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**CULTURAL POLICY GUIDELINES 2014-2020 “CREATIVE LATVIA”
(Informative Part)**

Riga 2014

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ABBREVIATIONS USED

DFI	Development Finance Institution
CCCA/LAA	Copyright and Communication Consulting Agency/Latvian Authors Association
MoD	Ministry of Defence
MoFA	Ministry of Foreign Affairs
BSRP	Baltic Sea Region Programme
CFCA	Central Finance and Contracting Agency
CSB	Central Statistical Bureau
DIC	Design Information Centre
OP	Operational programme “Growth and Employment”
EEA	European Economic Area
EAFRD	European Agricultural Fund for Rural Development
MoE	Ministry of Economics
ERDF	European Regional Development Fund
EU	European Union
EU2020	Europe 2020: strategy for smart, sustainable and inclusive growth
ESF	European Social Fund
MoF	Ministry of Finance
ICCROM	International Centre for the Study of the Preservation and Restoration of Cultural Property
ICOM	International Council of Museums
ICOMOS	International Council on Monuments and Sites
MoI	Ministry of the Interior
ICT	Information and communication technologies
PMB	Procurement Monitoring Bureau
MoES	Ministry of Education and Science
JVLAM	Jāzeps Vītols Latvian Academy of Music
NPI	New political initiatives
CISC	Culture Information Systems Centre
MoC	Ministry of Culture
CC	Cultural centres
LAA	Latvia Association of Architects
Latvia2030	Sustainable Development Strategy of Latvia until 2030
Latvian Section of IBBY	Latvian Section of IBBY (International Board on Books for Young People)
LLC	Latvian Library Council
DCML	Digital Culture Map of Latvia
LDS	Latvian Designers’ Society
LPA	Latvian Publishers’ Association
LBG	Latvian Book Guild
LI	Latvian Institute
LIDA	Latvian Investment and Development Agency
LC	Latvian Concerts, State Ltd.
LAC	Latvian Academy of Culture
LLC	Latvian Literature Centre
MoW	Ministry of Welfare
LAA	Latvian Academy of Arts
AHIoLAA	Art History Institute of the Latvian Academy of Arts

LMA	Latvian Museums Association
LMIC	Latvian Music Information Centre
LCM	Latvian Council of Museums
NAL	National Archives of Latvia
NLL	National Library of Latvia
NDLL	National Digital Library of Latvia
LNCC	Latvian National Centre for Culture
LNMA	Latvian National Museum of Art
LNO	Latvian National Opera
LNSO	Latvian National Symphony Orchestra
NHML	National History Museum of Latvia
LALRG	Latvian Association of Local and Regional Governments
RoL	Republic of Latvia
LRC	Latvian Radio Choir
LAW	Latvian Association of Writers
LCCU	Latvian Council of Creative Unions
LSO	Liepāja Symphony Orchestra
LTV	Latvian Television
LALoUoL	Latvian Academic Library of the University of Latvia
LAS	Latvian Academy of Sciences
Cabinet	Cabinet
NDP2020	National Development Plan 2014-2020
NEMO	Network of European Museum Organisations
NEMMC	National Electronic Mass Media Council
NFC	National Film Centre
ICH	Intangible cultural heritage
JCNMH	Joint Catalogue of the National Museum Holdings
NGO	Non-governmental organisation
VECC	Vocational Education Competence Centre
RCC	Riga City Council
RFF	Riga Film Fund
IQP	Internationally quotable publications
SIF	Society Integration Fund
IWTH	International Writers' and Translators' House
LTDA	Latvian Tourism Development Agency
UNESCO LNC	Latvian National Commission for the United Nations Educational, Scientific and Cultural Organization
MoEPRD	Ministry of Environmental Protection and Regional Development
NCE	National Centre for Education
SIHP	State Inspection for Heritage Protection
SCCF	State Culture Capital Foundation
SIP	State stock company "State Immovable Properties"
SMSIP	State mandatory social insurance payments
USAIS	Unified State Archives Information System
USLIS	Unified State Library Information System
MoA	Ministry of Agriculture

INTRODUCTION

The Cultural Policy Guidelines 2014-2020 “Creative Latvia” (hereinafter – the Guidelines) is a medium-term policy planning document, which determines the State cultural policy objectives and priorities for the time period up to 2020 and promotes the achievement of the objectives brought forward in State long-term and medium-term policy planning documents. The economic crisis has brought changes in the current planning process and given a new, experience-based understanding of the driving forces and sources of State growth. The drawing up of a new cultural policy document is also necessitated by introduction of a uniform integrated approach to State and European Union policy and budget planning. The purpose of drawing up the Cultural Policy Guidelines is to confirm the value of culture and to define action directions for diverse and sustainable development of culture, which, by promoting State growth and competitiveness, builds higher quality of life for everyone, preserving and developing the cultural capital and creativity of inhabitants of Latvia.

The planning period of the Guidelines “Creative Latvia” begins in 2014 when Riga is the European Capital of Culture, and continues in 2015 when Latvia is the presiding country in Council of the European Union. Both international activities are a unique opportunity to attract the attention of Europe and the world, and it should be used efficiently in order to promote the visibility of the state, also competitiveness of culture and creative industries of Latvia. In turn, in 2018 the Republic of Latvia will celebrate its centenary, which, by promoting the interest and participation of the society, is a significant incentive to survey and make current the inherited and newly created cultural values of the nation, as well as to confirm the role of culture in strengthening the national identity and pride of belonging to Latvia.

In order to build a cohesive society on the uniting basis of the Latvian language, culture and national identity, the Ministry of Culture took over the drawing up and implementation of the public integration functions and the immigrant integration policy from the Ministry of Justice in 2011. On 20 October 2011 the action direction “National Identity: Language and Cultural Space” was defined in the document approved by the Cabinet “National Identity, Civil Society and Integration Policy Guidelines 2012-2018”, and it includes tasks related to the promotion of social cohesion and sense of belonging to Latvia. Therefore, the Guidelines do not attempt to solve the issues of national identity to the fullest, but only in relation to ensuring the development and accessibility of the cultural capital.

The Guidelines were drawn up by a working group created by the Ministry of Culture. From methodological point of view, their content is created using both the top-down and the bottom-up approach to the policy planning management: on one hand, the policy objectives and tasks laid down in documents of higher hierarchical level (national level) are integrated in the Guidelines, and on the other hand – the priorities formulated in strategies for sectoral and cross-sectoral development in culture, which have been drawn up in co-operation with the sectoral councils of the MoC concurrently with the process of drawing up the document “Creative Latvia”, are taken into account. Sectoral strategies will serve as a resource for detailed planning of implementation of the Guidelines throughout the period of operation thereof. An innovative factor in preparation of the Guidelines is active participation of the cultural non-governmental sector – Alliance of Culture¹ – the drawing-up process of the document.

¹ The Alliance of Culture has brought together the three largest associations of the culture organisations in Latvia: the Latvian Council of Creative Unions, the association “Time for Culture” [*Laiks kultūrai*] and the Association of Non-governmental Organisations of Contemporary Culture.

The financing necessary for implementation of the Guidelines is planned forecasting an optimistic economic development of the State, therefore, it is possible that the actual implementation thereof will not reach the planned extent and will be ensured according to the State budget possibilities and within the scope of the financing assigned for the current year.

1. PREAMBLE (VISION)

In the widest sense culture shapes the value, knowledge and skill system of an individual and the society, ensuring existence of communities and society and identity formation. Most often, only the most visible part of culture – art and cultural heritage – is deemed as belonging to culture. However, the cultural space is formed by the whole public environment and its diverse intellectual and tangible manifestations. Therefore, the diversity, richness and accessibility of the cultural environment and the participation of active and creative individuals in the creation thereof affects not only the quality of personality and life of an individual, but also public and State growth.

The role and significance of culture is changing in different times and societies. Nowadays innovations and creativity come forward as the main development resource in the context of natural resources running out and demographic problems, and they contribute to solving the problems. To a large extent, growth of the State of Latvia, as well as future welfare and quality of life of inhabitants depends on creativity. Therefore, the importance of culture as the builder of creative potential of a human being and the society increases significantly.

According to the setting of the NDP2020, economic breakthrough is the keynote of the State development of Latvia for the next period. In focusing on economic development and involving the national potential of culture therein, it is important to be aware of and to strengthen the basic function of culture – to be the builder of the national identity and public value system. Culture, concurrently with economic growth, social inclusion and balanced environmental development, is recognised as the fourth pillar of sustainable development.² In order to promote as efficient impact of culture as possible and to stimulate its contribution to development of other sectors, it is important to increase the value and significance of culture itself in the society.

The Guidelines “Creative Latvia” continue the approach of the Sustainable Development Strategy for Latvia until 2030, emphasising that the main capital of the State is people. Cultural and educated, value-oriented and creative people are the richness of any society and state, regardless of the field in which they are active. Therefore, the task of cultural and cultural heritage institutions, as well as cultural education institutions is to promote individual growth, education and unlocking of the creative potential of any person, as well as the participation of as large audience in cultural processes as possible. As studies show, culture and arts not only have a direct impact on the State economic development,³ but also

² Jon Hawkes. *The Fourth Pillar of Sustainable Development. Culture's Essential Role in Public Planning*. Culturelab, 2007.

³ Sectors of culture and creative industry are characterised by close connection with other sectors, thus causing side effects in the national economy: creative industries are direct or indirect buyers and suppliers of other sectors, which undoubtedly affect the existence and development of the whole network of values. It was calculated in a study performed in 2007 “Economic Significance and Impact of the Cultural Sector in Latvia” that 0.41 lat of each lat invested in the cultural sector in 2006 was channelled to undertakings of other sectors, i.e., the indirect revenue effect of each lat invested in the cultural sector is 1.41. It was also calculated that in 2006 each working place in the cultural sector has supported 0.71 working places in other economic sector or in total 1.0 working places in the cultural sector have created 1.71 working places in the state.

involvement of people in cultural activities promotes their civic activity, has a positive impact on the quality of life and health and influences considerate attitude towards the environment.⁴

The task of the Guidelines – by strengthening the presence of culture as a value in the society, to create an environment favouring improvement of personality, public activities and growth of Latvia so that the vision would come to life in 2020:

* Latvia is a state with a strong national and European identity, which preserves and cultivates its cultural heritage, promotes creative processes and develops diverse cultural environment, as well as fully incorporates and operates in the European and global cultural space;

* the proportion of such people increases in Latvia, which have developed and continue developing their creative potential, actively applying it for the creation of innovations in different fields – culture, economics, education, social, environmental management and protection fields, etc.;

* the contribution of culture and creative industries to national economy of Latvia and export increases, the outstanding quality of culture of Latvia and brands of creative industries are in demand not only in Latvia, but also in international market;

* a network of creative towns and territories develops and strengthens in Latvia, new working places are created, attractive living space is being created for inhabitants. Flourishing of Riga as the metropolis of the Northern Europe occurs in synergy with preservation and skilful use of the local cultural and historical heritage, as well as the development of creative potential of people in the whole territory of Latvia.

2. CHARACTERISATION OF THE CURRENT SITUATION IN CULTURAL POLICY

External Environment Factors, Tendencies and Challenges

In creating cultural policy, several impact factors of significance nowadays and in Latvia must be taken into account:

1) global economic and financial crisis has significantly influenced the development of culture both in Latvia and in Europe. Although positive tendencies are observed in Latvia as regards exiting the crisis, such consequences that have a negative effect on the field of culture are still present to a large extent. Because of the crisis the financing to culture in Europe has decreased even in such highly developed countries as Great Britain and the Netherlands. But in countries of the world, which have not been affected by the crisis and which continue successful economic rise (China, Singapore, Australia), public financing to culture and support of creative industries is being significantly increased, justifying State investments in these sectors with the very need to stimulate more rapid economic growth. This approach reflects the change in paradigm in the world economy – transition to knowledge economy. By bringing forward innovations as the main resource of development and the competitiveness factor of countries, the significance of culture and creative industries in promoting growth of each country increases. Being aware of that, financing has been increased in the EU programme “Creative Europe” for the next period by 9%, regardless of the general tendency to reduce the EU budget;

⁴ *The contribution of the arts and culture to the national economy*. Report for Arts Council England and the National Museums Directors' Council, May 2013. Centre for Economics and Business Research Ltd., pp. 84-87.

2) demographic changes are characterised not only by the low birth rate and ageing of the society. Migration processes caused by economic reasons have an increasing impact on the development of Latvia. Emigration abroad is increasing significantly, and it is also promoted by the open labour market of the EU. Inhabitants able to work are emigrating. Talented youth of Latvia, after graduating from school, choose to study and make their career abroad. Also emptying of rural territories and concentration of inhabitants in towns is a significant tendency of migration. Forming of urban culture has intensified. Concurrently local communities become more aware of the significance of their local tangible and intangible cultural heritage as the development resource and become more active, purposefully getting involved in its preservation and transfer, thus promoting the attraction of inhabitants to Latvia;

3) globalisation and rapid development of technologies bring substantial changes in culture consumption and consumption habits. Young persons increasingly become acquainted with culture and consume it digitally. Digital media become more popular than printed media. Digitally created cultural heritage is accumulating, creating a necessity for new policy for preservation of such heritage and ensuring its accessibility. Change of generations is also accompanied by changes in cultural needs and habits of use. People in the modern open democratic society have wider opportunities of determining their own choices, lifestyle and identity. Accessibility of information in modern society expands the spectrum of offer for individual choices and has a significant impact on identity of an individual. The opportunities offered by the new technologies promote becoming acquainted with cultural diversity and creativity in consumers of culture, who also take an increasingly active part in creating cultural content. Transnational interest communities are forming in the Internet environment, strengthening the impact on formation of the identity of the individual. The national identity in the modern world is strongly influenced by transnational commercial culture brands and products dominating in the global environment, causing threat to the preservation and development of cultural diversity;

4) mobilisation of resources (smart specialisation). EU policy for the next planning period brings forward a wider and more diverse understanding of the significance of culture, particularly in relation to implementation of the innovative and creative potential of Europe. Culture should be viewed not only as an individual sector, but also as a resource and investment in sustainable development. In EU documents the influence of culture on other fields is particularly emphasised, recognising the contribution of culture and creative industries in the field of innovations and cohesion, as well as identifying the significance of culture in creating attraction of cities and regions.

2.1. Main Conclusions of Evaluating the Current Cultural Policy

The evaluation of the current cultural policy was performed, upon commission of the MoC, by a group of experts from the association “Culturelab”, drawing up an interim evaluation of the cultural policy guidelines “Cultural Policy Guidelines 2006-2015. National State” (hereinafter – Guidelines)⁵, which may be actually classified as the final evaluation, taking into account that the guidelines “Creative Latvia” will replace the Guidelines before expiry of their term of operation. The main obstacles in carrying out the tasks of the Guidelines were mainly related to the crisis – it was not possible to carry out all plans because of the significantly reduced financing. It is also difficult to evaluate the fulfilment because the Guidelines are characterised by a theoretical-conceptual view and high level of generalisation; in many cases objectives and tasks are formulated procedurally, without orienting towards a fixed result, also not all tasks have been specified indicators that can be measured.

⁵ State Cultural Policy Guidelines 2006-2015. National State. Interim Evaluation. Culturelab, 2012.

Regular monitoring of cultural policy is being performed (see Annex 1)⁶ according to Annex 2 “Statistical Factors and Policy Indicators of Culture” of the cultural policy basic document “State Cultural Policy Guidelines 2006-2015. National State”.

The main positive result achieved by the current policy – culture is included in the State policy planning documents Latvia2030 and NDP2020, non-governmental sector of the field has been activated as a significant co-creator of cultural policy, understanding of the significance of culture has improved and other factors. Although the DNB barometer study⁷ shows positive attitude of the society towards the necessity of financing culture, as a result of crisis other priorities were more important in the society, as well as among decision-makers.

