDPC activities is culture and creative industries (CCIs) and improvement of their operating conditions in the region, by bridging the gap between public and private funding and strengthening cooperation between the CCIs and the business community. Furthermore, the NDPC aims to act as a complement to already existing organizations working with cultural cooperation and exchange, advocate for the potential of the CCIs, to provide a platform to facilitate dialogue and exchange of best practices and follow the policy development for CCIs.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

regulatory
financial
institutional

c.3. the main feature of the measure:

NDPC main activities include: - advocating for the potential and needs of CCIs through European Commission and government channels; - informing about latest CCIs developments, new trends, methods and opportunities within and outside the region; - facilitating dialogue, exchange of best practice and support to adequate and modern CCI policies development via meetings, seminars and workshops that connect CCI operators, businesses, experts, policy makers and funding institutions; - bringing together different CCI players and providing a forum where people meet, share knowledge, ideas and solutions, learn, make friends, create and work together to make positive change; - elaborating studies and carrying out research vital for CCIs policy development support; - providing financial assistance to regional top-priority CCI initiatives that have a potential to make impact; - visioning future challenges and raising awareness of the stakeholders for future oriented CCIs operation and support policies. In 2010 the NDPC countries signed a Memorandum of Understanding setting out the modalities of establishing the Northern Dimension Partnership on Culture. The signing of the Legally Binding Agreement (LBA) on establishing the NDPC International secretariat is a priority task in 2016. The NDPC Secretariat is located in Riga, Latvia. After signing the LBA, NDPC will become an international organization.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Creative professionals. Entrepreneurs.

e. What are the results expected through the implementation of the measure?:

Northern Dimension area and its countries have an interesting cultural heritage and history, cultural and linguistic diversity, a versatile cultural and artistic production, profound experiences in cultural

cooperation and exchange, strongly developed creative entrepreneurship traditions and lot of professional networks in all sectors of society. NDPC as an organisation for collaboration in CCI in the wider Baltic Sea Region which has a political power to decide on development and change, as well as involving representatives of the Ministries of Culture with knowledge on political processes and various national and international initiatives, can help to more efficiently use cultural production and culture-based services and innovations, should promote Northern Dimension area and its culture for the people in the region and for wider international consumers and thus contribute to social development and economic growth. Through NDPC gaining new knowledge, the missing competences, contacts and international partners, regional CCI players can get more chances in order to become more innovative and competitive and collaboratively internationalize their work.

f.1 Name of agency responsible for the implementation of the measure:

NDPC

f.2 Financial resources allocated to implement the measure:

The Secretariat of NDPC and NDPC Steering Committee consisting of government representatives of member countries. The overall budget of NDPC for 2016 is 282 726 000 EUR, including the planned co-financing by EU to the operational activities of the Secretariat in the amount of 50 000 EUR and the financing that had not been used in 2015. The contract with European Commission had been signed at the end of December 2015. The budget can change during the year if an NDPC member raises its contribution or if additional funding is attracted from other sources. The budget as planned by the legally binding agreement is 110 000 EUR – if countries do not exceed the foreseen minimal contribution or if countries do not come up with voluntary contributions (countries that are part of Memorandum of Understanding and not of LBA).

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Intergovernmental and interministerial cooperation programmes with developing countries

b. Key objectives of the measures:

Intergovernmental and interministerial cooperation agreements are usually designed to strengthen cooperation ties between the countries, contribute to mutual understanding, exchange information and best practice, spread knowledge about their cultures, as well as foster cooperation in the field of culture by taking part in various events and activities organized in each country. As tools for implementing intergovernmental/interministerial agreements co-operation programmes are periodically reviewed and signed with the aim to exchange commitments for cultural cooperation and cultural exchange with partner governments and ministries, and to provide a legal basis for practical activities of exchange, such as cooperation programmes and projects, budgetary programmes, visa alleviations etc.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

regulatory

financial

c.3. the main feature of the measure:

The most recent intergovernmental cooperation programme signed with developing countries is with China (2016-2020). Interministerial cooperation programmes signed in recent years with developing countries are with Belarus (2013-2015, new programme in process), Azerbaijan (2012-2014), Armenia (2015-2018) and Uzbekistan (2014-2016).

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creators. Persons belonging to minorities. Young people.

e. What are the results expected through the implementation of the measure?:

No specific results expected. In general, cooperation programmes between countries serve as tools helping to foster cultural diplomacy and building awareness, dialogue and relations across nations, traditions, borders, cultures and people, also enabling the implementation of the priority cooperation activities mutually agreed upon between the stakeholders.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

Ministry of Culture, other players in the cultural sector. Yearly budget for the projects that has been prepared based on the priorities set in the cooperation programmes that serves as a co-financing for these projects is around EUR 150K.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

National Development Plan 2014-2020

b. Key objectives of the measures:

The National Development Plan 2014–2020 (NDP2020) is hierarchically the highest national-level medium-term planning document. NDP2020 is closely related to the Sustainable Development Strategy of Latvia until 2030 and the National Reform Programme for the Implementation of the EU2020 Strategy. The goal of NDP2020 is to agree upon the most important medium-term priorities, areas of action, objectives and the indicators of their implementation. NDP2020 was developed in cooperation of the experts at the Cross-Sectoral Coordination Centre with the social and cooperation partners of the government, government ministries, planning regions and local governments. Latvia's long-term vision acknowledges the intrinsic value of culture in sustainable development of the country. Its strength lies in active and responsible citizens, their safety, values and belonging to Latvia, opportunity to achieve their goals, as well as the richness of language and knowledge of other languages. Unique values created in economy, science and culture will be known outside Latvia. Riga will be an important cultural, tourism and business centre in the middle of the Baltic Sea region. Urban-rural partnership will ensure a high quality of life in the entire territory of Latvia. NDP2020 acknowledges that culture and creativity is at the heart of country's competitive advantage: in a globalised and digitalised world in which the competitive advantage of a nation is increasingly determined by creative ideas transferred to innovative products and services, Latvian population has given rise to creative business activity thanks to widely available new technology and adult education programmes. They have created employment for themselves and others and are able successfully to compete with their products and services in the global market.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

legislative

financial

c.3. the main feature of the measure:

The Government-approved guiding principle of NDP2020 is an “economic breakthrough” and it has three priorities – “Growth of the National Economy”, “Human Securitability” and “Growth for Regions”. The following individual measures are set in NDP2020 related to culture and creative industries: 1)By developing a specialised assistance instrument, support the creative industry to develop culture-based investment and promote partnerships between culture, science and business in boosting the export capacity of businesses in the creative industries and the international competitiveness of the country; 2)Support for design projects of the creative industries that ensure the development of new products for export and their implementation in production; 3)Support shaping national identity, through traditional and innovative culture (contemporary art, traditional art, film, literature) by promoting cooperation among different social groups; 4)Promotion of opportunities for social integration, including learning Latvian language, information on basic rights, education, health, employment, culture and other areas; 5)Promotion of return migration and preservation of the identity of Latvian nationals living abroad, including development of the global network, events in Latvia, availability of education and culture abroad and support measures to promote return migration; 6)Developing the required infrastructure of Riga for the performance of the functions of a regional metropolis (including in tourism, culture, science and raising of investment); 7)Development of an integrated selection of export oriented tourism, cultural, health and natural capital infrastructure products and services;

8) Support to the activities of cultural institutions, local businesses and traditional artisans by developing products and services on the basis of the tangible and intangible cultural heritage.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Entrepreneurs. Artists. Creators. Producers. Disabled people. Social risk groups.

e. What are the results expected through the implementation of the measure?:

Achieving the NDP2020 is a goal for the state administration, local governments, businesses, non-governmental organisations and society as a whole. NDP2020 will serve as the foundation for planning investments from the state budget the EU Structural Funds and other foreign financial assistance and the planning of medium-term and annual budgets in order to secure the necessary resources for long-term sustainable development. NDP2020 defines the medium-term goals for national development and specific outcomes to monitor their attainment – along with the corresponding target values for 2020, as well as individual measures which, if implemented, will ensure the attainment of the goals. Results expected related to culture and creative industries: 1.6% share of creative industries exports in total exports in 2020 compared to 1.09 % in 2009; 7.5% proportion of businesses operating in the culture and creative sectors in the total number of businesses in 2020 compared to 6% in 2009; 8.1% share of consumption for recreation and culture as a percentage of the total household expenditure for consumption in 2020 compared to 7% in 2010; 200 - attendance of cultural events per year (per 100 inhabitants) in 2020 compared to 181.7 in 2008; 3 participants in amateur art groups (per 100 inhabitants) in 2020 compared to 2.7 in 2008. Indicators: Share of creative industries exports in total exports (%); Proportion of businesses operating in the culture and creative sectors in the total number of businesses (%); Share of consumption for recreation and culture as a percentage of the total household expenditure for consumption (%); Attendance of cultural events per year (per 100 inhabitants); Number of participants in amateur art groups (per 100 inhabitants).