Characterisation of the Situation in the Field of Culture (SWOT)

Strengths:

- * Rich and diverse tangible and intangible cultural heritage.
- * Diverse creative process and offer of culture, also high-quality offer of professional art.
- * Creative private sector in culture, which, by its activities, gradually creates and develops creative territories in Riga and some other places in Latvia.
- * Balanced territorial coverage of cultural institutions.
- * Territorially balanced multi-level cultural education system available to the society.
- * Brands of culture and creative industries of Latvia, able to export, in some sectors.
- * Stable demand for culture in part of the society.
- * Wide participation of the society in the process of the Song and Dance Celebration and activities of amateur art.
- * Active non-governmental sector of culture, which co-operates with the State and local government sector.

Weaknesses:

- * Small local market hinders the increase in critical mass of enterprise of culture and creative industries, and lack of specific support – exit of enterprises to export markets.
- * Low remuneration of the persons employed in the field of culture, social vulnerability of self-employed professional artists, inadequately evaluated excellence in culture.
- * Developing of cultural basics and creativity is insufficiently promoted in educational programmes of all levels of education.⁸ Insufficient link between the offer of cultural education programmes and labour market. Possibilities for improving professional qualification are not ensured in all sectors of culture.
- * Comparatively large part of the society does not participate in cultural activities and processes, remaining outside the positive influence of culture.
- * Difficulties in the field of copyright protection, harmonising the interests of the authors, the organisations representing them and the society (particularly in the digital environment).
- * Material and technical equipment of cultural institutions not corresponding to the modern technologies and public demand and poor accessibility of the cultural content of Latvia in the digital environment.

⁶ Monitoring of cultural policy is performed, using the State culture statistics data base – the Digital Culture Map of Latvia, see [http:// www.kulturaskarte.lv](http://www.kulturaskarte.lv).

⁷ DNB Latvian barometer No. 52 (1 November 2012) Culture, see www.dnb.lv/sites/default/files/dnb_latvian_barometer/documents/2012/DNB-Latvijas-barometrs-petijums-Nr52.pdf

⁸ Study “Ex-ante Evaluation for Implementation of Structural Reforms in the Field of Education Policy in Order to Promote the Acquisition of Creative Skills. Final Report On Recommendations for Implementation of Structural Reforms in the Field of Creative Education” (2012), pp.5-6, see <http://www.mk.gov.lv/esstrukturfondi/vk-realizetie-projekti/strukturaloreformuistenosana/reformu-novertejumi-un-petijumi/?print>

- * The development of Riga as the cultural metropolis of Northern Europe is hindered by insufficiency of a corresponding infrastructure.
- * Poorly developed public-private partnership, as well as unpolished traditions of patronage.

Opportunities:

- * By purposeful use of the potential of creative industries and design, to increase the value and competitiveness of products.
- * To strengthen the synergy of creative industries and traditional sectors, also creation of clusters for co-operation of different sectors.
- * To create new, also digital, culture products, using innovations and new technologies in the offer to a larger and more purposeful extent.
- * To develop culture services and products oriented towards new target groups of the society, to increase the audience of culture.
- * To develop creative skills and information literacy (the ability to find, retrieve, evaluate, manage and use information) of every individual, introducing study programmes promoting creativity in all levels of education.
- * To develop excellence in cultural education and to promote the competitiveness of culture specialists. To focus resources and create competence centres on the basis of the existing specialised cultural education institutions.
- * To strengthen the co-operation of institutions of higher education, researchers and entrepreneurs in creation of new products and services.
- * To create favourable circumstances for attracting private financing for the preservation and transmitting of cultural heritage and the support to creative process.
- * To develop Riga as the metropolis of the Northern European region, using concentration of its creative potential and ensuring its development.
- * To improve the statistical basis of culture, to ensure regular studying and monitoring of cultural audience and processes of cultural policy.
- * To improve the management of culture, involving the non-governmental sector therein to a larger extent and developing private-public partnership.

Threats:

- * Without developing the unique capital of Latvian culture, the opportunity to use cultural resources for the creation of added value in national economy, for the promotion of regional development, for the creation of competitive products will decrease, the quality of the living space of a human being will deteriorate, losing the identity and competitiveness of the location in international context.
- * Without establishing a social security system corresponding to the specific nature of the work of persons employed 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.
- * Without educating and attracting new target audiences to culture, without developing the creative potential of the society, the need for culture will decline significantly, the number of visited cultural events will decrease, the sense of belonging to Latvia will become less pronounced.
- * Insufficient State support and resources for cultural diversity and development will promote commercialisation of cultural institutions and spread of sub-culture, will not promote new quests and innovations.
- * Without ensuring collection and long-term preservation of digitally created cultural heritage, the possibility of transferring it to the next generations as a substantial part of cultural heritage will decrease.
- * Orientation solely towards extensive increase in State aid, without looking for and developing new, innovative models of operation and co-operation, also without attracting

other sources of financing, cultural institutions will be subjected to stagnation and danger of bankruptcy.

3. LINK TO OTHER PLANNING DOCUMENTS

The **Strategy for Sustainable Development of Latvia until 2030** (approved in a plenary session of the *Saeima* of the RoL on June 2010). The development of the cultural space of Latvia is laid down therein as the first priority. An objective – to preserve and develop the cultural capital of Latvia and to promote the sense of belonging to the cultural space of Latvia by developing competitive national identity based on creativity of the society and building a cultural environment of good quality in Latvia – is brought forward within the scope of the priority.

The **National Development Plan 2014-2020** (approved in a plenary session of the *Saeima* of the RoL on 20 December 2012) is drawn up as the plan for introduction of Latvia 2030 in medium term and balanced with the State budget possibilities and foreseeable indicative co-financing from EU funds for the 2014-2020 planning period. Economic breakthrough for increase of welfare of each inhabitant of Latvia and the State is brought forward as the main medium-term objective of the NDP2020, and three priorities and laid down: growth of national economy, human securitability and territories supporting growth.

Policy documents with which synergy in the cultural policy guidelines “Creative Latvia” should be established.

“**National Identity, Civil Society and Integration Policy Guidelines 2012-2018**” (approved by the Cabinet Order No. 542 of 20 October 2011), the action direction “National Identity: Language and Cultural Space” contains the task “To strengthen the Latvian cultural space as a cohesive framework of the society and to promote the affiliation to the cultural space on local, national and European level”.

Regional Policy Guidelines 2013-2019 (approved by Cabinet Order No. 496 of 29 October 2013) include the regional policy action plan with measures for achieving objectives, the main settings, including determination of the service “basket” for each level of development centres in culture, education, science and other fields.

National Industrial Guidelines Policy 2014-2020 (approved by Cabinet Order No. 282 of 28 June 2013) define the main directions of industrial policy, including increasing the innovation capacity, ensuring support to the development of creative industries and developing industrial design.

Science, Technology Development and Innovation Guidelines 2014-2020 (approved by Cabinet Order No. 685 of 28 December 2013). The priority directions for development of science are laid down therein, including sustainable development of the State and the society, Letonica (history, language, culture).

Information Society Development Guidelines 2014-2020 (approved by Cabinet Order No. 468 of 14 October 2013) determine action policy, priorities for the development of the information society, as well as the field of information and communication technologies, including define action directions that are related to e-participation of the society and e-democracy, as well as digitalisation of the cultural heritage (Table 6, Tasks 3.17-3.20 of the ISDG).

Education Development Guidelines 2014-2020 (approved in a plenary session of the *Saeima* of the RoL on 22 May 2014) define the overarching objective of the education development policy, which provides for a qualitative and inclusive education for the development of a personality, human welfare and sustainable achievement of State growth.

Latvian Tourism Development Guidelines 2014-2020 (approved by Cabinet Order No. 326 of 3 July 2014) include development directions and activities for promoting increase in export of tourism services, emphasising the improvement of competitiveness and sustainability necessary for the tourism sector of Latvia, as well as conforming to the aspects of quality and social responsibility towards the environment and culture.

The task of the **informative report “On Drawing up the Smart Specialisation Strategy”** (reviewed on 17 December 2013) is to ensure bringing forward and regular reviewing of development priorities, purposeful focusing of investments, including selection of action policy instruments and establishment of a monitoring system corresponding to the strategy settings, which are oriented towards strengthening competitiveness of Latvia in regional, European and global level.

“Coastal Spatial Development Guidelines 2011-2017” (approved by Cabinet Order No. 169 of 20 April 2011) formulate problems which are not being solved in the existing sectoral policies or which are being solved insufficiently, bring forward the objective and sub-objectives of the coastal spatial development policy, determine policy principles, main action directions, policy introduction instruments and tasks. One of the action directions – the most significant value and development resource of the coast is the joined heritage of coastal nature and culture.

Environmental Policy Guidelines 2014-2020 (approved by Cabinet Order No. 130 of 26 March 2014) – their overarching objective is to ensure the inhabitants with a possibility of living in a clean and well-arranged environment, implementing activities oriented towards sustainable development, preserving the environmental quality and biological diversity, ensuring sustainable development of natural resources, as well as public participation in decision-making and awareness of the environmental condition.

Guidelines for Implementing the UN Convention on the Rights of Persons with Disabilities 2014-2020 (approved by Cabinet Order No. 564 of 22 November 2013). The objectives of the guidelines and the tasks to be performed are brought forward in order to promote the provision of the fundamental rights and fundamental freedoms of persons with disability.

Family State Policy Guidelines 2011-2017 (approved by Cabinet Order No. 65 of 18 February 2011). The guidelines are medium-term policy planning document, which lays down the main objectives, action directions of and results to be achieved by the family policy.

Concept for Implementation of Gender Equality (approved by the Cabinet on 16 October 2001, Minutes No. 50, Paragraph 21) in which the main gender equality policy development directions are laid down.

The strategy of the European Union **“Europe 2020: Strategy for Smart, Sustainable and Inclusive Growth”** (approved by the Council of the European Union on 17 June 2010) is the document of EU level for the time period from 2014 to 2020. **Council conclusions on the contribution of culture to the implementation of the Europe 2020 strategy** (2011/C

175/01) are of significance in relation to culture, as they invite the EU Member States, upon formulating policy tasks in their planning documents, to promote contribution by culture to the measures proposed by the “Europe 2020” integrated guidelines and flagship initiatives aiming at turning the EU into a smart, sustainable and inclusive economy.

The **Latvian National Reform Programme for Implementation of the Strategy “EU 2020”** (approved by the Cabinet on 26 April 2011) includes tasks which are related to improving digitalisation of the cultural content and services, as well as cultural infrastructure in relation to building a favourable environment for entrepreneurship.

15 strategies of cultural sectors for the time period from 2014 to 2020 have been drawn up in close co-operation with the process of creating the guidelines, and they contain detailed description of the development objective, strategic action directions and activities of each sector. The strategies have been drawn up as a more detailed action plan of each sector for implementation of the guidelines “Creative Latvia”. Operation strategies have been drawn up for the following sectors and inter-sectors:

- * museums;
- * libraries;
- * archives;
- * cultural monuments;
- * intangible cultural heritage;
- * digital cultural heritage;
- * cultural education;
- * literature and book studies;
- * music;
- * theatre;
- * dance;
- * visual arts;
- * films;
- * architecture;
- * design.

4. PURPOSE AND PRIORITIES OF THE CULTURAL POLICY

Overall objective of the Guidelines:

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.

The following priorities are laid down for achieving the overarching objective of the policy:

1. Preservation and development of the cultural capital promoting 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. Creative territories and access to cultural services.

5. ACTION DIRECTIONS AND TASKS FOR ACHIEVING PRIORITIES AND POLICY OBJECTIVES

5.1. Preservation and development of the cultural capital promoting participation of the society in cultural processes

5.1.1. Problems to be solved (characterisation of the current situation and formulation of problems):

*** Liquidation of the consequences of crisis in the field of culture, insufficiency of sustainable support and favourable environment for the preservation and development of cultural heritage, as well as for the creation of new cultural values.**

Essentially Latvia has overcome the consequences caused by economic crisis, however, they are still present in the field of culture. By reducing the financing to the SCCF (by 72%)⁹, the crisis had a particularly severe impact on the support to the creative process. Currently the statistics also shows that the financing for development of the creative process is insufficient – in 2012 3890 projects were submitted to the SCCF with the total financing requested EUR 17 994 137. From them 52% or 2021 projects were supported, granting 26% from the requested financing – EUR 4 603 037. Cultural and cultural heritage institutions mobilised the reduced resources and continued the provision of services to the society during crisis, even increasing visits to institutions.¹⁰ However, the insufficient base financing hinders the implementation of the functions laid down in laws (Law On Museums, Law On Libraries, Film Law, etc.).

At present diverse financing is available and it is possible to diversify financial sources (international funds, co-operation with other fields by involving in environmental, health, education and other projects, by developing the tradition of sponsorship, donations and patronage in Latvia). However, taking into account the small market and the limited financial possibilities of inhabitants, State aid for preservation of cultural capital and ensuring of the basis of cultural institutions is still necessary in order to develop new initiatives for the maintenance of the national identity and values in the society. Being aware of the role of culture in building national identity and value orientation, as well as in preserving the language, cultural and heritage institutions must ensure a possibility to preserve balance in their activities between the mission to maintain values and successful economic activity. For this very reason, in order to continue purposeful implementation of the development of the cultural sector, base financing must be renewed in the post-crisis period for implementation of sectoral functions so that the budget of culture would increase gradually; it still has not reached the level of 2008 – the amount of the budget of the MoC (excluding construction costs of the NLL) in 2014 in relation to 2008 is only 78%. In turn, the budget of the Ministry of Culture (excluding construction costs of the NLL) in 2008 was 2.13% of the total State budget, in 2013 – 1.48%, but in the plan for 2014 – 1.73%.

The uncompetitive remuneration reduced during the crisis for the persons employed in the field of culture poses a risk of losing professional specialists in the labour market. Therefore, strengthening of competitive remuneration is one of the main tasks of the Guidelines. The problems of legal status and social protection, which concern self-employed representatives of creative professions, must be solved. In order to motivate excellence in culture nationally and internationally, the system of awarding for excellent performance must be revised and improved.

⁹ Reduction of budget for 2010 in comparison to execution of 2008 (%).

¹⁰ See Annex 1 (Figure 3).

It is also necessary to revise the system for governance of cultural sectors of Latvia. Lack of joined management and co-ordination hinders successful development of some sectors. Sectors of literature, visual art and dance, as well as architecture and design perceive difficulties in this area. The possibilities of co-operation between the State and non-governmental sector is a resource not used to the fullest in improvement of the management, strengthening sectoral self-governance and developing efficient co-operation models. Planning, implementation and control of stable and sustainable policy is also hindered by the lack of qualitative indicators for evaluation of cultural processes and monitoring of an evidence based cultural policy.

*** Changes in the society and habits of consuming culture, which create the necessity to purposefully attract, educate and expand the audience of culture, to promote participation in cultural processes.**

Nowadays one of the main issues in cultural policy is increasing the audience of culture because significant changes have taken place therein because of globalisation and digital era. Therefore, cultural institutions must search for innovative forms for involvement of the society, as well as study the needs of the audience. It is also particularly important for culture to attract the part of the society which is not interested in culture and does not go to events. It is important when thinking about the needs of innovative economics and development of creativity in the whole society, as well as about cohesion of the society, preservation of identity, attraction to Latvia and one's local site.

The structure of the society is continuously developing, the system of attitudes and values of the society is also changing. Thus, the diversity of the society, the interests and rights of different groups of the society must be taken into account in order to ensure them without any discrimination and according to the principle of equality, also promoting social inclusion of persons with functional disorders, promoting gender equality and equal opportunities.