f.1 Name of agency responsible for the implementation of the measure:

Cross-Sectoral Coordination Centre

f.2 Financial resources allocated to implement the measure:

The programming documents for European Union and other foreign financial instruments for 2014–2020 are being developed on the basis of the priorities and objectives defined in the NDP2020. The NDP2020 is implemented through: a) funds from the state and local government budgets; b) EU policy instruments: the Cohesion Fund, the Common Agricultural Policy and Common Fisheries Policy funds and other EU funds; c) other foreign financial instruments; d) private funding. The model of public and private partnerships could be one of the potential forms of funding for the implementation of the measures envisaged in NDP2020. The procedure for financing the NDP2020 is prescribed by the Law on Budget and Financial Management. In accordance with the budget timetable approved for each year, the Cabinet of Ministers ratifies an updated volume of medium-term budgetary objectives, priority areas of development, governmental fiscal policy objectives, GDP forecasts, state budget revenue forecasts and the fiscal balance of the state budget, while complying with fiscal discipline requirements. In accordance with the Medium-Term Budget Framework Law, in preparing budgetary requests, the ministries and other central state institutions specify the medium-term budgetary objectives and priority development areas for each year of the period of that Law, directed towards the attainment of the goals and implementation of the priorities defined in NDP2020. In preparing the annual budgetary request, the ministries and other central state institutions draft the new policy initiatives based on the

national development priorities and goals set forth in NDP2020. The Ministry of Finance and the Cross-Sectoral Coordination Centre are responsible for analysing the requests to ensure consistency with NDP2020. In accordance with the provisions of the Development Planning System Law, the drafting of programming documents for the European Union and other foreign financing instruments for 2014–2020 prioritises the solutions proposed in NDP2020.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Guidelines of Industrial Policy of Latvia 2013-2020

b. Key objectives of the measures:

The modern industrial policy in Latvia is based on activity directed towards the elimination of market failures and the improvement of competitiveness (macro level national economy analysis), satisfaction of specific needs of separate sectors (micro level national economy analysis) and activation of regional advantages (micro level national economy analysis). At the same time the development of basic industrial policy will be ensured, as well as elaboration of advanced industrial policy (target oriented on the development of innovations, R&D, clusters). The aim of industrial policy in Latvia is to promote structural changes in economy in favour of production of goods and services with higher added value, namely by increasing the role of industry, modernizing industry and services and export sophistication.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

regulatory
financial

c.3. the main feature of the measure:

There is no specific sector prioritized in the industrial policy but the overall stimulus is foreseen to be created for a competitive entrepreneurship. Action lines topical to creative industries are oriented around improving access to finance (investment readiness, venture capitals, loans, micro credits, guarantees etc.), promoting export (entry into new markets, participation in fairs, exhibitions, certification costs, cluster initiatives), building innovation capacity (support to new products, technologies, innovation vouchers, competence centers, incubation and pre-incubation services), and also running very targeted trainings on different aspects and crucial pitfalls of business.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Entrepreneurs.

e. What are the results expected through the implementation of the measure?:

In order to reach the defined aim set within the framework of modern industrial policy the following results are determined: the proportion of manufacturing industry shall reach 20% of the gross domestic product in 2020; in 2020 the increase of the productivity of manufacturing industry shall reach 40% in comparison to 2011; in 2020 the increase of manufacturing industry shall reach 60% in comparison to 2011; investments in research and development shall reach 1.5% of the GDP.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Economics

f.2 Financial resources allocated to implement the measure:

On the basis of the performed analysis and conclusions the Ministry of Economics elaborates state intervention instruments that will be financed by the EU Financial Perspectives 2014-2020. The support to activities targeting creative industries amounts to EUR 10 million.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Regional Policy Guidelines 2013-2019 and the minimum “basket” of services

b. Key objectives of the measures:

Regional Policy Guidelines is a medium-term policy planning document that defines Latvian regional policy up to 2019. Latvian regional policy for 2019 is focused on activating the local government's ability to influence their own territorial development, based on the resource potential of the territory. Long-term objectives of the regional policy are: -Creating equal living and working conditions for all citizens, wherever they live, by encouraging entrepreneurship in the regions through the development of high-quality transport and communications infrastructure and public services; - To strengthen Latvia's and its regions' international competitiveness by increasing the role of Riga as metropolis of Northern Europe, as well as other largest cities of Latvia. Medium-term objectives of the regional policy: 1. To promote the areas of business development and job creation, outreach of jobs and services, as well as improve service quality and availability. 2. Strengthen the capacity of regional and local governments and their role in territory development. In order to provide citizens with access to services, the public individual service "basket" is set out within the framework of the guidelines based on the groups of settlement. The higher the rank of population within the group of settlement, the wider the range of services is provided. Service "basket" is used as the basis for planning of all kinds of public investments in respective territories and set of criteria for regional and local development strategies and the efficiency assessment of proposed investment projects. Guidelines provide investment in the development of infrastructure services in accordance with the 'basket' (areas: culture, health, social services, education, science, youth and sport) as one of the directions of support of international, national and regional development centers and rural development area.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

regulatory
financial

c.3. the main feature of the measure:

Regional policy paradigm recognizes the importance of creativity and innovation in the regional development especially fostering competitiveness and visibility of territories and well-being of inhabitants. It also recognizes the part that creative industries and quality urban environment plays in the development of creative cities. Cultural diversity and creative clusters are the driving forces behind the innovation and creativity in the cities. Using their respective cultural and creative industries, cultural heritage and creative potential, cities start to become more aware of their distinctiveness and develop their own style and brand thus becoming more competitive. To highlight good examples of both business development and other creative initiatives in promoting the development of the regions, the Ministry of Environmental Protection and Regional Development annually awards Creativity Prize to municipalities. Riga as the capital city has the widest range of cultural, sports, etc. range of services. Cultural heritage preservation and restoration related to these services is an issue throughout the whole country, however Riga possesses nationally important cultural infrastructure, used both by the inhabitants of Riga and whole Latvia, as well as by tourists. At the same time part of this infrastructure is in poor technical condition and/or with a limited capacity to host national and international events. Regional policy recognizes the need to invest in the reconstruction and development of multifunctional objects for the purposes of culture, sports and other national and international events and tourism

development. Thus it would be possible to attract more visitors and increase their average spending in Latvia, which is an important contribution to the Latvian economy and also provides an incentive for the CCI and tourism businesses, thus contributing to entrepreneurial activity and GDP increase. Riga has significant potential to attract foreign tourists, given that only Riga and Stockholm in Northern Europe has well developed air transport centers.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Disabled people. Young people. Long-term unemployed. People in preretirement age.

e. What are the results expected through the implementation of the measure?:

Long-term results and performance indicators to be achieved by 2030: - Accelerating the development of regions lagging behind the pace of development in order to reach the national average level of GDP, contributing to reduction of regional disparities - dispersion in terms of GDP per capita of less than 30 (base value in 2006 is 46.8, achievable value in 2019 - 37.6); - Balanced spatial distribution of population, including maintaining the urban/rural population ratio of 70/30 (ie, providing services for rural populations and job accessibility and availability, thereby reducing rural to urban migration) (baseline of 2009 is 67.8/32.2, achievable value in 2019 - 68.8/31.2); - Limiting Riga Planning Region population coverage (% of country's population) increase, reducing the outflow of population from other regions - Riga planning region's population share of less than 48% (base value in 2009 is 48.5%, achievable value in 2019 - 48 , 2%); - Reduced income inequality by statistical regions - poverty rate after social transfers in all regions less than 20% (baseline of 2011 - Riga statistical region 13.0% Pieriga statistical region 15.9%, Vidzeme statistical region 28.0%, Kurzeme statistical region 20.4%, Zemgale statistical region 22.7%, Latgale statistical region 28.2%, achievable value in 2019 - poverty rate after social transfers in all regions less than 26%); -Speeding up the international role of regions and the capital city Riga - increased GDP per capita of statistical regions to the EU-27 average (base value in 2010 – Riga statistical region - 90%, Pieriga statistical region 42%, Vidzeme statistical region 35%, Kurzeme statistical region 42%, Zemgale statistical region 35%, Latgale statistical region 29%); - Increased GDP per capita in purchasing power parity in Riga % of the average GDP per capita in purchasing power parity in other Baltic capitals (Copenhagen, Stockholm, Helsinki, Vilnius, Tallinn) (baseline of 2009: 62%).