Media have a significant role in forming the public opinion. If the State brings forward strengthening of sustainable values as its objective, continuous support of the State to media is also necessary in order to build value orientation and understanding of the society, as well as to develop independent and critical thinking, ethical behaviour. Without receiving purposeful State aid, media operate in the interests of advertisers, strengthen and bring forward values of the consumer society, therefore, it is necessary to significantly increase the role of media in the creation of intellectually active, socially responsible and creative public values in the society of Latvia. At present the content of culture in mass media of Latvia is insufficient, the society is not ensured wholesome access to diverse and comprehensive information, the media space dedicated to professional development of art is very restricted, thus hindering professional analysis and development of cultural processes.

*** Necessity of wholesome and more efficient use of the potential of culture of Latvia in the field of deepening international co-operation and cultural diplomacy.**

Culture has always been an efficient and widely used resource for the creation of international relations and State image, for the achievement of external policy objectives. International co-operation in culture promotes and favourably influences visibility of states, providing them with co-operation possibilities in other fields as well, including in economy, security, environmental protection, etc. Joining the European Union has given opportunities for more extensive involvement of culture of Latvia in Europe and the world, as well as deeper integration in culture of Europe, development of cultural diplomacy and better visibility of Latvia in the world. Direct co-operation of individuals and cultural institutions have an increasingly important role in building positive image of the State, therefore, the promotion of mobility of artists becomes more important. Due to financial capacity the potential of cultural diplomacy is not used to full extent. Therefore, it is important to use possibilities offered by

events of international significance, also “Riga – Capital of Europe 2014”, presidency of Latvia in the Council of the EU in 2015 and centenary of the State of Latvia in 2018.

5.1.2. Strategic objective of the priority:

To strengthen and increase the value of cultural capital of Latvia and to promote participation and inclusion of as large part of the society in cultural processes as possible.

5.1.3. Action directions:

1. Establishment of favourable environment for the creation of new cultural values, for the preservation and availability of inherited cultural values.
2. Involving of cultural institutions and media in expanding the audience, promoting the interest of the society in cultural processes.
3. More active involvement of culture of Latvia in international cultural processes and co-operation networks, promoting the development of cultural diplomacy.
4. Development of human resources and efficient cultural management.

5.1.4. Expected result:

- * Legal and social protection of creative professionals is ensured and work evaluation of the persons working in the field of culture is improved.
- * Preservation and availability of the most outstanding cultural monuments and holdings of heritage, including Rundāle Palace, Turaida Museum Reserve, Ethnographic Open-air Museum of Latvia, Museum of the History of Riga and Navigation, is ensured.
- * The network of libraries ensures diverse cultural, educational and information services and the accessibility to inhabitants, the libraries have agreed upon local society knowledge and local community communication and self-initiative centres.
- * Active creation process in all fields of art is ensured with the support of the SCCF.
- * Co-operation between cultural institutions and their audience has strengthened, the society has become more active and socially more responsible, attendance of cultural events and the number of participants in amateur movement increases.
- * The tradition of the Song and Dance Celebration is an excellent example of the cohesion of the society of Latvia, sustainability of which is ensured by targeted co-operation between the State, public and private sector.
- * Culture of Latvia becomes more integral part of Europe and the world – both by participating in international networks and establishing relationship with countries, also among individual organisations and bodies. Mobility and exchange of artists is widespread.
- * Implementation of the programme of centenary of the Republic of Latvia has enriched the culture of Latvia with new excellent pieces of music, art, cinema and literature, making inhabitants of Latvia more proud of their state and belonging thereto.

5.1.5. Policy and performance indicators

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Establishment of favourable environment for the preservation and	Continuity of the process of the Song and Dance Celebration is ensured (the number of folk art and traditional culture events	45	126	130	126

development of cultural heritage, as well as creation of new values is ensured.	organised with State aid)				
	Preservation of cultural heritage is ensured (the number of restored items of cultural heritage in the National Archives of Latvia and the National Library of Latvia)	127973	35477	35500	36000
	State aid to the creative process and creative initiatives of the society in the field of culture is ensured (the number of projects evaluated by the SCCF)	3546	3850	3850	4000
	The number of new creations (performances, concerts, films)	294	310	300	330
Involving of cultural institutions and media in expanding the audience, promoting the interest and participation of the society in cultural processes, is ensured	Number of attended cultural events per year per 100 inhabitants	227	280	270	280
	Expenses of households for culture and recreation from the total expenses of households, %	7,1	7,1	7,5	8,1
More active involvement of culture of Latvia in international cultural processes and co-operation networks is ensured, the development of cultural diplomacy is promoted.	Representation of Latvia in international events (international events, fairs, exhibitions) is ensured	13	15	16	17
	Payments into international organisations (number)	17	18	20	20
Development of human resources and efficient cultural management is promoted.	Participation of NGOs in policy-making (participation in % from the number of consultative meetings and working groups organised by the ministry)		71	71	71
	Number of agreements and participation contracts entered into	6	8	8	8
	Quality of services provided by cultural heritage institutions is ensured (accreditation of museums and libraries)	114	120	120	125

Data source: MoC, LNCC, CSB, NAL, NLL

Forecasts: MoC

5.1.6. Tasks and activities to be performed within the scope of action directions of the priority

1. Action direction: Establishment of favourable environment for the preservation and development of cultural heritage, as well as creation of new values (NDP 337; 132)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
1.1. To ensure regular support to the development of the creation process	1.1.1. To ensure the creation of new and diverse values in art, music, literature, drama, choreography, cinema, supporting increase in the amount of financing to the SCCF for creative scholarships and target programmes	MoC (SCCF)		In addition: State budget (SCCF) within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2014-2020
	1.1.2. To ensure continuous supplementation of the National Museum Holding, renewing the State procurement programme of art works, cultural-historical and nature objects	MoC (SCCF)	Museums	In addition: State budget (SCCF) within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2015-2020
	1.1.3. To ensure targeted support to operation of visual art exhibitions and implementation of international projects, ensuring development of the field and accessibility of visual art to the society	MoC (SCCF)	Museums, galleries, sectoral NGOs	In addition: State budget (SCCF) within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2014-2020
	1.1.4. To develop and strengthen the basic tender, as well as organise dedicated tenders for projects in the field of films (for example, movies for children, genre movies, international joint productions, period chronicles, etc.) in order to ensure	MoC (NFC)	SCCF, LTV	In addition: State budget EUR 6 000 000; financing from the programme "Creative Europe"	2015-2020

	availability of diverse national cinema to the society				
	1.1.5. To draw up a concept and to establish a system for partial directing of income from cinema tickets to the development of national cinema	MoC (NFC)	MoF, other ministries	Within the scope of the State budget	2015-2017
	1.1.6. To create stable basis for gradual increase of the SCCF budget, ensuring diversity of cultural processes and their accessibility to the society	MoC, MoF	SCCF	In addition: State budget EUR 32 041 500	2014-2020
1.2. To ensure support to sustainable operation of cultural institutions	1.2.1. To support the operation of State-founded theatres and concert organisations with the purpose of ensuring diversity and accessibility of services	MoC	State-founded cultural institutions	In addition: State budget EUR 12 000 000	2014-2020
	1.2.2. To regularly support the operation of independent professional art institutions (theatres, visual art, music, dance) on a competitive basis, ensuring diversity of services and promoting attraction of new audiences	MoC	SCCF, independent professional art institutions	In addition: State budget EUR 960 000	2014-2020
	1.2.3. To ensure the development, research, preservation, as well as accessibility of the National Museum Holding, creating qualitative museum expositions, exhibitions and educational programmes in museums	MoC, MoD, MoES, MoI, MoH, MoA	Local governments, museums, their founders, MoEPRD	In addition: State budget EUR 17 193 449; local government budget	2014-2020
	1.2.4. To ensure accessibility of library, also information and knowledge resources and services for the purposes of education,	MoC (NLL, CISC)	MoEPRD, MoES, founders of libraries)	In addition: State budget EUR 9 000 000; local government	2014-2020

	research, lifelong education and national economy development			budget	
	1.2.5. To ensure the preservation of the National Documentary Heritage, its purposeful supplementation with documents of archival value and accessibility to the society	MoC (NAL)	NLL, UoL, LAA	In addition: State budget EUR 9 000 000	2014-2020
1.3. To ensure the preservation and transmitting of tangible and intangible cultural heritage	1.3.1. To draw up a draft law on intangible cultural heritage of Latvia and other related legal acts in order to promote preservation of the heritage and active involvement of communities in retransfer thereof	MoC (LNCC)	MoES (NCE), MoA, MoE, LALRG, NGOs	Within the scope of the State budget	2 nd half of 2014
	1.3.2. To create and regularly update a list of intangible cultural heritage of Latvia	MoC (LNCC)	Experts of the ICH	In addition: State budget EUR 132 330	2015-2020
	1.3.3. To draw up and implement programmes for retransferring of skills and knowledge and training of experts – masters – of intangible cultural heritage	MoC (LNCC, SIHP)	MoES, MoA	In addition: State budget EUR 258 000; local government budget	2015-2020
	1.3.4. To draw up modern guidelines and recommendations for preservation of cultural heritage, to popularise good practice examples	MoC (SIHP)	Local governments	In addition: State budget EUR 10 800; local government budget	2 nd half of 2016
1.4. To strengthen the sustainability of the tradition of the Song and Dance Celebration	1.4.1. To ensure State earmarked grant to the artistic groups involved in the process of the Song and Dance Celebration and to provide methodological support to artistic groups of Latvia and Latvian diaspora for the provision of continuity and quality of the process	MoC (LNCC)	Co-operation partners (State, local government institutions, NGOs)	In addition: State budget EUR 3 549 975; local government budget	2015-2020
	1.4.2. To prepare and	MoC	MoES, NCE,	In addition:	2015 – 1 st

	implement the plan for preserving and developing the tradition of the Song and Dance Celebration 2014-2018	(LNCC)	Council of the Song and Folk Dance Celebration	State budget EUR 5 946 810	half of 2018
	1.4.3. To create an exposition dedicated to the tradition of the Song and Dance Celebration and to support measures for improving the sites where the tradition of the Song and Dance Celebration takes place	MoC	RCC, NCE, Council of the Song and Dance Celebration, etc.	State and local government financing will be updated after reviewing the issue in the Council of the Song and Dance Celebration	2016-2018
2. Action direction: Involvement of cultural institutions and media in expanding the audience, promoting the interest and participation of the society in cultural processes. (NDP 337)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
2.1. To promote targeted involvement of media in educating and informing the society regarding cultural processes and measures	2.1.1. To ensure regular support to a weekly cultural media provided for a wide audience (in printed and electronic form)	MoC	media	In addition: State budget EUR 1 150 000	2014-2020
	2.1.2. To support specialised media documenting and analysing cultural processes for the development of professional quality and critical thinking of sectors	MoC (SCCF)	media	In addition: State budget (SCCF) within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2016-2020
	2.1.3. In co-operation with the NEMMC to define the national remit for cultural broadcasts and programmes in public media (Latvian TV, Latvian Radio, Internet platform)	NEMMC	LTV, Latvian Radio, theatres, concert organisations	Within the scope of the State budget	2 nd half of 2016
2.2. To support traditional and innovative measures with the purpose of attracting new	2.2.1. To popularise high-quality literature, supporting events of State significance (Days of Poetry, Prose Readings, cultural	MoC (SCCF, NLL, RCC)	WITH, LLC, LAW, Latvian Section of IBBY, LBG	In addition: State budget within the scope of increase in the SCCF	2014-2020

audiences to cultural events	programmes of Book Celebration and Riga Book Celebration)			budget planned in Activity 1.1.6 of Priority 1; local government budget	
	2.2.2. To develop traditional (Night of Museum, Cultural Heritage Days, Art Days, etc.) and innovative measures (White Nights, etc.), promoting popularisation of cultural diversity	MoC	Local governments, NGOs, cultural institutions	Within the scope of the State budget, local government budget	2014-2020
	2.2.3. To create diverse events provided for different target audiences and dedicated to anniversaries of prominent personalities of Latvian culture and art, as well as significant historic events	MoC	Local governments, NGOs, cultural institutions	In addition: State budget EUR 2 600 000; local government budget	2015-2020
	2.2.4. To establish support mechanisms for cultural institutions, which create new, innovative services for attracting new audiences, including attracting foreign audience	MoC	Local governments, NGOs, cultural institutions	In addition: State budget (SCCF) within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1; local government budget	2016-2020
	2.2.5. To strengthen the accessibility of the existing cultural services and to promote the accessibility of new cultural services in cultural institutions, also promoting social inclusion for persons with functional disorders	MoC	MoW, local governments, NGOs, cultural institutions	Within the scope of the State budget, it is planned to attract financing within the scope of projects administered by the SIF; local government	2017-2020

				budget	
2.3. To create and implement the cultural programme for centenary of the Republic of Latvia	2.3.1. To create and implement the cultural programme for centenary of the Republic of Latvia, planning events and their financing in due time	MoC	Cultural institutions	In addition: State budget EUR 20 000 000	2015-2018
	2.3.2. To draw up and publish fundamental research on cultural and art history (art history of Latvia, cultural history of Latvia, etc.)	MoC	AHioLAA	In addition: State budget EUR 438 150	2015 – 1 st half of 2018
	2.3.3. To organise Nationwide Latvian Song and Dance Celebration dedicated to the centenary of the Republic of Latvia	MoC (LNCC)	MoES	In addition: State budget EUR 4 800 000; local government budget	2016 – 2 nd half of 2018
	2.3.4. To apply and implement the project “Riga – World Book Capital 2018”	MoC	RCC, LLC, LAW, Latvian Section of IBBY, LBG, NLL	In addition: State budget according to the financing of Activity 2.3.1; local government budget; private financing	2016-2018
	2.3.5. To continue implementation of the programme “Heritage – 2018. Programme for Improving the Infrastructure of Culture 2006-2018” ¹¹	MoC, MoF (SIP)	Cultural institutions	According to the financing planned for the Programme for Improving the Infrastructure of Culture 2006-2018; EEA; EAFRD; ERDF	2014-2018

¹¹ Activity is implemented according to the programme “Heritage 2018. Programme for Improving the Infrastructure of Culture 2006-2018”, which includes the implementation plan and plans financing for improving the infrastructure of 46 State cultural institutions.

3. Action direction: to ensure the participation of culture of Latvia in international cultural processes and co-operation networks, as well as to promote the development of cultural diplomacy (NDP 337)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
3.1. To ensure international co-operation and competitiveness of cultural and cultural heritage sectors	3.1.1. To develop a system of regular international competitions in all fields of music in order to promote the competitiveness of professional music	MoC (LNCC, JVLAM)	Concert organisations	In addition: State budget within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2016-2020
	3.1.2. To strengthen the development of existing international events and to promote the development of new international events (competitions, festivals, master classes) in Latvia, ensuring international visibility of professional classical and modern dance of Latvia	MoC	Dance institutions	In addition: State budget within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2014-2020
	3.1.3. To establish a support programme of translators and translating Latvian literature in the SCCF in order to provide the opportunity of exporting Latvian literature abroad	MoC (SCCF)	LAW, LLC, Latvian Section of IBBY, LBG	In addition: State budget within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2015-2020
	3.1.4. In co-operation with the MoC of Estonia and Lithuania to implement the project “Baltic States in the Status of Guest Countries in London Book Fair 2018”	MoC	LLC, LAW, Latvian Section of IBBY, LBG	In addition: State budget EUR 1 700 000; local government budget	2015-2018
	3.1.5. To take active part in international organisations and networks of which Latvia is a member state (European	MoC	Sectoral institutions	Within the scope of the State budget	2014-2020

	Council, UNESCO, ICOMOS, ICCROM, ICOM, NEMO, etc.)				
	3.1.6. To promote the mobility of Latvian artists and their involvement in international projects	MoC	NGO	In addition: State budget EUR 2 835 422; Nordic-Baltic Mobility Programme	2014-2020
	3.1.7. To draw up regulation for the promotion of international mobility of cultural heritage	MoC	LCM	Within the scope of the State budget	2016-2017
3.2. To create positive image of Latvia applying cultural diplomacy	3.2.1. To ensure representation of State and cultural sectors in non-commercial international exhibitions, festivals	MoC	MoFA, sectoral institutions	In addition: State budget EUR 1 200 000	2015-2020
	3.2.3. To provide information regarding values of Latvian Cultural Canon to different target audiences abroad, including Latvian diaspora	MoC	MoFA (LI), NLL, cultural institutions	In addition: State budget EUR 150 000	2 nd half of 2016 – 2018
	3.2.4. To implement the project “Riga – European Capital of Culture 2014”	RCC	MoC	Within the scope of the State budget	2014
	3.2.5. To ensure implementation of the cultural programme during presidency of Latvia in the Council of the EU	MoFA	MoC	Within the scope of the State budget	1 st half of 2015
4. Action direction: Development of human resources and efficient cultural management (NDP 339)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
4.1. To create favourable conditions for persons working in the field of culture and for their work evaluation	4.1.1. To achieve increase and competitiveness of remuneration for persons working in the field of culture, ensuring its conformity with the qualification and commensurability with the average	MoC	MoF, MoEPRD	In addition: State budget EUR 54 863 435; local government budget	2015-2020

	remuneration in the State				
	4.1.2. To draw up and introduce regulation and support system for improving legal and social protection of creative professionals	MoC	MoW, MoF, LCCU	In addition: State budget EUR 1 728 000	2016-2020
	4.1.3. To improve the system for recognition and awards for significant achievements in culture in national and international level in all fields	MoC	Sectoral NGOs, LCCU	In addition: State budget EUR 600 000	2015-2020
4.2. To improve the system for management of fields of culture	4.2.1. To survey problems in management of fields and to draw up a concept for improving its operation and co-ordination, also to evaluate the necessity to involve more extensively non-governmental institutions of culture in cultural management	MoC	Sectoral NGOs	Within the scope of the State budget	2015 – 1 st half of 2016
	4.2.2. To establish a Cultural Education Council, ensuring inter-field and inter-sectoral representation and co-operation	MoC (LNCC)	MoC, MoES, MoE, MoW	Within the scope of the State budget	2 nd half of 2015
	4.2.3. To strengthen the role of the National Board of Culture and the Alliance of Culture in policy-making and management of cultural processes	MoC	Sectoral NGOs	Within the scope of the State budget	2014
	4.2.4. To develop public-private partnership for attracting financing to the field of culture, to support the development of patronage traditions	MoC	Private partners	Within the scope of the State budget; private financing	2015-2020
	4.2.5. To ensure quality monitoring and management of operation and services of cultural institutions, implementing	MoC	LL LCM, LNCC	In addition: State budget EUR 12 600	2015-2020

	accreditation of libraries, museums and cultural education institutions and certification of archival specialists				
4.3. To ensure regular research of cultural processes and audience and monitoring of cultural policy	4.3.1. To improve the aggregation and accessibility of cultural statistics, developing the content and technologies of the Digital Culture Map of Latvia (www.kulturaskarte.lv)	MoC	Cultural institutions, local governments	In addition: State budget EUR 100 000	2015-2020
	4.3.2. To ensure regular studies of culture and cultural audience, as well as monitoring of cultural policy	MoC	Research institutions	In addition: State budget EUR 180 000	2015-2020

Indicative planned financing for implementation of the priority “Preservation and development of the cultural capital with participation of the society in cultural processes”			
	2015	2016	2017 - 2020
Additional financing necessary for achieving objectives	24 689 512	27 930 732	130 490 227
Other financing	EEA financing “Creative Europe”; Nordic-Baltic Mobility Programme		

5.2. Creativity in lifelong education and cultural education oriented towards labour market

5.2.1. Problems to be solved (characterisation of the current situation and formulation of problems):

*** The education system does not promote creativity to a sufficient level, there is a weak link between educational and cultural processes,¹² particularly for children and youth who live further away from cultural centres, access to professional art is hindered, as well as there is a lack of targeted State policy for expanding cultural experience and promoting creativity in perspective of lifelong education.**

In order to promote the development of creative potential of every inhabitant of Latvia, it is necessary to improve the study process in formal education, to promote the development of imagination, intuition, emotional world, as well as creative and critical thinking of pupils. Similarly, the significance of preservation, maintenance and popularisation of basic values of

¹² Study “Ex-ante Evaluation for Implementation of Structural Reforms in the Field of Education Policy in Order to Promote the Acquisition of Creative Skills. Final Report On Recommendations for Implementation of Structural Reforms in the Field of Creative Education” (2012), pp.5-6, see <http://www.mk.gov.lv/esstrukturfondi/vk-realizetie-projekti/strukturaloreformuistenosana/reformu-novertejumi-un-petijumi/?print>

the cultural heritage of Latvia is not emphasised to a sufficient level in the education process. There is no targeted and sustainable set of measures in the State, which would provide children and youth with the opportunity to experience and be in contact with culture and professional art also outside the process of formal education. The current socio-economic situation restricts accessibility of cultural services (particularly professional art) throughout Latvia, as well as improvement of the offer of cultural education which hinders participation of children and youth in cultural processes. Latvia should take over experience of other countries (for example, France, Germany and Norway), offering pupils the “cultural schoolbag”, which would provide every child and young person with an opportunity, without any discrimination, to have direct access to professional culture and art to at least minimum extent.

In order to ensure accessibility of cultural education services and to promote improvement of personality throughout life, State investments in all levels of education are necessary. Also cultural education teachers should expand knowledge and experience in refining creativity, communication skills, social skills and interests of children, youth and adults, using cultural education methods and art means of expression outside professional cultural education programmes.

Cultural memory institutions (museums, archives, libraries) are already taking active part in the field of lifelong education of the society, however, the current potential of cultural memory institutions is not used to the fullest, as well as stable and sustainable co-operation of culture and education sectors has not been established, which would allow accessibility of cultural education offer of cultural institutions in long-term in the process of formal education and non-formal education, as well as in intellectual and creative improvement of students. Therefore, it is important to survey and purposefully use the current potential of cultural and educational institutions for improvement of personality throughout life. For example, cultural centres could offer non-formal education programmes. The offer of cultural education and cultural institutions may promote improvement of social and communication skills of people, co-operation, solidarity of the society, communication between generations and social inclusion. In order to achieve these objectives, cultural education and cultural institutions must improve co-operation with local governments, entrepreneurs, non-governmental sector and international organisations.

The importance and necessity of digital accessibility of cultural content rapidly increases in the process of education, however, digitalised cultural resources are insufficient, moreover, link between cultural and educational process is not ensured to sufficient extent in relation to the existing resources. In order to promote the acquisition of new knowledge, cultural and memory institutions must co-operate with educational institutions, helping to ensure the study process with encyclopaedic resources of the digital culture heritage according to the age groups and study directions. Cultural and memory institutions in co-operation with institutions of higher education and sectoral specialists must draw up methodological materials corresponding to the modern requirements, which would promote the competence of children and youth as regards different sources of information, the ability to find the necessary information and assess its quality.

*** There is insufficiently developed infrastructure, material and technical basis in cultural education institutions, there is a lack of innovative teaching aids (also digital) which would allow ensuring offer and provision of content of education corresponding to the modern labour market and development needs of the society in order to support emerging of excellence.**

The main task of cultural education is targeted work with children and youth, ensuring the development of their talents and personality, as well as promoting emerging of creative excellence. Good system of professional cultural education has been established in Latvia – formalised education with State recognised education documents, licensed and accredited

programmes. Continuity of education content is ensured – successive transition to each subsequent level of education. However, according to the current demand of the labour market, evaluating the content of vocational secondary cultural education and the possibilities of implementing and improving it, it is necessary to perform strategic re-planning of the development of the network of vocational secondary art and music secondary schools, establishing competence centres as excellence centres with concentration of resources and competencies, as well as developing specialisation of other secondary schools. The Ministry of Culture has intended to establish six cultural education competence centres until 2020 – two of them (design and stage art) are being established in Riga, two in Kurzeme – in Liepāja and Ventspils, as well as one in Vidzeme (Cēsis) and Latgale (Rēzekne) each. Competence centres will ensure emerging of excellence in the stage of vocational secondary cultural education.

Two competence centres are being established in Riga because Riga holds the highest critical mass of entrepreneurial and creative potential of cultural and creative industries and the largest labour market of the segment. State theatres and concert organisations, private art galleries, as well as three institutions of higher education and college in the field of culture education are operating in Riga. According to the CSB data 4398 enterprises of creative industries were operating in 2010 in Riga alone, and they employed 28 422 persons. The turnover of these enterprises in the capital was EUR 1 067 705, in turn, their added gross value was EUR 381 922. There is also strong creative potential in Liepāja, as well as good labour market, ancient and stable cultural and art traditions. A department of multimedia and a laboratory of art research has been established in the University of Liepāja, a new concert hall is being built in the city, the Liepāja Theatre, Liepāja Symphony Orchestra and other institutions of cultural industry are very active. It establishes pre-conditions for the creation of an interdisciplinary competence centre in Liepāja. In turn, the only programme for sound engineer in Latvia is operating for the third year in Ventspils University College, and the graduates are awarded the qualification of sound engineer. Programmes of Ventspils University College include acquisition of information technologies to wide extent. By establishing a competence centre on the basis of Ventspils Music Secondary School it is planned to strengthen co-operation with Ventspils University College, developing specialisation of a competence centre in the field of sound digitalisation. Ventspils has a well developed network of places for internship and institutions of cultural industries (including Pārventa library with concert hall, centre of performing arts “Jūras vārti”, etc.), it is also possible to find places for internship in Liepāja. Although competence centres in Riga, Liepāja and Ventspils could operate wholesomely and ensure high-quality study content, investments for an infrastructure and material and technical basis corresponding to the specialisation are necessary.

Until 2020 it is planned to develop a competence centre of Cēsis because during the last years Cēsis has become one of the leading towns of cultural industries.¹³ Development of creative industries is also marked as a significant future direction in the development plan of Rēzekne city¹⁴. Concert hall “Embassy of Latgale Gors” has been operating successfully for already a year in Rēzekne, and a branch of the Art Academy of Latvia has been operating in Rēzekne

¹³ Economic return of the art festival in Cēsis to the town in 2012: according to the number of the tickets sold 16 500 people attended the festival. On average during the festival each cultural tourist left LVL 10-12 (EUR 14-17) to the economy of the town of Cēsis, which in total provided the financial benefit to the town in amount of at least LVL 130 000 (EUR 186 000). Additional benefit – the festival promotes the creation of new working places: during the summer period hotels and cafés hire additional employees for the time period of the festival. It has been observed that visitors of the festival alongside to concerts and other events visit local museums, castles, amusement parks and attempt to use all possibilities of activities in the vicinity of Cēsis. State financing ensures accessibility of the event (cheaper tickets), as well as promotes attracting of sponsors. The festival creates a positive image of the town. One of the motivations for granting State co-financing – to promote high-quality professional art events in regions.

¹⁴ See www.rezekne.lv/uploads/media/Rezeknes_pilsetas_Strategijas_1.redakcija.pdf (p. 12)

since 1990. Labour market of cultural and creative industries is being purposefully established in the city, therefore, the competence centre established in Rēzekne will be as the place for development of creative resources in Latgale region.¹⁵

In order to promote the link of vocational cultural education with modern labour market, it is important to ensure opportunities for continuous vocational in-service training and acquisition of higher qualification for graduates and professionals already working, by creating new programmes, ensuring opportunities of further education and vocational in-service training, also opportunities of participation in international competitions. Also attention should be paid to offering high-quality content in competence centres and vocational secondary education institutions, particularly to development of new and innovative, also digital teaching aids. Also closer link between secondary and higher cultural education institutions and representatives of the labour market should be formed in organising places for internship.

*** There is insufficient co-operation between institutions of higher education and the labour market in the field of cultural education, there is a lack of stable financial mechanism for supporting cultural and art research in the field of humanities.**

According to the Smart Development Strategy and the policy document “Science, Technology Development and Innovation Guidelines 2014-2020”¹⁶ 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, particularly ICT. The creative potential of institutions of higher cultural education for the development of innovations is not being used to the fullest, also co-operation opportunities of institutions of higher education of cultural education, creation of links with other fields of culture and technical institutions of higher education, as well as entrepreneurs in Latvia and abroad are not used to sufficient extent, creating innovative programmes and internships between institutions of higher education and inter-sectoral programmes and internships. One of hindering factors for transferring the results of innovations and creative experiments into practical application is the lack of a corresponding material and technical basis, low accessibility of technological innovations, therefore, it is particularly important to develop closer co-operation between cultural and technical institutions of higher education within the scope of inter-disciplinary projects and programmes.

In the system of cultural education it is essential to promote a link between research, scientific innovation and creative artistic activities, promoting inclusion of internship in all stages of higher education, particularly in the stage of doctoral studies. It will ensure regional competitiveness of higher art education system of Latvia, taking into account the fact that doctoral studies in the fields of art within the scope of higher education systems of Estonia, Lithuania, Finland and Sweden are based on a link between research and creative artistic activities. In order to ensure further education of employees and transfer of research skills in the fields of culture and creative industries, it is essential to develop and use the potential of teachers in art institutions of higher education and the field of cultural education.

Humanitarian scientific institutes are also of significance in preserving identity and culture as the researchers working therein ensure research of the national cultural values and link between cultural and historical and artistic events and studies of European and global researchers. However, lack of support to strengthening the capacity of human resources, insufficient provision of scientific activity endangers the existence of research in art and

¹⁵ The strategy of competence centres contains a detailed strategic development model of secondary cultural education, drawing up in detail the priorities of competence centres and the schedule for establishment, as well as defining specialisation of other vocational secondary education institutions.

¹⁶ Science, Technology Development and Innovation Guidelines 2014-2020 (Cabinet Order No. 685 of 28 December 2013), p. 21; see <http://polsis.mk.gov.lv/LoadAtt/file21796.doc>

cultural history, arts and current cultural processes in long-term, as well as influences the understanding of the society and the quality of critical thinking in issues related to culture.

*** There is a 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.**

Cultural institutions, also museums, libraries, the National Library of Latvia, the Latvian National Centre for Culture, the National Film Centre, regularly offer different cultural-educational and further education measures, educational programmes and courses intended for specialists of cultural sectors and persons employed in creative professions. This offer should be improved because the field of culture and cultural education, owing to widely accessible new technologies and adult educational programmes, may ensure the development of creative entrepreneurship in globalised and digitalised world where the competitiveness of countries is increasingly determined by creative ideas that are transferred to innovative products and services.

It is important to identify further education needs of the persons working in the field of culture, preparing educational programmes in co-operation with sectoral institutions, which will ensure further education and improvement of professional proficiency of the persons employed in the field of culture, their more active involvement in the labour market or retraining. Creative entrepreneurship should also be supported, which by promoting wide access to the new technologies and adult educational programmes will increase competitiveness in the field of culture, development of innovative products and services, also development of creative ideas.

5.2.2. Strategic objective:

To promote diverse, high-quality and accessible offer of cultural education for strengthening national identity and growth of creative economy, as well as to promote the development of creativity of a personality in all levels of education.

5.2.3. Action directions:

1. Lifelong education developing personality, particularly development of creativity in general formal education and non-formal education of children and youth.
2. Quality and excellence in secondary vocational cultural education.
3. Competitive higher education and research.
4. Vocational further education adjusted to the labour market.

5.2.4. Expected result:

* Every child and young person is given an opportunity to attend some cultural event without any discrimination: the programme of cultural events “cultural schoolbag” ensures access to cultural services; also diverse cultural content that is integrated in all levels of education is accessible in the virtual environment.