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Environmental Protection and Regional Development

f.2 Financial resources allocated to implement the measure:

The planned source of financing for the implementation of the guidelines is state and local government budget and international funding, including EU Structural Funds and the Norwegian Bilateral Financial Instrument. It can be linked with other sources of funding, including other foreign financial assistance funding (Climate change financial instrument, etc.), as well as private capital, which can be attracted, successfully developing public-private partnerships, as well as other tools to raise private capital. Initially the measures set out in the guidelines are funded within the state budget funding framework. Issue of additional state budget allocation for the institutions mentioned in the guidelines are examined by the Cabinet of Ministers in the annual State Budget Law drafting and review process.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

European Union Strategy for the Baltic Sea Region and Latvia's involvement

b. Key objectives of the measures:

The aim of the European Union Strategy for the Baltic Sea Region (EUSBSR) is to coordinate the activities of Member States, regions and municipalities, the EU, the Baltic Sea Region (BSR) organizations, financial institutions and non-governmental organizations to ensure the effective development of the region. The strategy highlights the main challenges relating to sustainable environment, prosperity, accessibility, safety and security, and also in relation to the possibilities of making this region an integrated, perspective and global region - an "eminent European region". EUSBSR reflects the objective of the "Europe 2020" strategy of smart, sustainable and inclusive growth and the development of new EU policies, including the importance given to macro-regional and sea-basin strategies in the common strategic plan. This strategy is important in creating the conditions for the successful functioning of the agglomeration of Riga as metropolis of Northern Europe in the Baltic Sea macro-regional space. One of the priority areas (PA) of EUSBSR is devoted to culture. PA Culture strategically defines the action directions of culture and creative industries development in the region, namely 1) Promoting the BSR cultural and creative industries, encouraging creative entrepreneurship; 2) Promoting and presenting BSR culture, using the innovative force of culture for societal development; 3) Preserving and presenting the BSR cultural heritage, strengthening the cultural identity of the region; 4) Developing an efficient framework for BSR cultural cooperation.

c.1. the scope of the measure:

International

c.2. the nature of the measure:

regulatory

financial

c.3. the main feature of the measure:

EUSBSR has a specific Action Plan which is regularly updated and it includes the most important flagship projects vital for the sustainable regional development. In order for an initiative to obtain the flagship status, there is a special procedure that has to be followed until the final decision is taken by the PA Culture coordinators and the European Commission. The grant of the flagship status means that the project is essential for the whole region, as well as it facilitates the access to funding for project implementation. So far, two of Latvia's projects in the field of CCI have obtained the flagship status. In 2013-2014 partners from 5 BSR countries lead by Latvia implemented the first phase of EUSBSR PA Culture flagship project TAB FAB "*Facilitate cooperation of educational institutions and enterprises in the Baltic Sea Region through the next-level creative hub*" supported by the EUSBSR Seed Money Facility. The general outcomes of the project are: 1) exchanging knowledge on existing national services, development tools and concepts, as well as main targets and future needs of national CCI initiatives, 2) developing a common BSR platform/concept for CCI development based on these findings, 3) developing a cooperation model to share these services/tools in the BSR. The long-term perspective of the project aims to strengthen the brand of EUSBSR, stimulate the spill-over effects of CCI to other sectors and raise the export potential of SMEs. The main objective was to agree upon and complete a plan for the development of the next phase - the Main project. Thereby, the so called Main project continues in the next-level: CROSS FAB is the 2nd flagship of Latvia within the EUSBSR. Currently in the phase of attracting funding (possibly Interreg BSR Programme), CROSS FAB aims to address the challenge of lack of cooperation between CCI and traditional industries (TI) in BSR.

Bringing together both industry branches can lead to unique and innovative products, services and processes and increase value and export of TI.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Artists. Creators. Producers. Entrepreneurs. Young people.

e. What are the results expected through the implementation of the measure?:

CROSS FAB aims to result in: - evidence-based method developed to link creative and traditional industries via multidisciplinary innovation process, with a target to reach higher added value of newly developed innovative products and services, stimulate the commercialization and export potential; -at least 25 trained process and strategic designers in partner countries; - well trained network of companies and representatives from intermediaries, government and transnational institutions; - up to 50 piloted cases in BSR between creative and traditional industries; - proposals developed of a new support mechanism (or mechanisms) for governments and transnational organizations in BSR.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

The budget for TAB FAB was EUR 50K. The necessary amount of funding for CROSS FAB 3 year-project with 8 partner countries is EUR 1.9 m.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Media Policy Guidelines of Latvia 2016-2020 and Implementation Plan

b. Key objectives of the measures:

Media policy guidelines are aimed at creating favourable conditions for the operation of the media in providing and developing media diversity, improving education for media professionals, increasing the quality of the environment and accountability of media, promoting media literacy and development of safe media environment for individuals and society. Policy lines of action are: 1. Diversity of media environment, 2. Quality and accountability of media environment, 3. Education of media professionals, 4. Media literacy, 5. Securability of media environment. Latvian media policy basis is determined by the Article 100 of the Constitution: "Everyone has the right to freedom of expression which includes the right to freely receive, keep and distribute information and to express their views. Censorship is prohibited." This area is currently governed by two basic laws: the Law On the Press and Other Mass Media (1990) and the Electronic Mass Media Law (2010). The media is a resource of forming public opinion, values, identity and social memory. In exercising freedom of expression and diversity of opinion, media is important to a democratic system. Nevertheless, Latvia has so far not had unified and purposeful media policy planning. There are several levels of media industry legislation (national and European legislation), but Latvian media environment has not so far been developed from a securability and sustainability perspective. However, it is regarded as one of the issues of information environment in the Guidelines of National Identity, Civil society and Integration Policy for 2012-2018. Media environment on a global and local level is rapidly changing, determined by technological progress, convergence and changes in public thinking. Some of these processes may result in risks to the national cultural environment, language and diversity of media environment. Consequently, the need to develop a forward-looking, smart and sustainable media policy is urgent.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

legislative

financial

institutional

c.3. the main feature of the measure:

The target groups of media policy are: media professionals and media owners; information and communications technology professionals; employees within education system employees; communication and media studies program developers and students; diaspora; municipalities; media users; media and their audience researchers; law enforcement bodies. One of the lines of action in media policy is the "Diversity of media environment" which is fully in line with the aims of the Convention to protect and promote the diversity of cultural expressions. It is planned to implement activities that focus on media diversity. It also refers to the principle of sustainable development. Particular attention is given to the press as a form of culture preservation. Media policy planning documents express support for the 1st Guiding Principle of the Convention respect for human rights and fundamental freedoms. Media policy principles emphasize freedom of expression, as well as prohibition of discrimination. Media policy planning document content is in tune with the principle of equal access - it is planned to provide support for socially significant content creation for people with disabilities, as well as diaspora audience - is planned that the competition for funding will be open to the media, regardless of their platform, including Internet media. Similarly, the guidelines include a

reference not only to the significance of the media content in Latvian language, but also to the Latvian media in minority languages, which is important for the Latvian culture and socio-political environment.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Creators. Producers. People with disabilities. Women. Men. Young people. People belonging to minorities.

e. What are the results expected through the implementation of the measure?:

Two media policy results expected: 1)Latvian media environment diversity saved; 2)Media literacy level in the society grown.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

Within the allocated budget. Additional funding necessary from the state budget (the exact amount will be known after the media policy planning document final draft will be approved by the Cabinet of Ministers).

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

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h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

Gender equality policy in Latvia

b. Key objectives of the measures:

Latvia has opted for a gender-specific issues to be addressed through gender equality mainstreaming, which means that the principle of gender equality is taken into account in addressing issues and developing policies in any area and at all levels, especially in cases where a direct impact on society is expected. Even if the legislation guarantees equal rights for all, not necessarily both sexes always are in the same situation, because often the available resources owned by men and women may vary. In Latvia the legislation strictly stipulates equal rights for men and women, however, in certain areas of life situation for women and men is markedly different.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

legislative

financial

institutional

c.3. the main feature of the measure:

The first strategic document in the field of gender equality policy in Latvia was the Concept Paper on Gender Equality Implementation (2001). The Concept Paper is used as a fundamental basis for the development of further plans of action and documents to implement the goals set in the Concept Paper. Since then gender mainstreaming has been the main method of facilitating the principle of gender equality in Latvia, and is constantly adjusted and improved due to economic, social and political changes and due to increasing awareness of how gender pervades all government policies. Following the principles set in the Concept Paper, respective policy planning documents have been drafted. The most recent one is the Gender Equality Action Plan 2012-2014 which has the following action directions: Minimisation of the gender specific roles and stereotypes, Promotion of healthy and environmentally friendly lifestyle of women and men, Promotion of economic independence and equal opportunities of men and women at the labour market, Monitoring and evaluation of the gender equality policy.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Women. Children.

e. What are the results expected through the implementation of the measure?:

If the indices which are usually used to describe the situation in the area of gender equality improve it cannot be clearly concluded that this is the achievement due to the measures implemented within the framework of the Plan for 2012-2014. Positive changes take place due to the impact by implementation of several action policies, besides, as it can be seen from experience of other countries, improvement of the situation is encouraged by regular investment for solving identified problems. It is also true that sometimes changes can be identified only when comprehensive studies are carried out. Expected results: Better understanding and more support by experts to integration of the gender equality principles in the area of education; Decrease of the difference of wages of women and men, improvement of the working environment along with male teachers coming to nursery

schools and schools, improvement of the boys' achievements at schools; Changes in trends of women and men's lifestyle habits, attitude towards the health, environmentally friendly model of life; Improvement of the possibilities of balancing the work and family life changes in the division of responsibility between women and men concerning duties related to child care and upbringing and housekeeping; Involvement of women in entrepreneurship encouraged fostering faster recovery of people facing the risk of poverty (for example, children, young people, women); System of monitoring and evaluation of the gender equality policy system improved permitting to analyse efficiency of the policy, identify tasks to be carried out in future, thus encouraging purposeful utilisation of resources (time, money, information, human). Also understanding of experts of the essence of the gender equality and possibilities and importance of application of the integrated approach in branch policies has to be improved.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Welfare

f.2 Financial resources allocated to implement the measure:

Limited amount of funding from state budget. Additionally, EU, Nordic Council of Ministers and other program funding has been used. No data available to determine the exact amount of investment.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Type of Involvement:

Employers' Confederation of Latvia, Women Resource Centre "Marta", "Līdere", "Korporatīvās ilgtspējas attīstības institūts", Free Trade Union Confederation of Latvia and others.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

Implementation of the Plan for 2012-2014 is generally seen as a success, at the same time many activities foreseen have been partially or not at all implemented. It was observed that there is still different understanding amongst specialists and society of the principles of gender equality and the need to integrate this issue in different policy areas. The fact that gender equality policies have limited state budget resources is a major obstacle to regular and large-scale campaigns and initiatives implementation. EU, Nordic Council of Ministers and other program financing has been used to carry out activities, but available human resources capacity is insufficient for implementing targeted activities. In addition, it is necessary to involve respective specialists and educate policy makers and civil servants on gender equality issues, as well as to engage NGO sector at a larger scale. The following was achieved by implementing the Plan: several awareness raising events were carried out, violence against women and domestic violence issues were activated, participation in the White Ribbon movement was launched, several laws and regulations were amended, integrated approach on gender

equality cooperation amongst institutions was promoted, cancer early detection program was continued, attention was also paid to reduce labor market segregation through measures for women's and men's economic independence and to promote equal opportunities in the labor market, under the Ministry of Welfare a Gender Equality Committee continues to operate with the aim to promote gender equality policy development, gender implementation and monitoring of other policy areas and it involves ministries, NGOs, social partners, local authorities and other experts, ministerial officers have also been nominated in all ministries and the State Chancellery as an instrument of promoting gender mainstreaming in all public administration sectors. The Ministry of Welfare is elaborating the new guidelines on gender equality between women and men for the period 2016-2020.

i.3 Which indicators were used to determine impact?:

No information of indicators available.

RaPaPro Creative Partnerships Programme

b. Key objectives of the measures:

In 2014, the Ministry of Culture invited sixteen secondary vocational cultural education schools to participate in the creative partnerships' programme RaPaPro, with an aim to motivate the students and their teaching staff to come out of their comfort zones – beyond the well-known borders of their educational programme – and build up yet unprecedented and undiscovered forms of cooperation with other sectors and develop a unified idea in a form of a creative partnership. In 2014, the support team of RaPaPro was established. Its aim was to provide all secondary-level vocational institutions of cultural education operating under the Ministry of Culture with an opportunity to present their creative partnership ideas, their unique formulas, and obtain financial support for their implementation. Ten schools grasped this opportunity by creating ten different creative partnership formulas. The four most successful projects gained financial support also in the second phase of RaPaPro in 2015, therefore providing the greatest opportunity to develop, improve and actually implement their ideas in real life. The participants admitted that all the parties involved in the creative partnership programme RaPaPro were provided the unique opportunity to create something new, learn communication and cooperation skills with people from other sectors putting emphasis on empathy and tolerance. While working together with people from different environments and professional fields, they could also understand how the exchange of ideas of various specialists stimulates the creative diversity and establishes preconditions for a competitive cultural and creative industry development.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

The diversity and accessibility of cultural education in Latvia is quite unique. There are sixteen secondary vocational institutions of cultural education, operating under the Ministry of Culture of the Republic of Latvia, in eight different towns of Latvia. Eight of them educate future professionals in the field of music, four are focusing on art and design, whereas one of them is a vocational dance school. All sixteen secondary vocational schools which offer cultural education can be distinguished by their high educational standards, and many of their graduates eventually become excellent performing artists. The alumni of the aforementioned schools can regularly be seen on theatre and concert stages both - in Latvia and abroad; their professional ability can be observed in person – in art and design exhibitions; the outstanding achievements of the students and graduates are promoted in the media. After the graduation, some of the students choose to prove themselves in other professions, therefore never becoming professional musicians, artists, designers or dancers, nevertheless, what they do become is part of the society, which, while working in other professional areas, create the demand for high-value culture, which plays a significant role in the development and improvement of the local cultural environment. And yet, the evaluation of the operation and achievements of the existing cultural institutions has led the Ministry of Culture to the conclusion that the secondary level programmes of cultural education do not sufficiently promote the creativeness and self-sufficiency of the students or their desire to invent and collaborate with other communities and areas of speciality. This is where RaPaPro creative partnerships' program intervenes in the traditional educational process.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Young people. Creative professionals. People with disabilities (visually impaired). Imprisoned women. Unemployed.

e. What are the results expected through the implementation of the measure?:

After the pilot phase of the program and given its positive results, it is foreseen to develop it further on a larger scale and make it regular part of the cultural educational process. This type of collaboration form with other communities and sectors open-up completely new perspectives and opportunities where skills of the cultural education students can be applied and create unique collaboration forms that are mutually favourable and beneficial. Starting from 2017, schools will be challenged to find international collaboration partners in their projects. Based on the findings of RaPaPro, there are indications and interest for a gradual integration of a similar creative partnerships model into general educational system.

f.1 Name of agency responsible for the implementation of the measure:

Latvian National Centre for Culture

f.2 Financial resources allocated to implement the measure:

RaPaPro budget is approximately 37 K annually.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Type of Involvement:

Liepaja Society of the Blind, Agentura Zebra, Ltd., Weaving Studio "Vēverišas", "Baltic Embedded", Ltd., "Vaidava Ceramics", Ltd., "Stora Enso Packaging", Ltd., Guest houses in the coastal fishing villages of Kurzeme, Fine Art Studio "Liepava", "Blue Shock Bike", Ltd., Shopping Centre "BAATA", Fine Art Studio "Kolorīts", Folk Group "Druvas zemturi", "Lizi Natural", Ltd., "A&Audze", Ltd.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

11 RaPaPro projects implemented in 2014 and 2015 resulted in new skills and knowledge, generated contribution to economic and social issues and promoted culture-based creativity transfer to other areas, and vice versa. Teachers together with partners sought and developed a wide variety of partnership ideas, involved and fascinated students reaching concrete, usable and surprising results. Creative partnerships unearthed various cooperation formulas: music education students cooperated with the media industry as well as design education students found responsive partners between business education schools and ceramic industry companies, dance education students collaborated with design education students and artisans, art education representatives worked with Prison Administration and involved socially marginalized groups (women in prison) in the project.

Various cooperation circles resulted in TV spots, design products - industrially manufactured dishes, clothes for a certain group of users, contemporary tourist tools, new musical instruments, social design and social art works.

i.3 Which indicators were used to determine impact?:

No indicators.