* Materially and technically well equipped, modern cultural education competence centres are established, which provide basis for the preparation of excellence in art and music. The offer of cultural education programmes is harmonised with the requirements of the labour market.

* Cultural and art institutions of higher education offer high-quality and competitive education that is in demand also among foreign students.

* Scientific research centres of cultural institutions of higher education ensure research and popularisation of themes of significance for the creation of national identity in the society.

* Further education opportunities for the persons working in the field of culture are ensured. The offer of further education promotes the competitiveness and regular improvement of skills of cultural specialists.

5.2.5. Policy and performance indicators

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Quality and excellence in vocational cultural education in ensured	Number of pupils in cultural education institutions (vocationally oriented and vocational secondary education) per 1000 inhabitants	11,8	12,7	14	15
	Number of pedagogical rates and positions paid from the grant from the State budget in local government educational institutions	1608	2100	2100	2100
Competitive higher education and research is ensured	Number of students who have acquired a degree or qualification in cultural, art and music institutions of higher education and college	536	538	538	538
	Number of scientific papers (including books, articles and publications in IQP, periodicals)	110	120	125	130
	Number of pupils in cultural education institutions of higher education and colleges per 1000 inhabitants	1,2	1,3	1,4	1,5
Lifelong education developing personality, particularly development of creativity in general formal education and non-formal education of children and youth	Number of pupils with special needs in the total number of educatees in cultural education institutions (vocationally oriented and vocational secondary education)	80	80	80	80
	Number of implemented “Cultural Schoolbag” projects	-	-	15	40
Vocational further education adjusted to the labour market	Number of implemented creative (entrepreneurs/schools) partnerships	0	14	20	50
	Number of educated cultural employees and cultural education teachers	400	1300	1300	1300

Data source: MoC, MoES, CSB

Forecasts: MoC

5.2.6. Tasks and activities to be performed within the scope of action directions of the priority

1. Action direction: Lifelong education developing personality, particularly development of creativity in general formal education and non-formal education of children and youth (NDP 337; 249; 248)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
1.1. To ensure access to diverse cultural education	1.1.1. To draw up, within the scope of the programme “Cultural	MoC	SCCF, cultural institutions, MoES	In addition: State budget EUR 2 500 000	2016-2020

services	Schoolbag”, 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				
	1.1.2. To popularise and put into practice the Latvian Cultural Canon in formal and non-formal education process, also to create its digital version for the audience of children and youth	MoES (NCE)	MoC	Within the scope of the State budget	1 st half of 2018
	1.1.3. To establish an exchange programme on the website of the LNCC, ensuring accessibility of cultural education study and methodological materials to all educational institutions of Latvia	MoC (LNCC)		In addition: State budget EUR 40 000	2016-2020
	1.1.4. To develop the reading skill and the wish to read of children and youth, strengthening the current programmes for promoting reading, including “Children and Youth Jury” [<i>Bērnu un jauniešu žūrija</i>], “Book Start” [<i>Grāmatu starts</i>], purposefully drawing up new programmes for risk groups	MoC (NLL)	MoES, library, educational institutions	In addition: State budget EUR 1 600 000; local government budget	2016-2020

1.2. To ensure diverse offer of cultural education in cultural institutions	1.2.1. To develop memory institutions (museums, libraries, archives) as lifelong education resources for the society, improving access to non-formal education programmes	MoC (LMA, NLL, NAL, CISC)	Libraries, museums, archives, MoW, MoES	In addition: State budget EUR 3 923 000; local government budget; Erasmus +; ESF	2015-2020
	1.2.2. To ensure accessibility of film and audiovisual heritage within the scope of lifelong education in www.filmas.lv in libraries, schools, digitalised cultural centres and cinemas	MoC (NFC)	CISC, local government	In addition: State budget EUR 1 860 000	2015-2020
2. Action direction: Quality and excellence in vocational cultural education (NDP 291; 294; 295)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
2.1. To create a support system for discovering talents and cultivating excellence	2.1.1. To establish competitive vocational education competence centres (VECC) corresponding to the requirements of the modern labour market as the basis for the development of excellence	MoC	MoES	It is planned to attract ERDF financing EUR 20 000 000; in addition: State budget EUR 17 370 992	1 st half of 2015 – 2020
	2.1.2. To draw up a development concept for music, art and dance regional vocational secondary education institutions	MoC (LNCC)		Within the scope of the State budget	1 st half of 2015
	2.1.3. To draw up and introduce differentiated educational programmes for ensuring the development of gifted and talented children and youth in the system of vocationally oriented, vocational secondary and higher education	MoC	LNCC, JVLAM, LAA	In addition: State budget EUR 23 787 200	2015-2020
	2.1.4. To ensure regular State and international	MoC	LNCC, institutions of higher	In addition: State budget EUR 660 000	2015-2020

	competitions, festivals, exhibitions, creative camps and workshops, oriented towards evaluation of excellence and monitoring and analysis of the quality of education		education		
2.2. To involve cultural education institutions in creating the process of choosing career for youth	2.2.1. To develop the process of choosing career for youth, promoting drawing up and introduction of new cultural education programmes according to the requirements of the labour market	MoES, MoC	LNCC, cultural education institutions	It is planned to attract financing within the scope of the programmes of EU funds administered by the MoES; in addition State budget EUR 450 000	2015-2020
	2.2.2. To improve the competence of teachers and internship leaders according to the tendencies in the labour market, as well as to strengthen the capacity of vocational education institutions in adult education	MoC (LNCC)	MoES, cultural education institutions	It is planned to attract financing within the scope of the programmes of EU funds administered by the MoES	2015-2020
3. Action direction: Competitive higher education and research (NDP 182; 183; 184; 186; 189; 190)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
3.1. To ensure an offer of internationally competitive higher education in the fields of culture	3.1.1. To ensure increase in the proportion of the teaching staff that has obtained a doctoral degree, in institutions of higher education (LAC, LAA, JVLAM)	LAC, LAA, JVLAM	MoES, MoC	It will be possible to perform additional estimates of the State budget after implementation of Priority 3.1.3 of Task 2	2015-2020
	3.1.2. To ensure targeted updating and modernisation of the content of the study programmes and equipment, infrastructure of institutions of higher	LAC, LAA, JVLAM	MoES, MoC	It is planned to attract financing within the scope of the programmes of ERDF administered	2015-2020

	education, quality and sustainability of study programmes, taking into account the requirements of the labour market			by the MoES; in addition State budget EUR 42 000 000	
	3.1.3. To evaluate the possibility of accepting a doctoral study level of artistic internship based on research, which would provide those persons who have acquired master's degree in art to continue studies in doctoral level programmes	MoC, MoES		In addition: State budget EUR 781 208	2 nd half of 2016 – 2020
	3.1.4. To evaluate the possibility of preparing proposals for amendments to laws and regulations, ensuring a possibility to acquire higher education in art in three levels in all study fields of art	MoC, MoES		It will be possible to perform additional estimates after implementation of Priority 3.1.3 of Task 2	2017 – 2 nd half of 2018
	3.1.5. To ensure the opportunities of scholarship programmes and mobility for excellent students	MoES, MoC	LAA, LAC, JVLAM	Within the scope of the State budget; Erasmus +	2014-2020
3.2. To ensure the research base for cultural research and strengthening of national identity, to promote implementation of fundamental and applied research (including in Letonica)	3.2.1. To draw up a concept of the Cultural Policy Research Centre and to evaluate the possibilities of establishing it	MoC	JVLAM, LAA, LAC	Within the scope of the State budget	2017-2019
	3.2.2. To create an internationally quotable publication – magazine corresponding to the international requirements, joint for three institutions of higher education in cultural education, supplementing the creation of scientific magazines included in data bases in Latvia	LAC, LAA, JVLAM	MoC, MoES	In addition: State budget EUR 500 000	2017 – 2 nd half of 2019

	3.2.3. To promote the participation of student and academic staff in co-operation programmes and projects of Latvian and foreign technical, art and music institutions of higher education and scientific institutes	LAC, LAA, JVLAM	MoES, MoC	In addition: State budget EUR 162 460; it is planned to attract financing within the scope of the programmes of ESF administered by the MoES	2016-2020
	3.2.4. To develop the National Library of Latvia as the research centre of Letonica, national identity, information and cognitive science, also to implement the project of creating the National Encyclopaedia of Latvia	MoC (NLL)		In addition: State budget EUR 4 740 000; it is planned to attract financing within the scope of the programmes of ERDF administered by the MoES	2015-2020
4. Action direction: Vocational further education adjusted to the labour market (NDP 295)					
	4.1.1. According to the specific needs of sectors to ensure continuous professional improvement of persons working in the field of culture (also employees of cultural centres, museums, libraries, archives, etc.)	MoC (NLL, LNCC, NFC, NAL, CISC)	Cultural institutions, LCCU	In addition: State budget EUR 3 004 416; local government budget	2015-2020
	4.1.2. To improve the knowledge of employees of cultural sectors (also employees of cultural centres, museums, libraries, archives, etc.) regarding possibilities of modern technologies and their practical application in work	MoC (CISC, NLL, LNCC, NFC)	Cultural institutions, MoES	In addition: State budget EUR 2 754 908; it is planned to attract financing within the scope of the programmes of ESF administered by the MoES	2015-2020
	4.1.3. To ensure continuous access to further education for to specialists of local governments in the field of culture	MoC (LNCC)	Local governments, cultural centres of local governments	In addition: State budget EUR 118 060; it is planned to attract financing within the scope of the	2017-2020

			programmes of ESF administered by the MoES; local government budget	
4.1.4. To evaluate the possibility and to draw up methodology for the performance of regular monitoring on the number of students in institutions of higher cultural education and colleges who have acquired work six months after graduating from schools	MoC	LNCC	In addition: State budget EUR 60 000	2017-2019

Indicative planned financing for implementation of the priority “Creativity in Lifelong Education and Cultural Education Oriented Towards Labour Market”			
	2015	2016	2017 - 2020
Indicative additional financing necessary for achieving the objectives	8 898 320	11 430 873	48 183 052
Indicative financing of EU funds according to the OP	20 000 000		
Other financing	ERASMUS; COSME; HORIZON 2020		

5.3. Competitive cultural and creative industries

5.3.1. Problems to be solved (characterisation of the current situation and formulation of problems):

Creative industries have poor access to the financing, also have obstacles in the commercialisation process of the creative potential

Creative industries are often regarded as sectors consuming resources and not bringing any profit, however, statistical data and successful examples of entrepreneurship show that by joining creative ideas and business skills successful entrepreneurship is currently being developed in the sector of creative industries. The most widespread factors hindering creative entrepreneurship are the lack of knowledge regarding commercialisation processes and an inability to turn a creative idea into a commercial product or service; inability to prepare a business plan; difficulties to attract investments, to prove the value of the investment project, to present a business idea and business plan to an investor or creditor; to convincingly position the newly created product or service according to the market niche and target audience. There are unique traditions and skills of ancient craft in Latvia, however, there is a lack of knowledge as to how to combine them with modern design and sustainable business model, successfully implementing entrepreneurship. The study “Operation of Creative Industries of Latvia. Pre-conditions for Targeted Development of the Sector”, implemented in 2013 in co-operation with the State Chancellery, shows that the development of entrepreneurship of creative industries is influenced by the low demand by consumers for products and services, and it might be the consequences of the insufficient competitiveness of

enterprises of creative industries. Similarly, the circumstances hindering development of creative entrepreneurship is the lack of current assets and tax load.¹⁷ In turn, beneficial circumstances for commencing creative entrepreneurship (particularly small) are formed by the opportunities of establishing micro-enterprises, different start-up capital support programmes, incubation services and other State aid instruments.

Creative industries is one of the sectors of economy, which displays the most dynamic changes, therefore, for entrepreneurs to be able to react according to the changing market situation, continuous opportunities for education and professional in-service training must be ensured for both the new entrepreneurs and the professionals already existing in the sector. Also dialogue and mutual understanding should be promoted among creative entrepreneurs and financial institutions, also by developing and popularising the use of alternative financial instruments (business angels, risk capital financing, guarantees, etc.) in entrepreneurship. As creative industries include intangible values, financial institutions are often unable to adequately evaluate their economic value, therefore, access to both traditional financial instruments is hindered and use of alternative financial instruments is delayed. In addition to the traditional financial instruments it is possible to invest in creative industries from the range of alternative financial instruments, promoting the development of creative business ideas, strong teams, uniqueness and other important factors and further growth of enterprises.

- Incompletely used competitiveness and export potential of creative industries.

It has been concluded in the study “Operation of Creative Industries of Latvia. Pre-conditions for Targeted Development of the Sector” that the exporting capacity of creative industries at large is underdeveloped and the majority of enterprises are orienting solely towards the internal market. Although data show that export of creative industries of Latvia has increased during the previous four years, growth of export in the State at large has been more rapid than in creative industries.¹⁸ It is emphasised in the abovementioned study that the low competitiveness does not mean the lack of potential because data show that entrepreneurs are interested in expanding entrepreneurship to unclaimed export markets. It is also concluded that the number of enterprises of creative industries has increased rapidly during the previous years, concurrently the number of employees has reduced significantly. It is anticipated that the total amount of export and not the number of exporting enterprise could increase within the subsequent five years.¹⁹

Hitherto State aid to export of the sector of creative industries has been fragmented. The Ministry of Culture has financed individual initiatives for participation of creative enterprises in international exhibitions, individual target programmes have been implemented with the intermediation of the State Cultural Capital Fund (in 2013 target programme “Promotion of Design and Architecture Export), in turn, financing of the programme “Claiming of External Markets – External Marketing”²⁰ of the Investment and Development Agency of Latvia gives entrepreneurs the opportunity to partly cover the costs related to promotion of export.

The most important international markets, commercial exhibitions and fairs, which are of significance for raising the competitiveness of the sector of creative industries of Latvia and increasing the export potential, have not been defined hitherto on national level, also organising of exhibitions of national significance and representing Latvia has not taken place,

¹⁷ “Operation of Creative Industries of Latvia. Pre-conditions for Targeted Development of the Sector”, p. 149. http://www.km.gov.lv/lv/doc/jaunumi/jaunumi_2013/Petijums_2013_Latvijas_radoso_industriju_darbiba.pdf

¹⁸ Ibid, p. 147.

¹⁹ Ibid, p. 148.

²⁰ Activity of the operational programme “Entrepreneurship and Innovations” of the 2007-2013 planning period of EU funds, administered by the IDAL.

which would popularise the sector of creative industries of Latvia using well-considered marketing and branding communication instruments. Therefore, creation of a data base of joint creative enterprises and surveying of international commercial fairs and exhibitions, and also targeted State financial aid for participation of enterprises therein is an important task. It should be implemented through mutual co-operation of all parties involved, creating an opportunity for enterprises of creative industries to represent the State, participating in a single, purposefully created stall of Latvia the design of which is of high quality.

- Infrastructure and environment beneficial for innovations has not been created for the development of the sector of creative industries.

It is necessary to establish a support platform for efficient strategic development and co-ordination of the sector of creative industries, which would ensure a proper environment for the development and implementation of creative ideas, the creation of co-operation between students and entrepreneurs, the commencing of business, technology transfer services, further education, experiment laboratories and other functions. At present the Ministry of Culture has conceptually defined that a centre of creative industries will be created in several stages in the time period from 2014 until 2020 in the former complex of the Tobacco Factory [*Tabakas fabrika*] buildings (Miera iela 58, Riga). It will serve as a platform for commencing and developing creative entrepreneurship, developing and introducing innovative programmes and models of higher education, also inter-disciplinary programmes, as well as will serve as premises for visual, audiovisual, performing art activities, creative residences, workshops, design prototyping workshop, etc. A platform for inter-disciplinary co-operation on national level and level of the Baltic Sea Region will be created in the Tobacco Factory, involving institutions of higher education, merchants of creative industries and service providers supporting the sector.²¹ In long-term adapting and introducing of such a model could also be possible in regions of Latvia.