"Children and Young Adult Jury" National Reading Promotion Program

b. Key objectives of the measures:

"Children and Young Adult Jury" is the reading promotion program in Latvia, which is aimed at creating the platform of strong reading culture for young generation. Latvian experience in this field is mentioned on the list of the best European reading promotion projects. It was initiated in Latvia in 2001 and celebrates its 15 years of successful running. The main goals of the program are to promote the interest in reading among children and teenagers, establish reading promotion network in Latvia and Latvian centers abroad, encourage children and young adults to share thoughts about books and promote the distribution of good literature. The main tasks of the program are to select recently issued books to renew the book collection, distribute book collection to libraries, which are involved in the project, motivate and educate librarians in reading promotion activities, develop discussions about books online, establish „Children and Young Adult Jury" network in the country. Central idea of the program is that increasing reading skills among children and young adults will rise the quality of their future lives, improve their intellectual capacity and competitiveness.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

The program is implemented in the following way: in the beginning of the year a group of experts (from the field of children's literature, sociology, pedagogy) selects books for the „Children and Young Adult Jury". Selected books are divided into five segments according to the readers' age: 5+; 9+ ; 11+ ; 15+ ; Parents Jury. 10 criteria are applied for the „Children and Young Adult Jury" book selection: 1. Books by local authors from the previous years; 2. Outstanding translations from all over the world; 3. Picture books for the youngest; 4. Comics or publications that are original in their approach; 5. Science fiction books; 6. Books for boys; 7. Books for girls; 8. Poetry (one book for each age group); 9. Children literature classics or favourite books of parents and grandparents generations; 10. Books that concern essential questions, which are relevant for the young adult group. Every member of „Children and Young Adult Jury" should read (in specified period of time: normally in 8 or 9 months) at least 5 books from his/her age segment. After books are read, every member of the groups is called to fill in the „Children and Young Adult Jury" form, where they are asked to answer questions about the books. Traditionally at the beginning of March the Big Reading Festival is taking place as a closing event of the reading marathon organized by the National Library of Latvia Children Literature center specialists. Festival of reading gathers over 700 readers from all over the country in the capital Riga. Reading promotion program „Children and Young Adult Jury" is run by specialists from Children Literature Center of the National Library of Latvia in collaboration with regional curators and specialists from public and school libraries.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Children. Young people. Disabled children and young people.

e. What are the results expected through the implementation of the measure?:

Programme aiming at stimulating the enjoyment of reading among children and youth; show respect for children's choice; introduce an award in literature where children determine the winner; develop collaboration at national level to support local reading encouragement activities; emphasise advantages of being a good reader; provide children with latest literature and opportunities to spend their leisure time effectively.

f.1 Name of agency responsible for the implementation of the measure:

Children Literature Center of the National Library of Latvia in collaboration with regional curators and specialists from public and school libraries

f.2 Financial resources allocated to implement the measure:

Since the beginning of its implementation the program has received around 900 K EUR financing from the state budget. In total, the program has attracted up to 3.2 million EUR financing. Every 1 EUR given by government to support the program is usually matched by 2.5 EUR from local authorities and contributors.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:**Type of Involvement:**

NGO and private sector is actively involved in implementation of Children and Young Adult Jury including organizers, supporters and sponsors. Many schools, including special, minority and boarding schools, as well as parents of children are actively engaged. There are only few specific names mentioned - the spectrum of partners is much wider. Latvian Library Foundation, Latvian Librarians Associations, Latvian Children and Youth Literature Council, Latvian Writers Union, Latvian diaspora centers and Latvian centers-schools in foreign countries, International Board of Books for Young People (IBBY) and many others.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

Since 2001, when "Children's Jury" – a program that purposefully consolidates government and municipality financial support for reading promotion – was created and implemented for the first time, the improvement of children's literacy and development of children's literature in Latvia has been substantial. About 15-17K kids become active readers every year in Latvia and in Latvian Diaspora centers abroad. Up to 700 libraries take part in the program annually. From the very beginnings "Children and Young Adults Jury" works according to simple, easy-to-understand principles – step by step involving its participants into reading, discussing and evaluating different books that develops critical thinking together with reading and writing skills. When the new year starts, professional jury chooses good and exciting books for the program. Experts have good knowledge of children's

literature and are aware of the social issues of reading. The local and the Big Reading Celebration are special events organized for the closure of the program that usually happens during Baltic Book Fair in spring. Around 700-800 children and their parents from all over Latvia take part in these activities where the authors, illustrators, translators and publishers of the most popular books receive big media attention. Children get a chance to express their opinions about the books and listen to popular musicians. For many years the program has been receiving positive feedback from participants and literacy professionals. International Board of Books for Young People of the Netherlands has been a supporter of these activities by providing funding as well as disseminating information. Reading promotion is a long-term investment and needs continuous improvement to be sure the positive trends are permanent and every year brings something new on offer. This program provides not only statistical increase of library clients but also increase of reading skills and competence.

i.3 Which indicators were used to determine impact?:

-

Latvian Rucksack initiative

b. Key objectives of the measures:

"Latvian Rucksack" implies creation of professional art and cultural education (meaning programmes/events of theatres, concerts, cinema, museums, libraries, books) projects and provision of access thereto for the audience of children and youth throughout the territory of Latvia within the state guaranteed educational process. Latvian Rucksack would provide every child and young person, especially disadvantaged children and young people, with an opportunity, without any discrimination, to have direct access to professional culture and art to at least minimum extent. Every child and young person is given an opportunity to attend some cultural event: the programme of cultural events "Latvian Rucksack" would ensure access to cultural services; also diverse cultural content would be integrated in all levels of education and made accessible in the virtual environment. The program will give the opportunity to explore the Latvian values and strengthen the sense of belonging, experiencing art and cultural events. Providing possibilities to regularly get acquainted with the cultural values and contemporary manifestations, children and young people will get to know Latvian culture more deeply which in turn will contribute to a free, creative and responsible society respecting their country and willing to contribute to its growth. Latvian Rucksack will also act as a tool to promote national identity and civic education and the development of social unity. Particular attention will be paid to children and young people from the regions, as well as social risk families.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

In order to ensure access to diverse cultural education services it is envisaged to draw up, within the scope of the programme "Latvian Rucksack", museum pedagogical and cultural educational programmes regarding contemporary art, dance, cinema, music, heritage, literature, design, architecture, etc., and to ensure their accessibility to children and youth throughout the territory of Latvia. A special interinstitutional working group has been set up involving the Ministry of Culture, Ministry of Education and Science, Ministry of Environmental Protection and Regional Development, National Centre for Education of Latvia, Latvian Association of Local and Regional governments, as well as experts from educational institutions and cultural organizations. The working group has set up project implementation principles, including equality in access, involvement of all pupils, full Latvian cultural and artistic offer coverage, regularity of events, traditional and contemporary balance, direct link to the learning process, contributing objectives of the national education standard, coordinated action of education and cultural institutions, local responsibility and promotion of a sense of belonging etc. 9 areas of intervention are defined: music, theatre, literature, visual arts, architecture, cinema, design, dance, including contemporary dance, cultural heritage/regional studies. With the Ministry of Education and Science the main negotiations are about connection of the program with the direct teaching process, reducing administrative barriers to learning outside of school and further education of teachers. It is planned to launch a pilot project in 2017/2018 school year, and in 2018 it is foreseen to officially launch the initiative as a special gift to Latvian society in Latvia's centenary.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Disadvantaged children and young people, also minorities. Pupils in regions.

e. What are the results expected through the implementation of the measure?:

40 implemented "Latvian Rucksack" projects by 2020.

f.1 Name of agency responsible for the implementation of the measure:

Ministry of Culture

f.2 Financial resources allocated to implement the measure:

The state budget needed for the program is approximately EUR 3 million annually combined with financing from sponsors and patrons, municipal investment and others. Negotiations are under way with the Ministry of Environmental Protection and Regional Development and the Latvian Association of Local and Regional Governments to find a mechanism for providing access to cultural activities (travel expenses etc.). The working group considers that the national part of the financing should go to the municipalities, which will then make the most out of it through their network of schools. According to the Ministry of Education and Science, there are more than 203K pupils in 1-12 grades in general education schools, as well as around 7K pupils in vocational education schools. This means that attributing each pupil 14 euros, which would be the minimum amount for one important cultural event attendance, the total budget is close to 3 million euros, excluding costs necessary for the creation of new cultural products and operation of the program.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

/

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

No

DEMOLA Latvia

b. Key objectives of the measures:

DEMOLA Latvia facilitates co-creation projects between university students and companies, either locally or internationally, with the aim to find innovative solutions to the needs of companies, institutions and organizations that are seeking for the spark of creativity, design thinking and new products. DEMOLA Latvia was launched in 2014 by Latvian IT Cluster with the support of Ministry of Economics and Investment and Development Agency of Latvia, and is operated by the NGO PULSE HUB, which unites DEMOLA Latvia facilitators. DEMOLA Latvia is located at TechHub Riga premises in the centre of the Old Town of Riga. TechHub Riga is a co-working space for new technology startups that can meet, work, learn and collaborate. Both for DEMOLA and TechHub it's a unique chance to work together and interact in a mutually benefiting ecosystem since Techhub Riga represents the best of the Latvian startup scene and DEMOLA prepares ground for the future generation of startups and innovators.

c.1. the scope of the measure:

National

c.2. the nature of the measure:

financial

c.3. the main feature of the measure:

Multidisciplinary DEMOLA student teams work on real-life cases together with partner companies. For instance, teams create and refine business concepts, develop new products, or build demos and prototypes. DEMOLA team ensures that the process is formatted, facilitated; work is systematic and runs on schedule and yields meaningful result. The partner company can purchase or license the team's creations, so there's some money that students can make as well. Partners may also want to continue the project for further development. Benefits for partners from DEMOLA cycle: - Possibility to relatively simply and without financial risk obtain new, creative solutions as a fresh perspective on the edge of partner's challenges which are developed by students under the guidance of professionals; - Get to know and hire or offer traineeships to young talented people; - Possibility to position the organization as open, innovation-oriented and student friendly employer; - Possibility to implement and develop project ideas further after the end of DEMOLA season by continuing cooperation with the best students and teaching staff and utilizing research facilities of universities. Benefits for students from DEMOLA cycle: - Unique experience of new product, service and process creation in a multidisciplinary team; - New skills (creative thinking and design process, presentation skills, team work and others) and personal talent discovery; - Practical experience working on a real-life challenge provided by the partner organization and getting useful insight into the specific field of the project; - Business contacts and remarkable CV record; - Option to commercialize the idea and get rewarded by project partner if the case solution is of a good quality; - Making new friends, meeting new people and getting strong connections for future; - Valuable life experience, personal growth and first step to start a company.

d. Does it specifically target individuals and/or social groups as defined in Article 7 of the Convention?:

Yes

List targeted individual/social groups:

Young people. Entrepreneurs. Designers.

e. What are the results expected through the implementation of the measure?:

DEMOLA Latvia is committed to achieve 100 projects by Latvia's centenary celebration. DEMOLA Latvia also aims to provide a special independent C course for students from all Latvian universities with the possibility to gain credit points for participation in the course. DEMOLA Latvia currently is in the phase of re-designing its strategy and elaborating key performance indicators.

f.1 Name of agency responsible for the implementation of the measure:

PULSE HUB

f.2 Financial resources allocated to implement the measure:

DEMOLA Latvia is currently run on a voluntary basis and is in search of funding, at the same time it is developing the business model which would allow DEMOLA to act independently, freely and more efficiently without having to rely on public funding and clumsy bureaucratic procedures. Currently DEMOLA Latvia is in the transformation phase looking to scale up its operation through a completely new management model and involvement of the most important stakeholders, especially universities. Until December 2015 DEMOLA Latvia was financially supported through the Motivation program of the ERDF implemented by the Investment and Development Agency of Latvia (~125K EUR), which partially covered the costs of the initiative in 2014-2015; large part of the activities was anyway run on a voluntary basis.

g. Name of NGOs and/or private companies engaged in the implementation of the measure, if any:

Name:

PULSE HUB

Type of Entity:

NGO

Type of Involvement:

PULSE HUB was established in 2015 uniting DEMOLA Latvia facilitators and acts as an operator of DEMOLA Latvia, taking over the mandate from Latvian IT Cluster since 2015. DEMOLA concept originates from Tampere, Finland and is currently run in 14 locations around the world.

h.1. Implement the provisions of the Convention?:

Yes

h.2. Support/nurture policy discussion inspired by the Convention?:

Yes

h.3. Other reasons unrelated to the Convention?:

Yes

i. Has the implementation of the measure been evaluated?:

Yes

i.1 At what level the evaluation was conducted?:

National

i.2 What were the main conclusions?:

During the first five seasons in Latvia 30 teams have been working on projects challenged by industry leading companies, startups, creative businesses and national and regional authorities; 30 businesses and public sector institutions and organizations gave real industry challenges to students to be solved during DEMOLA seasons. In total, around 160 students have participated in DEMOLA seasons since its introduction in Latvia.

i.3 Which indicators were used to determine impact?:

DEMOLA Latvia currently is in the phase of developing its key performance indicators.

CIVIL SOCIETY

Have you taken or supported initiatives involving civil society in activities::

Promote the objectives of the convention through awareness raising and other activities: Yes

Please explain how:

The MoC pays a particular attention to engaging civil society in policy making and policy discussion processes, including awareness raising. The main areas of civil society participation in cultural policy processes are: legislative and policy drafting, implementation and monitoring, voluntary work, charity and philanthropy, cooperation between state, local governments, businesses and NGOs, delegation of policy implementation functions to NGOs. Amongst other awareness raising activities carried out by the MoC one can mention the Creativity week “radi!” (www.radilatvija.lv) organized by the MoC and the British Council as the initiators and other ministries, organizations, institutions, NGO sector and businesses as national and international partners. The aim of “radi!” as a social movement is to create public interest and understanding in of the development of the CCI and their interplay with other sectors such as education that promotes creativity, innovative business and wise governance, all the while absorbing the best international experience, following the latest trends and highlighting Latvia’s achievements. Held for the 6th year in Latvia, “radi!” promotes cross-overs of cultural and creative sectors to other areas and multidisciplinary co-creation for innovation making. Numerous events such as conferences, seminars, discussions, workshops, think thanks, showcases, performances and other format activities of collaborative thinking, work and creative endeavors are held within “radi!”. Word “radi” in Latvian has two meanings: “relatives” and “create”. In 2015 “radi!” was the platform for various key policy discussions and conferences during the Latvian Presidency in the Council of the EU. The main “radi!” activities in 2016 are scheduled in May, but preparatory and following activities all over Latvia are held throughout the year, with the simultaneous planning for 2017 and 2018, especially when Latvia will celebrate its Centenary.

Collect data and share and exchange information on measures adopted at local and international level:

Yes

Please explain how:

The MoC in 2005 launched the cultural statistics mapping platform “Digital Cultural Map of Latvia” (www.kulturaskarte.lv) – a digital map and database that is an information system designed to help assess the cultural situation in each region and identify development priorities and future directions in order to create smooth cultural services throughout Latvia. “Digital Cultural Map of Latvia” contains information on museums, libraries, archives, cultural houses, cultural institutions, theaters, concert halls, art galleries, cinemas, open-air stages, cultural monuments, amateur art groups, traditional events, NGOs etc. Through “Digital Cultural Map of Latvia” it is possible to understand the density of organizations and cultural offer and activities in all regions of Latvia, from villages to cities. Users use the collected and updated data analysis system that includes data collection, analysis features in freely definable sections, historic data storage and integration, data change dynamic analysis functions to provide the availability of necessary data for cultural policy planning and monitoring. It is possible to access information on all cultural objects in Latvia, regardless of the information system which holds data. Information is gathered from both the cultural websites and museums, libraries and archives systems. In order to build a stronger and more inclusive CCI community and provide a flow of information on creative industries developments, with the support of the Ministry of Culture, the creative industries’ communication platform FOLD (www.fold.lv) was launched in 2013. FOLD reports on the latest news and trends in the sector both in Latvia and internationally, as well as brings forward and showcases the best in Latvian and foreign creative industries. Active communication on the news and activities in cultural and creative sectors is also provided through Latvia’s Creative Europe Desk via seminars,

website (<http://www.km.gov.lv/lv/radosaeiropa/>), social media and monthly newsletter.

Provide spaces where ideas of civil societies can be heard and discussed while developing policies:

Yes

Please explain how:

MoC informs the public on cultural policy and the work of its subordinated institutions, consults with NGOs in the decision-making process, promotes social dialogue on issues related to policy development and implementation, as well as involves civil society representatives in public administration. MoC also cooperates with NGOs through their active involvement in advisory councils, committees and working groups which meet regularly to discuss various policy and decision-making issues, make suggestions to the Minister and MoC's staff. The following councils are actively operating under the auspices of the MoC: National Culture Council, National Architecture Council, Latvian Library Council, Latvian Design Council, Creative Industries Council, Latvian Film Council, Latvian Council of Museums, Latvian Literature and Book Publishing Council, Latvian Music Council, Latvian Dance Council, Latvian Theatre Council, Latvian Visual Arts Council, Archives Council, Roma Integration Policy Advisory Council, Advisory Council for the Integration of Third-Country Nationals, Minority NGOs Monitoring Committee of European Framework Convention for the Protection of National Minorities.