- Insufficiently developed co-operation between the sector of creative industries and traditional sectors of industry and services for implementing the transfer of innovations.

Data of the abovementioned study show that more than half of entrepreneurs of creative industries have co-operated with other enterprises in developing and introducing products and services of entrepreneurs of creative industries. Only approximately 1/10 of the surveyed enterprises had had co-operation with scientific and research institutions.²² In the world creative industries are positioned as the driving force for stimulating innovations and economic competition not only within the sector, but also in economy at large, indirectly promoting also the development of other sectors of economy (spillover effects). In Latvia these processes are developing slowly – Latvia holds only 25th position among the EU Member States according to indicators of innovations in accordance with the report on results in 2013 of the Innovation Union.²³ The innovation capacity of Latvia is lower than the average level of EU Member States, and Latvia has been evaluated as a “modest innovator”.

In modern economy successful development of innovations in creative industries is naturally related to integrating design. The term of design is used with increasing frequency in EU

²¹ It is recognised in studies conducted in the world that it is the model of creative clusters which becomes apparent as one of the main driving forces of creative economy. Surveying the potential of clusters, which is only partly reflected in the policy planning documents of Latvia, might mark a significant change in paradigm of the economy management model, which could set pre-conditions for closer co-operation between the State, industry, students and institutions of higher education.

²² Report “Operation of Creative Industries of Latvia. Pre-conditions for Targeted Development of the Sector”, p. 150.

²³ Innovation Union Scoreboard 2013 http://ec.europa.eu/enterprise/policies/innovation/files/ius-2013_en.pdf

policy planning and innovation policy documents,²⁴ positioning design as the driving force of economic development and the instrument promoting innovation²⁵; also in 2010 the European Commission included design in the Innovation Policy among ten priorities.²⁶ Design is not only a creative process or final product, but it is also an instrument for introducing innovations and a way of thinking that is used strategically including economic, social, as well as sustainable development aspects. Design is closely correlating with the quality of life and social equality of inhabitants.

A necessity has been recognised in the EU to promote the capacity of innovations related to design and, therefore, to develop products and services that would be different, user-oriented²⁷ and sustainable. Design has not been used to the fullest in Latvia for increasing the competitiveness of manufacturing enterprises, and hitherto the importance of design as the factor promoting innovations has not been appreciated to full extent. Therefore, one of important tasks is to improve the understanding of the society, as well as of the responsible decision-making institutions regarding the role and possibilities of design in national economy. The long-term task of the State is to support the opportunities of diverse use of design, as well as its innovative potential in promoting growth of national economy and creation of products and services with higher added value. Design and design thinking methods may have a beneficial effect on the establishment of inter-disciplinary partnership model in cultural education, ensuring such process of education which is oriented towards extensive co-operation between the labour market and sectors.

- Regular targeted mapping of sectors of creative industries and informing of the society is not carried out.

Targeted studying of the sector of creative industries and economic impact assessment has not been carried out in Latvia hitherto. The abovementioned study is the first step in drawing up a single method for research accounting of creative industries, also in defining NACE codes corresponding to creative industries and identifying the legal form of representatives of creative industries which provide a current overview of operation of the sector. The study is a significant start for further monitoring and research of development tendencies of the sector. Hitherto cultural industries and creative industries have been monitored in Latvia, using the NACE classifier maintained by the Central Statistical Bureau, however, the NACE classification system is insufficiently detailed in order to identify only enterprises of creative industries. Data of previously conducted research on cultural and creative industries differ because there is no generally accepted and uniform concept on the sectors belonging to the sector of cultural and creative industries, the legal form and type of activity of representatives of the sector. Defining of sectors and sectoral representatives is necessary in order to facilitate monitoring of the sector and help to apply support instruments oriented towards development of the sector, as well as to promote self-identification of the sector and fields. Taking into account that the sector of creative industries includes a wide range of sectors and it is not

²⁴ In 2009 the working document prepared by the European Commission (EC) “Design as a driver of user-centred innovation” (see http://ec.europa.eu/enterprise/policies/innovation/files/design_swd_sec501_en.pdf) provides a significant contribution to further drawing up of European innovation policy documents.

²⁵ Also the European Design Leadership Board points to the increasing role of design in the development of economy of the European Union. It is emphasised in the report and recommendations of the European Design Leadership Board “Design for Growth&Prosperity” (http://ec.europa.eu/enterprise/policies/innovation/files/design/design-for-growth-and-prosperity-report_en.pdf) that design has a significant role in the joint innovation policy of Europe in national, regional and local level, and it should be integrated in this policy. It is acknowledged that non-technological innovations, including creativity and design based on culture (products, services, process), are a very significant instrument for competitiveness and growth with the purpose of improving the welfare of inhabitants of Europe.

²⁶ Europe 2020 Flagship Initiative Innovation Union, SEC (2010) 1161, 06.10.2010., Brussels, p. 3.

²⁷ http://ec.europa.eu/enterprise/policies/innovation/files/design/design-for-growth-and-prosperity-report_en.pdf

possible to draw strict boundaries; the possible compromise option is to define the core creative industries and sectors related thereto, as well as the legal form of representatives of creative industries. The restriction to be taken into consideration in this division is the four-digit NACE accounting system of Latvia, which does not allow separation of creative industries, therefore, solutions should be sought together with the CSB, which would improve the accounting of creative enterprises and the monitoring of development of the sector.

Only sector of creative industries was surveyed and analysed for the first time within the scope of the study, without including cultural industries, respectively, only self-employed persons, individual merchants and commercial companies were accounted and surveyed according to the legal form. The study did not include such target groups as State and local government institutions, cultural institutions and State capital companies. Also such sectors were defined, which are not to be deemed as representatives of creative industries, but in whose operation creative industries create or may create a substantial added value, taking into account that significant economic effect of creative industries is in their synergy.

Informing and education of the society is as important. Quite often there is incomprehension regarding creative industries because of lack of information. Therefore, it is necessary to ensure uniform flow of information regarding current events in sectors of creative industries in national and international level and to position the stories of success of creative industries of Latvia, maintaining an active dialogue between professionals of creative industries and entrepreneurs. For implementation of such objectives the Ministry of Culture, at the end of 2012, organised an open project competition regarding creation of communication platform. Winners of the competition – association “Forum of Latvian Design” have been creating and maintaining the communication platform “FOLD” (www.fold.lv) since 2013, conducting dialogue with representatives of creative industries and the respective institutions, concurrently organising series of educating measures “Unfolded”. Since 2012 the Ministry of Culture and the British Council in co-operation with other co-operation partners organises annual Creativity Week “Create!” [*Radi!*] with the purpose to highlight the added value of creativity in the development of different fields of significance to the society, as well as to popularise the potential of creative industries of Latvia.

5.3.2. Strategic objective:

To promote the transfer of the creative potential and culture-based innovations to entrepreneurship, promoting the development of entrepreneurship of creative industries, export capacity and State international competitiveness.

5.3.3. Action directions

1. Growth of entrepreneurship in the sector of creative industries.
2. Competitiveness and export of the sector of creative industries.
3. Development of an infrastructure and environment favourable to innovations.
4. Informing of the society, research and monitoring of creative industries.

5.3.4. Expected result:

* A centre of creative industries in the Tobacco Factory in Riga has been established and is operating, ensuring favourable ecosystem – an environment for the development of the sector of creative industries, including innovations, as well as promoting communication and co-operation among all parties involved.

* By attracting different mechanisms of financial support, fields of the sector of creative industries are developing successfully. Export of the enterprises operating in the sector of creative industries to external markets has increased, thus contributing to the growth of the national economy of Latvia.

* Entrepreneurs and the society at large have an increasingly better understanding of the significance of design in the development of national economy and improving the quality of life. Design is integrated in all economic, environmental and social processes.

* The number of enterprises of creative industries has increased.

* Targeted branding of the sector of creative industries and its individual fields is implemented in Latvia on national scale.

5.3.5. Policy Results and Performance Indicators

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Growth of entrepreneurship in the sector of creative industries is promoted	Number of working places in the sector of creative industries, increase in %		20%	35%	50%
	Number of enterprises in creative industries	7484	8100	8700	9300
Competitiveness and export of the sector of creative industries is promoted	Proportion of export of the creative industries from total export in %	1,09 (2009)	1,2	1,4	1,6
	Proportion of enterprises of the creative industries from all enterprises in %	6	6,5	7	7,5
Environment and infrastructure favourable for innovations is developed	Establishment of the centre of creative industries	0	0	0	1
	Inter-disciplinary partnership projects implemented	0	10	35	60

Data source: Study of the State Chancellery, CSB, MoE

Forecasts: MoC

5.3.6. Tasks and activities to be performed within the scope of action directions of the priority

1. Growth of entrepreneurship in the sector of creative industries (NDP 130; 131; 133; 134)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
1.1. To promote the emerging of new enterprises and the growth of entrepreneurship in the sector of creative industries	1.1.1. To implement motivational, consultation and training measures for commencing entrepreneurship and developing innovative business ideas	MoE	CFCA, NGOs, MoC	Within the scope of the programme of EU funds administered by the MoE	2015-2020
	1.1.2. To create an incubator of creative industries, ensuring pre-incubation and incubation services	MoC, MoE	CFCA	It is planned to attract financing from ERDF EUR 3 000 000	2015-2020

	for would-be and new entrepreneurs				
	1.1.3. To support the development of innovative and internationally competitive products and services, promoting co-operation of creative industries and traditional sectors, as well as providing support to the development of products of creative industries	MoC, MoE	CFCA	It is planned to attract financing from ERDF EUR 2 000 000	2015-2020
	1.1.4. To promote access of enterprises of creative industries to the financing, implementing a micro-loan programme, developing guarantee, start-up capital and venture capital instruments	MoE	DFI, Latvian Section of IBBY	According to procedures of competition, within the scope of the programme of EU funds administered by the MoE	2015-2020
	1.1.5. To inform creative enterprises regarding financial instruments of national and EU level (also the programme “Creative Europe”, Guarantee Fund, Horizon 2020), as well as regarding the possibilities of using alternative financial instruments	MoC	MoES, MoE	In addition: State budget EUR 140 000; it is planned to attract financing within the scope of the EU programmes administered by the MoES	2015-2020
2. Competitiveness and export of the sector of creative industries (NDP 134)					
2.1. To promote the quality of design of Latvia and the development of design brand	2.1.1. To establish the institutional system of the design sector of Latvia, including strengthening of the functions of the Design Council of Latvia, as well as promoting the co-operation between	MoC	LDS, DIC, other ministries, NGOs	In addition: State budget EUR 170 000	2015-2020

	the State and the NGO sector				
	2.1.2. To establish a quality conformity system of design of Latvia and to develop an annual award in design, increasing the visibility and prestige of the award among professionals and in a wider society	MoC	LDS	In addition: State budget EUR 230 000	2015-2020
	2.1.3. To position design of Latvia in link with the export brand strategy of Latvia	MoE	MoC, MoFA	In addition: State budget EUR 145 000; it is planned to attract the financing of the ESF	2016-2020
	2.1.4. To draw up guidelines for design as an additional criterion for evaluation in procurements	MoC	MoF, PMB, MoE,	Within the scope of the State budget	2017
2.2. To promote the competitiveness and development of the sector of architecture	2.2.1. To draft a Law On Architecture	MoC	LAA	Within the scope of the State budget	2016-2020
	2.2.2. To ensure systematic representation of architecture of Latvia in the International Architecture Exhibition of Venice Biennale, planning regular State financing for it, as well as participation in other national and international exhibitions of State significance	MoC, SCCF	CFCA	In addition: State budget EUR 600 000; it is planned to attract financing within the scope of the programmes of EU funds administered by the MoE	2015-2020
	2.2.3. To support the operation of the Architecture Information Centre established on the basis of Latvian	MoC, NAL	SCCF, local governments	In addition: State budget EUR 230 000; local government budget	2015-2020

	Association of Architects and to implement an informative campaign with the purpose to establish architecture information centres financed by local governments in the largest cities				
2.3. To promote the development of the film industry	2.3.1. To establish a support mechanism for the creation of inter-media audiovisual products and their distribution in digital carriers	NFC	MoC, SCCF	In addition: State budget EUR 1 950 000, within the programme “Creative Europe”	2015-2020
	2.3.2. To develop State budget co-financing mechanisms for attracting foreign films to Latvia	NFC	MoC	In addition: State budget EUR 8 236 000	2015-2020
	2.3.3. To restore the international co-production programme, to suggest entering into international co-operation contracts for promotion of co-productions	MoC	NFC, SCCF	In addition: State budget EUR 6 406 000	2015-2020
	2.3.4. To create co-operation with the public television in co-producing and distributing national films	NFC, NEMMC, LTV	MoC	In addition: State budget EUR 1 260 000	2015-2020
	2.3.5. To create international networks and events for the development of competitiveness, particularly in the Baltic Sea Region; strengthening of the existing events (Baltic Sea	NFC	MoC, RCC	In addition: State budget EUR 600 000; programme “Creative Europe”	2015-2020

	Forum for Documentaries, Riga Meetings) and creation of new co-operation				
	2.3.6. To develop audiovisual/film sector cluster	NFC, NGOs	Representatives of the sector	It is planned to attract financing according to the procedures of competition, within the scope of the programme “Creative Europe”	2016-2020
	2.3.7. To develop co-operation with the Riga Film Fund, to establish a Latvian Film Commission in the NFC	NFC	MoC, RFF	In addition: State budget EUR 350 000	2016-2020
	2.3.8. To participate in the most important international film events in the world and Europe (Berlin International Film Festival/fair, Cannes International Film Festival/fair, etc.)	NFC	MoC, CFCA, RCC, NGOs	In addition: State budget EUR 480 000; it is planned to attract the financing of the EU funds	2015-2020
2.4. To promote the development of export of the sector of creative industries	2.4.1. To ensure State representation in international economic exhibitions, fairs, markets, festivals, etc., in order to popularise the creative industries of Latvia and to promote export of creative industries	MoC, MoE (LIDA)	CFCA, sectoral NGOs	In addition: State budget EUR 2 700 000; it is planned to attract the financing of the EU funds EUR 2 000 000	2015-2020
	2.4.2. In co-operation with the LIDA to promote the acquisition of external markets of merchants of creative industries	MoC	LIDA, CFCA	It is planned to attract financing within the scope of the programme of EU funds	2015-2020

	and the creation of a co-operation network			administered by the MoE	
	2.4.3. Stimulation of the operation of sectoral organisations oriented towards promoting and developing export of creative industries	MoC	Sectoral NGOs	In addition: State budget EUR 2 250 000	2015-2020
	2.4.4. To draft proposals for improving the tax and remuneration system for book services and products (including increase of the remuneration for public lending, drawing up of regulation of digital lending, etc.)	Organisations of the book sector	MoF, MoE, MoC	Within the scope of the State budget	2016
	2.4.5. To organise educating seminars, conferences, campaigns and other educating measures regarding development issues and export opportunities of sectors of creative industries (also music, design, architecture, films, theatre, dance, etc.)	Sectoral institutions	SCCF, CFCA	In addition: State budget within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1; it is planned to attract financing within the scope of the programme of EU funds	2015-2020
	2.4.6. To create a music export target programme in the SCCF	SCCF	MoC	In addition: State budget within the scope of increase in the SCCF budget planned in Activity 1.1.6 of Priority 1	2017-2020