Implement Operational Guidelines: Yes

Please explain how:

See the measures described in other sub-sections.

Other: Yes

Please explain how:

The MoC together with the Latvian National Centre for Culture and NGOs is carrying out a training program "Latvian cultural ambassadors" with the aim to prepare trainers – cultural ambassadors in different Latvian communities that will further on help to prepare cultural ambassadors in their communities that will help in their communities to educate on local and national culture as a resource for growth, strengthen Latvian culture awareness, raise awareness of open cultural identity and mobilize people for positive changes in an inclusive society. The program is organized also for minority NGOs representatives. Participants of the program get knowledge and information about different views on culture and identity, cultural diversity as a value-realization of their own country and community, as well as advanced skills in the long-term planning and management of their community's cultural life in the wider development process context. Participants gain inspiration for further work and the opportunity to meet like-minded people to form long-term partnerships. After the training program the participants are given the task to implement at least one cultural ambassador training program in their community with a view to reach out to various target groups (nationalities, age groups, professions etc.), together with training participants develop Latvian cultural ambassadors network and to encourage joint activities and project development.

Is Civil Society contributing to this report?:

Yes

Name of the Organization(s):

The Council of the Creative Unions of Latvia

Contribution from Civil Society

This section is to be completed with information provided by civil society:

Has the civil society taken initiatives to::

Promote the principle and the objectives of the Convention locally and internationally: Yes

Please explain how:

Latvian civil society organizations are characterized by an active involvement in the promotion at national and international level of the Convention's principles and objectives, especially at the policy and decision-making processes. When cross-sectoral long-term or middle-term policies are being elaborated, civil society organizations efficiently engage in discussions and help to prepare positions on certain issues concerning cultural sector and Latvia's development at a larger scale. They raise their voice and provide constructive arguments to the Parliament, Cabinet of Ministers and other stakeholders. Regarding the national cultural policy development, civil society organizations are an important party in the policy-making process, for example, while elaborating the national cultural policy guidelines "Creative Latvia 2014-2020" they participated in many discussions and working groups providing proposals for the improvement of the content of the policy document, as well as lead the elaboration process of 15 sectoral strategies, which serve as a resource for detailed planning of implementation of "Creative Latvia".

Promote ratification of the Convention and its implementation by governments: Yes**Please explain how:**

Since the 2005 Convention is an umbrella that in a general manner deals with cultural policy issues that need to take a concrete shape within national, regional and local cultural policies, civil society organizations constantly contribute to the implementation of the Convention through their interaction primarily with the regular contact with the MoC, as well as at a broader and higher level whenever necessary.

Bring the concerns of citizens, associations and enterprises to public authorities, including vulnerable groups:

Yes

Please explain how:

Civil society organizations are actively involved in shaping cultural policies, actively bringing forward concerns of civil society to public authorities through an active involvement in policy-making processes and defending positions concerning the planning of the state budget for culture; participation in advisory bodies established under the MoC, the Latvian National Commission for UNESCO and other state institutions; advancing international cooperation and networking, promoting new forms of art, bringing new knowledge and expertise on global trends to Latvia and raising visibility and awareness of topical issues of contemporary culture expressions and CCI; bringing forward the issues of contemporary education and developing cooperation with higher education institutions; contribution to a direct dialogue between civil society organizations and the MoC concerning the exchange of information.

Contribute to the achievement of greater transparency and accountability and accountability in the cultural governance:

Yes

Please explain how:

Civil society organizations are actively involved in the advisory councils, committees and working groups of the MoC which meet regularly to discuss various policy and decision-making issues, make suggestions to the Minister and MoC's staff. These platforms established by the MoC contribute to the transparency and accountability of cultural governance, as well as promotes regular dialogue between policy makers, civil servants and civil society on the organization of important national cultural processes. Opinions and reports of professionals of various art and culture fields provide considerable support to public structure and government in lawmaking processes. For example, the Council of the Creative Unions (CCU) of Latvia is represented in UNESCO Latvian National Commission Assembly, Alliance of Culture (it unites 5000 culture and arts professionals - leading heads, artists, producers and activists of culture, arts and cultural education institutions and organizations), Board of the State Cultural Capital Foundation, Artistic Board of the Song and Dance Festival, Supervisory Board of Riga European Capital of Culture 2014 and working groups of various legislation changes related with culture, arts and artists' work.

Monitor policy and programme implementation on measures to protect and promote diversity of cultural expression:

Yes

Please explain how:

Civil society organizations provide independent information and analytical publications spread to a wide audience; they have strong cooperation links with public institutions on issues concerning culture and creative industries; they also provide expertise for decision-making on cultural and creative industries issues, including evaluating project applications at the State Cultural Capital Foundation and other programs.

Build capacities in domains linked to the Convention and carrying out data collection: Yes

Please explain how:

The Council of the Creative Unions of Latvia together with the State Revenue Service, Competition Council, Latvian Chamber of Commerce and Trade and the MoC has organized seminars and discussions for members of creative unions to build artists' administrative capacity and raise their awareness about legislative topical issues, taxes, artists' social security, restrictions on competition etc. These activities lead to higher capacity of individual artists to administer financial, tax and administrative side of their creative work. There is also a specific funding program in the State Cultural Capital Foundation where civil society organizations can turn to get funding for strengthening their administrative capacity. The funding program initiated some years ago was launched thanks to the efforts and strong lobbying from the NGO sector. NGO "Culturelab" and its representative Baiba Tjarve provides a regular update on Latvia's cultural policy context to COMPENDIUM – Cultural Policies and Trends in Europe platform which monitors activities implemented specifically under the UNESCO 2005 Convention.

Create innovative partnerships with the public and private sectors and with civil society of other regions of the worlds:

Yes

Please explain how:

Following the initiative of the Council of the Creative Unions of Latvia with the support of the MoC and the National Culture Council, the national cultural award for the excellent achievements in the field of culture has been introduced in Latvia. The aim is to grant national recognition to cultural and creative professionals and organizations for outstanding international achievements that have made a significant contribution to the promotion of Latvian cultural values, Latvia's image and prestige on a global scale. Every year maximum three excellence awards are granted of 7K EUR after tax. The prize is awarded for a single international achievements or a set of achievements over the past two years. First awards were granted in 2014.

Challenges encountered or foreseen to implement the Convention:

Annual growth of the State Cultural Capital Foundation (SCCF) and a stable, independent and predictable financing model for the SCCF.

Recognition and acquisition of legal status and social protection for creative professionals introducing a new legal, regulatory and financial framework.

Solutions found or envisaged:

A legal regulatory framework developed for the new SCCF financing model that would provide a partial return to the previous funding model of earmarked tax revenues to the five-year transitional period.

The draft law on the status of creative persons and professional creative organizations has been elaborated, public consultations were carried out and currently the draft law is in the discussion process amongst Latvian ministries.

Activities planned for next 4 years to implement the Convention:

Participation in the Latvia's centenary (2018) program planning and content provision.

Supporting attachment provided by the Civil Society:

Achievements, challenges, solutions and next steps

Describe main results achieved in implementing the Convention:

Main results in implementing the Convention are regarded the integration of aspects of cultural and creative industries policy development in State long-term and medium term sustainable development planning policies, as well as in other sectoral policies such as industrial and regional policy. Based on the intrinsic principles of the Convention, the national cultural and creative industries policy and decision making processes are carried out. It also serves as a reference and content planning tool for media and social integration policies. It has helped to shape the national position for recognition and acquisition of legal status and social protection for creative professionals in the way to introduce a new legal, regulatory and financial framework. Regarding the international cooperation in carrying out joint projects with foreign countries, the Convention is a tool that helps fostering cultural diplomacy and building awareness, dialogue and relations across nations, traditions, borders, cultures and people. MoC has been successfully running social dialogue with NGO sector involving it in the decision-making process and negotiations regarding policy development and implementation, it has established a strong dialogue platform with civil society via advisory councils, committees and working groups which meet regularly under the auspices of the MoC.

Challenges encountered or foreseen to implement the Convention :

Main challenge for the implementation of the Convention is to continuously retain the references and understanding of the Convention. It is crucial for the success of the 2005 Convention to strengthen its role within the civil society. There should be ways to promote the Convention amongst NGOs both for having better understanding of the principles embedded in the Convention and their direct linkages to the growth of a healthy cultural sector and protective tools that it implies. At the same time, it is essential to obtain fruitful critical views on the Convention and the ways of its implementation. It is also important to raise a more in-depth discussion on the qualitative indicators in the field of culture under the legal framework of the Convention, since it is rather difficult to estimate the value of culture in other sectors, such as social and regional development, and Latvia is experiencing hard times to showcase the qualitative contribution of culture. Therefore an international voice and mobilization is very much needed in this domain.

Solutions found or envisaged to overcome those challenges:

The new initiatives and solutions envisaged to overcome the challenges of the implementation of the Convention include the following actions included in the work plan of the Latvian government for the years 2016-2018:

- *To facilitate the transfer of culture capital to other areas to create new businesses and products and to encourage innovation in the economy, social and environmental fields and in public administration and to promote the export capacity of creative industries of Latvia.*
- *To improve the infrastructure for national culture ensuring platforms for various cultural expressions – such as Latvian Museum of Contemporary Art, New Riga Theatres, Modern Acoustic concert hall.*
- *To deepen Latvian society's appreciation of culture and cultural heritage and to ensure excellent and diversified cultural services and accessibility for the widest possible public, including by improving the funding model of the State Cultural Capital Foundation.*
- *To complete the drafting of the legal framework to define the status and support for creative occupations and their organizations.*
- *To define national procurement of culture education for all educational levels, taking into account Latvian cultural developments and the needs of the labour market.*

To implement a support programme for non-governmental organizations, thus supporting civil society in addressing current challenges. To support non-governmental organizations of national minorities by expanding their opportunities to actively participate in the cultural processes and social life of Latvia.

Steps planned for the next 4 years:

Main intervention areas in the upcoming years are: -establishment of a creative industries cluster in Riga as a place of art, science, education, business and tech interaction for new business and product development and innovation; -strengthening the motivation and competitiveness of cultural sector employees, including completing the work on the draft law on the status and operational support for artists and creative professional organizations; -renewal of SCCF financing model; -implementation of a versatile Latvia's Centenary celebration program 2017-2020; -reconstruction of the stadium for the organization of the National Song and Dance Festival; -finishing the reconstruction of the buildings of the Latvian National Museum of Art, Latvian Occupation Museum, New Riga Theatre, Riga Castle Museum, as well as kick-start the construction process of Contemporary Art Museum and acoustic concert hall in Riga; -establishment of professional cultural education competence centers; -kick-starting the "Cultural Schoolbag" program providing a minimum cultural services offer for children and youngsters; -establishment of a cultural scientific research center; -creation of digital content, products and e-services and expanding their access and usage; -elaboration of a financing model for access to professional art in regions; -development of media policy and support to quality versatile content creation that unites the society; -promoting intercultural dialogue by organizing awareness raising activities for different target groups (minorities, refugees, youth, etc.); - promotion of patronage and sponsorship in the field of culture; - reviewing the legal status change of theatres and concert organizations; -activating the interaction between educational and cultural processes; -measures aiming at diaspora communities, minorities, regional cultural traditions in order to strengthen national identity and sense of belonging; -support to NGO sector, elaboration of NGO fund concept; -measures aiming at protection of national language in media and labour market.

SOURCES AND STATISTICS ANNEXES

1. Economy and Finance

When reporting data in this section, it is important to define the "cultural sector" for statistical purposes and apply that definition consistently. For guidelines, please refer to the [2009 UNESCO Framework for Cultural Statistics \(FCS\)](#)

1.1. Total Flows of Cultural Goods and Services

1.1.a Cultural Goods

(a) Exports in cultural goods	62901560.00	2014	▼	Eurostat, http://appsso.eurostat.ec.europ
(b) Imports in cultural goods	25743390.00	2014	▼	Eurostat, http://appsso.eurostat.ec.europ

1.1.b Cultural Services


(a) Exports in cultural services			▼	
(b) Imports in cultural services			▼	

1.2. Contribution of cultural activities to Gross Domestic Product (GDP)

(a) Total GDP	31700000.00	2014	▼	Central Statistical Bureau
(b) Share of cultural activities in GDP	634000.00	2014	▼	Central Statistical Bureau

Which methodology was used to calculate the share of culture in total GDP?

<p>It is calculated according to arts, entertainment and recreation NACE codes - total value of final products and services produced in the territory of Latvia within a year.</p>

 More information about text formats

1.3. Government expenditure on culture (If not available, please use government expenditure on Recreation and Culture)

(a) Total government expenditure	8600000.00	2016	▼	Law on the State Budget of 2016	
(b) Share of culture in government expenditure	0.02	148350	2016	▼	Ministry of Culture

2. Books

	Num	Sales, USD	Year	Source	
(a) Number of published titles	2177		2014	▼	Bibliography Institute of Natic
(b) Number of publishing companies					
Total all companies	161		2014	▼	National Library of Latvia
Small Size Companies				▼	

Small Size Companies	<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>
Medium Size	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Large Size	<input type="text" value="0"/>	<input type="text" value="▼"/>	<input type="text"/>

(c) Bookshops and sales

Bookstore chains	<input type="text" value="0"/>	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Independent Book stores	<input type="text"/>	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Book stores in other retail	<input type="text"/>	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Online Retailers	<input type="text"/>	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

d) Translation flows

Number of published translations	<input type="text" value="759"/>	<input type="text" value="2014"/>	<input type="text" value="▼"/>	<input type="text" value="Bibliography Institute of Natic"/>
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3. Music**(a) Production / Number of albums produced:**

	Num	Year	Source
Physical Format	<input type="text" value="140"/>	<input type="text" value="2011"/>	<input type="text" value="▼"/>
Digital format	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Independent	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Majors	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

(b) Sales / Total number of recorded music sales:

Physical format	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>
Digital format	<input type="text"/>	<input type="text" value="▼"/>	<input type="text"/>

4. Media**(a) Broadcasting audience and share**

Year	Source
<input type="text" value="2014"/>	<input type="text" value="National Electronic Media Council of Latvia"/>

Programme type	Audience share	Type of ownership	Type of access	Remove
<input type="text" value="Public radio channels"/>	<input type="text" value="0"/>	<input type="text" value="Public"/>	<input type="text" value="Free"/>	
<input type="text" value="Other radio channels"/>	<input type="text" value="1"/>	<input type="text" value="Private"/>	<input type="text" value="Free"/>	

Latvian Television 1 (LTV 1)

0

Public ▼

Free ▼

(b) Broadcasting media organizations**Year****Source**

2014 ▼

National Electronic Media Council of Latvia

Number of domestic media organizations providing

Ownership:	Radio channels	Television channels	Both radio & television channels	Total
Public	5	2		7
Private	13	20		33
Community	54	27		81
Not specified				0
Total	72	49	0	121

(c) Newspapers (excluding online newspapers only)**Year****Source**

2014 ▼

Latvian National Library

Publishing format - printed:	Daily newspapers	Non-daily newspapers	Total
Free Only	0		0
Paid Only			0
Both Free and Paid	9	245	254

Publishing format - both printed and online

Free Only			0
Paid Only			0
Both Free and Paid			0
Total	9	245	254

5. Connectivity, infrastructure, access

	Num	Year	Source
(a) Number of mobile phone subscribers per 1000 inhabitants	0	▼	
(b) Number of households with Internet access at home	0	▼	
(c) Number of individuals using the Internet	1624627	2015 ▼	Central Statistical Bureau

6. Cultural Participation

Percentage of people participating in cultural activities at least one time during the last 12 months

Activity (in %)	Female	Male	Total
Cinema	31.20	32.70	63.90
Theatre	55.00	45.00	100.00
Dance (including ballet)			0.00
Live concert/musical performance			0.00
Exhibition			0.00
TOTAL	86.20	77.70	163.90

Is there any available data on the reasons for the non participation in cultural events?

No Yes

Main reasons for non-participation (in %).	Female	Male	Total
Too Expensive	13.30	8.90	22.20
Lack of Interest	12.20	22.90	35.10
Lack of time			0.00
Lack of information			0.00
Too far away	8.10	8.70	16.80
Other	21.80	19.20	41.00

7. Additional clarifications:

Additional Annexes (if any):

SUBMISSION

Title:

Ms

First Name:

Signe

Family Name:

Pujāte

Organization:

Latvian National Centre for Culture

Position:

Director

DATE OF SUBMISSION: 24/5/2016