3. Favourable infrastructure and development of innovations (NDP 134; 186)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
3.1. To develop an infrastructure favourable for innovations and to promote the development of innovations in the sector of creative industries, as well as their interaction with other sectors	3.1.1. To establish the Centre of Creative Industries on Miera iela 56, Riga, creating a physical and virtual platform for co-operation on national and international level	MoC	MoE, LIDA, MoF (SII), CFCA	BSRP, it is planned to attract the financing of the ERDF within the scope of the programme "Creative Europe" EUR 3 000 000	2015 – 2 nd half of 2020
	3.1.2. To create the most efficient model for the development of the Design Innovations and Development Centre and to ensure its operation, integrating in the operation and development of the Centre of Creative Industries – Tobacco Factory	MoC, NGOs	MoE	In addition: State budget EUR 1 400 000, within the programme "Creative Europe"	2015 – 2 nd half of 2020
	3.1.3. To continue implementation of the groundwork for strengthening the co-operation between educational institutions and the sector of entrepreneurship in the field of creative industries in the Baltic Sea Region, which was commenced in implementing the pilot project "Promoting the Co-operation Between Educational Institutions and the Sector of	MoC, institutions of higher education	NGOs	In addition: State budget EUR 4 250 000; it is planned to attract financing within the scope of the EU programmes according to the procedures of competition	2014-2020

	Entrepreneurship in the Baltic Sea Region via the Creative Centre of New Level TAB FAB” of the Action Plan for the Baltic Sea Region of the EU strategy				
	3.1.4. To establish an inter-disciplinary partnership model in cultural education, ensuring cultural education process oriented towards extensive co-operation between the labour market and sectors	MoC	Cultural education institutions	In addition: State budget EUR 4 000 000	2015-2020
4. Informing of the society, research and monitoring of creative industries (NDP 134; 133)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
4.1. To inform different target audiences of the society regarding development issues of creative industries and to perform research and monitoring of the sector of creative industries	4.1.1. To ensure the development of communication platform of creative industries	MoC	Communication platform “Fold”	In addition: State budget EUR 1 030 000; private co-financing	2015-2020
	4.1.2. To implement and develop the Creativity Week “Radi!” [Create!] with the purpose of popularising the potential of creative industries of Latvia	MoC	MoES, MoEPRD, MoE, MoFA	In addition: State budget EUR 1 500 000; private co-financing	2014-2020
	4.1.3. To improve the mechanism for compiling statistical data in the field of creative industries	CSB	MoE, MoC	Within the scope of the State budget	2015-2020
	4.1.4. To implement systematic mapping, monitoring and economic impact assessment of the	MoC, institutions of higher education	MoE, CSB	In addition: State budget EUR 600 000; it is planned to attract the financing of	2015-2020

	sector and fields of creative industries			the EU funds	
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Indicative planned financing for implementation of the priority “Competitive Cultural and Creative Industries”			
	2015	2016	2017 - 2020
Indicative additional financing necessary for achieving the objectives	5 182 689	6 244 311	29 440 000
Indicative financing of EU funds according to the OP	10 000 000		
Other financing	HORIZON 2020, Creative Europe, BSRP		

5.4. Access to creative territory and cultural services

5.4.1. Problems to be solved (characterisation of the current situation and formulation of problems):

- The potential of cultural heritage and newly created cultural activities is used insufficiently for promoting the competitiveness of regions.

The network of creative territories is expanding in EU Member States – they are innovation and development centres, in the establishment of which cultural and creative industries have a significant role, and they are changing the public image of cities and regions, creating a creative atmosphere, improving self-confidence of inhabitants and promoting the development of tourism. Striking creative cities, municipalities and rural territories become apparent also in Latvia, and they display significant focusing of cultural and creative activities and are also purposefully using the culture capital in their development.²⁸ Such cities are Cēsis, Kuldīga, Liepāja, Ventspils, Rēzekne, Daugavpils, also Vecpiebalga and Kandava municipalities. Within the last years investments in the cultural capital of regions have been made using co-financing of EU Structural Funds: multifunctional cultural centres have been established – “Embassy of Latgale GORS” in Rēzekne, Mark Rothko Art Centre in Daugavpils, Vidzeme Concert Hall “Cēsis”, multifunctional cultural centre is also being built in Liepāja.²⁹ Investments have been made in Kuldīga, Daugavpils, etc., creating a basis for creative cultural environment. The contribution of the financing of EU Structural Funds has increased the number of visits and visibility of cities, for example, 96 136 visitors have visited the “Embassy of Latgale GORS” in Rēzekne during a time period of six months, in turn, 74 339 visitors – Mark Rothko Art Centre in Daugavpils, and they also included sightseeing of the cities concurrently with visiting these cultural institutions. Investments in infrastructure of culture promote increase in visits, which is showed by the EU investments in Rundāle Palace – in 2012 the visits to Rundāle Palace increased by 59% in comparison to 2006, and it provides an opportunity to create new services, also promoting increase in employment. In 2012 the number of employees of Rundāle Palace had increased by 24% in comparison to 2006. In addition revenue from museum tickets are promoted – in 2012 they had increased by 88% in comparison to 2006, in turn, revenue from paid services had increased by 39%. In 2012 the number of visits to Turaida Museum Reserve had increased by 20% in comparison to 2009. Also revenue from museum tickets are promoted – in 2012 they had increased by 71% in comparison to 2009, in turn, revenue from paid services had increased by 11%.

²⁸ In the new planning period of Structural Funds tourism measures and measures related to the creation of large objects must be based on development plan of local governments; the draft Guidelines has been supplemented with maps reflecting the cultural situation.

²⁹ Annex 4, Map No. 1.

In the subsequent period successful functioning of the new cultural infrastructure should be ensured, offering professional art events in regions and developing services, which attract inhabitants and tourists. The current investments in cultural infrastructure prove that investments in arranging cultural infrastructure of international, national and regional significance should be continued, creating such State and local government objects, which will form basis for concentrating and developing the creative potential in regions.

The tangible and intangible cultural heritage, as well as the newly created cultural values are a significant resources for the development of high-quality life and work environment in cities and rural territories. Concurrently culture forms identity, visibility and sense of belonging of the particular site and sums up in creating competitiveness of cities and rural territories. At this very time of globalisation when everything is being unified and standardised, uniqueness and originality become more important. Many European countries bring forward restoration of cultural monuments as one of priorities in measures for promoting economy, thus promoting the use of traditional produce and local materials, stimulating operation of small and medium enterprises, promoting increase in the value of land, as well as emerging of new services. In this sense cultural heritage of Latvia has excellent, but comparatively little used potential, which has been ignored hitherto to a large extent. According to data of the State Inspection for Heritage Protection in 2012 there were 8651 cultural monuments in Latvia and 5228 of them were objects of State significance and 3423 – objects of local significance. In total 27% of cultural monuments are in good technical condition, 61% – in satisfactory condition.

The knowledge and skills of ancient crafts is a resource rarely used for promotion of economy. Their application may become the basis for the development of micro-enterprises, ensuring that people remain in the labour market; in turn, creation of new design products based in ancient heritage makes them unique, thus increasing competitiveness. Culture and cultural heritage is a significant resource for the development of the tourism sector, particularly culture and creative tourism.³⁰ According to the Digital Culture Map of Latvia visits of foreign guests to museums have been increasing significantly. In 2010 the number of foreign visitors who had arrived in groups to State and local government museums was 137.7 thous., in turn in 2012 the number of visitors had increased up to 188.4 thous. The total number of visits to State and local government accredited museums in 2012 was 2.27 mill. Taking into account the significance of cultural heritage for the development of culture and creative tourism, investments in modernisation of museum expositions are necessary, promoting the competitiveness of museums and the creation of new services.

- Favourable conditions for the creation of creative environment are not ensured.

Human resources and creative communities are an important factor for spatial development. One of global challenges of the 21st century is disappearance of traditional boundaries. Cultural institutions carry out functions uncharacteristic to them as they arise from the demand of the society and from the necessity to attract new target audiences. The most striking example is public libraries which concurrently with the functions laid down in law – accumulation of cultural heritage, provision of information services accessible to all, satisfying of educational and cultural needs – also perform, with increasing frequency, communication functions, social participation functions and functions for promoting the

³⁰ According to the Eurobarometer study of 2009 culture was the second most important motivating factor for Europeans, when choosing a holiday destination. Also the study shows: if a European tourist must reduce expenses during a trip, primarily restaurant and shopping expenses will be reduced, but only in rare occasions – expenses for culture and entertainment (see http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-32-10-374/EN/KS-32-10-374-EN.PDF (p. 163)). According to a survey of the Riga Tourism Co-ordination and Information Centre of 2009 for 48% of tourists the travel destination was sightseeing in the city, for 27% – visiting of cultural and historical sites and objects, in turn, for 7% – cultural and sports events. Visiting of cultural and historical sites and objects is equivalent to sightseeing in the city. A tourist survey shows that cultural tourism is an important tourism segment, particularly in cities.

development of creative interests. They emerge as significant centres (State, local government and private sector) for access to e-services, support to entrepreneurship, lifelong education, public and creative life of local communities. The new changes determine that both specialists and new knowledge are necessary, also closer co-operation of institutions in the creation of new products and services is required. Currently publicly active communities are concentrated in cities or rural territories with high proportion of access to culture. It is important to strengthen organisations and cultural institutions (human resources) which look for new knowledge and thinking models. They will be in a better position and will be able to use the opportunities arising alongside to the potential economic rise.

- The potential of the culture of Riga, which could promote the development of the remaining territory of Latvia, is not used to a full extent for attracting the creative labour force and tourists.

The potential of the culture of Riga for State growth is huge; it is also internationally recognised and thus could attract the interest of foreign tourists and investors. Riga has great advantages and ambitions on the scale of Europe, but in order to implement them a proper infrastructure must be created, which will allow Riga to become the cultural metropolis of Northern Europe in future. In order to be able to implement the functions of a cultural metropolis to full extent, Riga needs a Contemporary Art Museum and an acoustic concert hall. The lack of a Contemporary Art Museum hinders the development of contemporary art in Latvia, also the formation of understanding of the society regarding contemporary art. Riga also lacks an acoustic concert hall. The existing concert halls are unable to ensure the quality of sound, thus denying the possibility to show excellence of music and local performing arts and to invite the best artists of the world to perform.

International visibility of Riga is also promoted by its historic centre being included in the UNESCO World Heritage List. Regardless of the high appreciation, there are a lot of monuments to be renovated and adapted to cultural services in the historic centre of Riga. The status of Riga as the European of Capital Culture in 2014 with high-quality groundwork for the use of culture as the development potential is the basis which should ensure sustainability also after the end of the project. By developing creative quarters and a platform of innovation communities of creative industries, Riga will position also as an international centre of creative entrepreneurship in future.

- Complete access to cultural services and products in virtual space is not ensured.

One of the factors which influences cultural consumption is accessibility and diversity of cultural services. Therefore, it is necessary to form and create new cultural products and services in order to attract new target audiences. Particular attention should be paid to children and youth who will be the main consumers and creators of culture in future. A significant factor is the change in habits of cultural consumption of the society, which brings forward new requirements for the content and form of cultural services so that they could be competitive in the environment where design and technologies of the service are increasingly important, moreover, the lack of time and attention of the target audience should be taken into account. Demand for digital content is increasing in the field of cultural services. Several groups of the society particularly value convenient free-of-charge access to cultural information, which ensures being informed, possibility to educate, thus strengthening the awareness of social inclusion and the possibility of active participation which is also of significance when being unemployed.

Modern technologies ensure access to the digital content and services of culture throughout the territory of Latvia, also in diaspora and to the interested persons outside Latvia. Several cultural content digitalisation projects were implemented in the previous period of EU Structural Funds (2007-2013) (DCML, NDLL, USAIS, JCNMH, etc.), within the scope of which both digitalisation of the content of cultural heritage and development of e-services has

been commenced, thus ensuring more efficient access to services. Inclusion in international digital data bases (EUROPEANA, etc.) is important as it helps to increase interest in Latvia and its culture across the world. Language barriers often hinder access to the cultural values created over the course of history – development and inclusion of natural language³¹ processing technologies, also machine-translation systems, is important in reducing the barriers and preserving linguistic diversity. Development of linguistic technologies will also strengthen the status of the Latvian language and the use of the Latvian language in the digital environment.

5.4.2. Strategic objective:

To promote regional growth based on local culture and creativity and development of high-quality living space, ensuring high-quality and diverse access to cultural services to each inhabitant.

5.4.3. Action directions:

1. To provide the development of and access to high-quality and diverse cultural services.
2. To promote attraction of creative and economically active human resources and to create creative environment outside Riga.
3. To develop Riga as the cultural metropolis of Northern Europe and to promote its positive impact on balanced growth of Latvia.

5.4.4. Expected result:

- * Cultural monuments are restored and new, innovative cultural products and services are created.
- * Museum expositions are modernised and the offer and diversity of services has expanded. Significant part of the National Museum Holdings is placed in the new complex of holdings in Riga, Pulka street.
- * Interest of foreign tourists regarding cultural heritage of Latvia and the live process of culture is constantly increasing, also the number of tourists in sites where investments have been made keeps increasing.
- * Urban environment has improved, Riga has obtained the necessary cultural infrastructure in order to be able to position as the cultural metropolis of the Northern Europe, the circulation of culture has become more intense on international level, attracting tourists creative professionals, as well as investors.
- * Attraction of territories has increased, the living environment outside Riga has improved, access to professional culture in regions has increased, the number of cultural visits has increased.
- * Balanced access to cultural services is ensured (the minimum basket of cultural services is ensured (Annex 3)).
- * The content of Latvian culture available digitally has increased; it is available throughout the territory of Latvia and abroad.

5.4.5. Policy Results and Performance Indicators

³¹ Natural language technologies or natural language processing technologies are a set of theoretically justified computer technologies, which is appropriate for analysis of naturally occurred texts and depiction thereof in one or several levels of linguistic analysis with the purpose of achieving processing of language equivalent to human language. This concept means an aggregate of findings, methods and techniques, which is related to automatic processing processes of natural language.

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Development of and access to high-quality and diverse cultural services is ensured	Increase of professional art events in regions in %	100	125	130	135
	Dynamics of cultural monument restoration activities: monuments the condition of which is evaluated as good and satisfactory in %	88 (2012)	88	89	90
	Increase in the proportion of digitally available items of the holding (museums, archives, libraries), %	100	102	105	110
Attraction of creative and economically active human resources and development of creative environment outside Riga is promoted	Popularisation of intangible heritage in regions is promoted (the number of locations for events “ <i>Satiec savu meistaru</i> ” [Meet Your Craftsman])		100	100	100
	State aid to the creative process and creative initiatives of the society in the field of culture is ensured (the number of regional cultural programmes of the SCCF)	4	4	4	4
	Number of participants in amateur art groups per 100 inhabitants ³²	3,3	3,3	3,6	3,6
	Number of foreign travellers who stay for several days, in thous. ³³	1 435 (2012)		1 650	1 722
Development of Riga as the cultural metropolis of the Northern Europe and its positive impact on balanced growth of Latvia is promoted	Increase in the number of professional art events in Riga in %	100	117	117	120
	Number of renovated cultural infrastructures	-	-	-	2

Data source: MoC, CSB, MoE, SIHP, LNCC

Forecasts: MoC, SIHP

³² Data recalculated according to the 2011 census results.

³³ Indicator from the Tourism Development Guidelines of Latvia 2014-2020.

5.4.6. Tasks and activities to be performed within the scope of action directions of the priority

1. Action direction: To ensure development of and access to high-quality and diverse cultural services (NDP 188; 337; 415; 417; 437)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
1.1. To promote wide access to cultural services based on professional art and cultural heritage in regions, ensuring a basket of services	1.1.1. To increase the financing of the SCCF target programme for access to professional art (music, theatre, dance, visual art, literature, films) in regions	MoC (SCCF)		Within the scope of increase of the SCCF budget of Activity 1.1.6 of Priority 1	2015-2020
	1.1.2. To continue targeted improvement of the cultural infrastructure of local governments, adapting them also for activities of professional art and cultural heritage	Local governments	MoEPRD	Within the scope of local government budgets; it is planned to attract the financing according to the procedures of competition from ERDF and cross-border programmes	2015-2020
	1.1.3. To create a target programme for support to activities of residences of creative professionals, shaping them into regional cultural and art centres	MoC (SCCF)	Local governments	Within the scope of increase of the SCCF budget of Activity 1.1.6 of Priority 1	2014-2020
	1.1.4. To ensure support for the creation of high-quality content of regional multifunctional centres	MoC	Regional multifunctional centres	In addition: State budget EUR 450 000	2014-2020
	1.1.5. To implement project competitions using State aid for the implementation of projects of	MoC		In addition: State budget EUR 560 000	2014-2020

	national significance for accredited local government, autonomous and private museums				
	1.1.6. To implement a programme for modernisation of museum expositions	MoC	State/local government museums	In addition: State budget EUR 990 000	2015-2020
	1.1.7. To support digitalisation of cultural centres and cinemas	MoC	Local government, MoEPRD	In addition: State budget EUR 1 500 000; local government budget	2017-2020
1.2. Creation of digital content and other products and development of e-services, expanding the opportunities of access to and use of services in economic activities	1.2.1. To develop CISC into an innovative technologies centre of cultural and memory institutions, including the centre of technological solutions of natural language ³⁴	MoC	CISC	In addition: State budget EUR 192 000	2014 – 2 nd half of 2016
	1.2.2. To improve the competence of specialists of cultural sector in the creation, preservation and use of digital cultural heritage	MoC	NAL, NLL, CISC, museums	In addition: State budget EUR 6 966 600	2015-2020
	1.2.3. To establish a Council for Digital Cultural Heritage for solving the issues related to digitalisation, accessibility and preservation of cultural heritage	MoC	Cultural institutions, NLL, NAL, CISC	Within the scope of the State budget	2 nd half of 2014 – 1 st half of 2015
	1.2.4. To continue regulation and	MoC	Cultural memory	It is planned to attract	2016-2020

³⁴ Natural language technologies or natural language processing technologies are a set of theoretically justified computer technologies, which is appropriate for analysis of naturally occurred texts and depiction thereof in one or several levels of linguistic analysis with the purpose of achieving processing of language equivalent to human language. This concept means an aggregate of findings, methods and techniques, which is related to automatic processing processes of natural language.

	targeted digitalisation of cultural heritage (including audiovisual) and accumulation of digitally created cultural heritage, as well as to ensure its inclusion in the European digital library “Europeana” and other international digital holdings		institutions, NLL, NAL, CISC, LNCC, SIHP, MoEPRD	financing from the ERDF EUR 10 000 000	
	1.2.5. To solve issues related to copyright in order to ensure access to digitalised and digitally created materials, including e-books	MoC	NLL, CISC, NAL, museums, CCCA/LAA	Within the scope of the State budget	2 nd half of 2015
	1.2.6. To develop the existing cultural e-services (DCML, NDLL, USAIS, JCNMH, etc.), to introduce new cultural online services, including applications for mobile devices	MoC (CISC)	Museums, LNA, NLL	In addition: State budget EUR 8 162 070; it is planned to attract the financing from the ERDF	2015-2020
	1.2.7. To develop technological solutions of natural language (also creation of the language corpus, thesaurus, controlled dictionaries ³⁵ and associated data, etc. components mandatorily necessary to the Latvian language in the digital environment)	MoC (CISC)	NLL, MoES	It is planned to attract financing from the ERDF EUR 3 000 000	2016-2020
2. Attraction of creative human resources and creation of creative environment (NDP 339; 436;					

³⁵ Controlled vocabulary is an accepted list of words or phrases (definition approved by the Information and Documentation Sub-commission of the Terminology Committee of the Latvian Academy of Sciences). It is a language resource prepared in a specific way, which is used in the development of language technology products, for example, machine-translation systems.

437)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
2.1. To promote public participation in the development of local cultural processes	2.1.1. To ensure support for strengthening the capacity of cultural NGOs, promoting their involvement in the development of local culture	SIF	NGOs	According to the procedures of the SIF competition	2014-2020
	2.1.2. To compile and popularise good practice examples for co-operation of cultural institutions with rural NGOs and institutions of other sectors	Cultural institutions, NGOs		Within the scope of the State budget	2014-2020
	2.1.3. To support public involvement in diverse activities of amateur art	MoC (LNCC)	Local governments	Within the scope of local government budget	2014-2020
2.2. To promote the preservation of uniqueness of the cultural space and local environment of Latvia	2.2.1. To ensure the preservation of local uniqueness of Latvia with the support of the SCCF regional cultural programmes	MoC (SCCF)	Local governments	State budget (SCCF) within the scope of increase in the SCCF budget of Activity 1.1.6 of Priority 1	2014-2020
	2.2.2. To preserve the uniqueness of historic cultural spaces (<i>suiti</i> , Livs, etc.)	MoC	UNESCO LNC, local government, NGO communities, MoEPRD	State budget (SCCF) within the scope of increase in the SCCF budget of Activity 1.1.6 of Priority 1; local government budget	2016-2020
	2.2.3. To implement restoration of cultural monuments and the use of their socio-economic	MoC (SIHP)	Local governments, private owners, MoF (SII)	In addition: State budget EUR 6 312 000; EEA; local government budget and	2015-2020

	potential			private financing. It is planned to attract financing from the ERDF EUR 35 000 000	
2.3. To promote the creation of new cultural and cultural tourism products	2.3.1. To organise and develop the project “ <i>Satiec savu meistar!</i> ” [Meet Your Craftsman], promoting recognisability of intangible cultural heritage experts in society	MoC (LNCC)	MoES, local government, NGOs	In addition: State budget EUR 162 000; local government budget	2014-2020
	2.3.2. To organise master classes for craftsmen of ancient crafts and design students, promoting creation of new innovative products in regions	MoC (LNCC), LAA	MoES, MoA	In addition: State budget EUR 60 000; local government budget; it is planned to attract financing from the ESF; EAFRD	2016-2020
	2.3.3. To create support programmes for activities of local entrepreneurs and traditional craftsmen, creating products and services on the basis of tangible and intangible cultural heritage	MoC, MoA	LNCC	It is planned to attract the financing from the EAFRD/EFF	2016-2020
	2.3.4. To support the development of micro-enterprises based in local culture and creative industries in the countryside of Latvia	MoC, MoA	Entrepreneurs	It is planned to attract the financing from the EAFRD/EFF	2016-2020
	2.3.5. In co-operation with the tourism industry to develop new tourism products and measures in	Cultural institutions, tourism enterprises	MoC, MoE, LTDA, planning regions	It is planned to attract the financing from cross-border programmes	2016-2020

	cultural institutions, which are appropriate for local and foreign target audiences			according to the procedures of project competitions	
3. To develop Riga as the cultural metropolis and to promote its positive influence (NDP 132; 389)					
Tasks	Main measures	Responsible institution	Involved institutions	Necessary financing and sources thereof	Term for execution
3.1. Development of cultural infrastructure in the Riga metropolis area	3.1.1. To create a Contemporary Art Museum and acoustic concert hall in Riga (reconstruction and development)	MoC	RCC, MoF (SIP)	It is planned to attract financing from the ERDF EUR 80 000 000. In addition: State budget EUR 50 000 000	1 st half of 2018
	3.1.2. To support the development of creative quarters and the attraction of creative potential in Riga	RCC	Entrepreneurs	Local government budget; private financing; SCCF	2015-2020
	3.1.3. To ensure the development of the NLL depository infrastructure	MoC	NLL	In addition: State budget EUR 6 000 000	2017-2020
	3.1.4. To ensure the adaptation of premises and infrastructure for the creation of museum expositions (expositions of the Latvian National Museum of Art and expositions of the National History Museum of Latvia in the reconstructed Riga Palace at 3, Pils laukums, Riga, expositions in <i>Čekas</i> or <i>Stūra māja</i> at 61, Brīvības street, Riga, expositions of the Literature and Music	MoC, MoF (SIP)	Museums	Provisional costs may be determined after co-ordination of the work to be performed with the user of buildings, after updating the technical design of the building project and determination of the building contract price; EEA	2015-2020

Museum, 2, Pils laukums, Riga)				
3.1.5. To ensure renewal and adaptation of museum buildings and infrastructure for the performance of museum functions (construction of a memorial complex for the victims of the Soviet occupation; restoration of 4 exposition sites of the Rainis and Aspazija Museum; restoration of J. Akuraters Museum at 6a, O. Vācieša street, Riga)	MoC, MoF (SIP)		In addition: State budget EUR 3 103 798; EEA; provisional costs may be determined after co-ordination of the work to be performed with the user of buildings, after updating the technical design of the building project and determination of the building contract price	2015-2020
3.1.6. Creation of the entry junction of the Ethnographic Open-air Museum of Latvia	MoC, MoF (SIP)	Museum	EEA	2015-2020
3.1.7. To ensure construction of the complex of museum holdings at Pulka street	MoE (SIP)	MoC museums	Provisional costs may be determined after co-ordination of the work to be performed with the user of buildings, after updating the technical design of the building project and determination of the building contract price	2014 – 2 nd half of 2016
3.1.8. To ensure improvement and development of the theatre infrastructure	MoC, MoF (SIP), RCC	MoC theatres	Provisional costs may be determined after co-ordination of	2014-2020

	(including the building of New Riga Theatre at 25, Lāčplēša street, Riga, reconstruction of the Small Hall of the National Theatre of Latvia and designing of the New Hall of Daile Theatre, renovation of Valmiera Drama Theatre)			the work to be performed with the user of buildings, after updating the technical design of the building project and determination of the building contract price	
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Indicative planned financing for implementation of the priority “Creative Territories and Access to Cultural Services”			
	2015	2016	2017 - 2020
Indicative additional financing necessary for achieving the objectives	8 693 829	11 772 859	66 991780
Indicative financing of EU funds according to the OP	128 000 000		
Other financing	EEA, EAFRD, local government and private co-financing		

6. ASSESSMENT OF IMPACT ON STATE AND LOCAL GOVERNMENT BUDGET

The financial resources planned for implementation of the Guidelines is the State and local government budget, international financing, including EU Structural Funds, the financial instrument of the European Economic Area, as well as private capital to be attracted by successfully developing public-private partnership, as well as other solutions for attracting private capital. Financing from other sources, including financing of another foreign financial assistance, may also be attracted for financing the aid directions laid down in the Guidelines. According to the National Development Plan 2014-2020 EUR 304 550 000 are marked for implementation of the cultural policy. In accordance with the Law On the State Budget for 2014 the budget expenses of year 2014 for implementation of the Guidelines is EUR 127 666 103. In the Law On Medium-term Budget Framework for 2014, 2015 and 2016 NPI for 2015 in the amount of EUR 20 504 622 and NPI for 2016 in the amount of EUR 23 256 750 are supported. The necessary additional financing planned for implementation of the Guidelines: in 2015 – EUR 47 464 350, in 2016 – EUR 57 378 775, in 2017 – EUR 80 078 362, in 2018 – EUR 84 548 363, in 2019 – EUR 54 489 167, in 2020 – EUR 54 489 167. The estimates are provisional and they may change. Each ministry shall plan the development of cultural institutions under responsibility of other ministries and the increase in financing within the scope of its budget, taking into account the settings of the Guidelines as much as possible. Each ministry shall perform detailed estimates for the development of cultural institutions under responsibility of other ministries.

	Three subsequent years (euros)		
	2014	2015	2016
Total changes in budget revenue, including:			
Changes in the State budget revenue			
Changes in local government budget revenue			
Total changes in budget expenses, including:		50083397	59997822
Changes in the State budget expenses/revenue		47464350	57378775
Changes in local government budget expenses		2619047	2619047
Total financial impact:		- 50083397	-59997822
financial impact on the State budget		- 47464350	- 57378775
financial impact on local government budget		- 2619047	- 2619047
Detailed calculation of revenue and expenses	<p>The decision on the State budget financing necessary for implementation of the action directions of the Guidelines will be reviewed at the Cabinet in the course of preparing the draft State budget for the current year.</p> <p>According to the NDP EUR 304 550 000 are marked for implementation of the cultural policy.</p> <p>In drawing up the NDP, financing for the preparation of events of centenary of Latvia was not included in the financial planning. In 2013 the Ministry of Culture began to survey the potential projects of centenary of the State, implementation of which should be commenced in 2015. More detailed request for new policy initiatives of the budget for 2015 and 2016 will be updated because the plan of events of centenary of Latvia, which will be celebrated in 2018, is being drawn up with the necessary financing and implementation schedule. Short-term priority of the MoC is the competitiveness of persons working in the field of culture, therefore, provisional costs of Task 4.1 of Priority 1 are determined only in relation to the cultural institutions under supervision of the MoC. Each ministry shall plan the development of cultural institutions under responsibility of other ministries and the increase in financing within the scope of its budget, taking into account the settings of the Guidelines as much as possible. Provisional costs of Tasks 3.1.4-3.1.8 of Priority 4 may be determined after co-ordination of the work to be performed with the user of buildings, after updating the technical design of the building project and</p>		

	<p>determination of the building contract price.</p> <p>The indicated financing of local governments is the co-financing for implementation of projects of Structural Funds according to the NDP. Other co-financing of local governments, which is indicated in the Guidelines, is planned within the scope of local government budget and according to municipality development strategies.</p>
<p>Other information:</p> <p>Financing from EU funds for implementation of the tasks of the Guidelines is planned according to financial annex to the National Development Plan.</p> <p>It is planned to attract additional financing for implementation of the Guidelines, in the field of education, for business support from the programmes of EU Structural Funds administered by the MoES, MoE, MoEPRD and MoA according to the procedures of announced competition.</p>	
<p>Changes in budget expenses from N+4 to N+7 years</p>	<p>On average the indicative budget of one year in the time period from 2017 to 2020 is 68.7 million euros from the total financing indicated for the time period 2017-2020, which is 275 million euros. Demand intensity of budgets of 2017 and 2018 will increase, because year 2018 will be the year of centenary of Latvia when large-scale cultural events will be planned – Nationwide Latvian Song and Dance Celebration, Riga – World Book Capital, participation of the Baltic States in London Book Fair, etc. From 2017 to 2018 expenses of local government budget will increase, ensuring participation of the bodies established by local governments in demonstrations and concerts of the General Latvian Song and Dance Celebration.</p> <p>The indicative planned financing of local governments is the co-financing for implementation of projects of Structural Funds according to the NDP. Other co-financing of local governments, which is indicated in the Guidelines, is planned within the scope of local government budget and according to municipality development strategies.</p> <p>Each ministry shall plan the development of cultural institutions under responsibility of other ministries</p>

	within the scope of its budget, taking into account the settings of the Guidelines as much as possible.
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PROCEDURES FOR THE PROVISION AND EVALUATION OF REPORTS

Evaluation of implementation of the Guidelines shall take place in the middle and at the end of the operation of the Guidelines.

The MoC shall prepare and submit the following informative reports to the Cabinet on the course of implementing the Guidelines according to specific procedures:

- the interim evaluation on implementation of the Guidelines – until 31 May 2017;
- the final report on implementation of the Guidelines, including proposals for the development of cultural policy in subsequent years – until 31 May 2021.

If needed, the MoC will prepare amendments to the Guidelines.

Minister for Culture

Dace Melbārde

(Cabinet
Order No. 401 of
29 July 2014)

Cultural Policy Guidelines 2014-2020
“Creative Latvia”
(summary)

Riga 2014

The Cultural Policy Guidelines 2014-2020 “Creative Latvia” (hereinafter – the Guidelines) is a medium-term policy planning document, which determines the State cultural policy objectives and priorities for the time period up to 2020 and promotes the achievement of the objectives brought forward in State long-term and medium-term policy planning documents. The economic crisis has brought changes in the current planning process and given a new, experience-based understanding of the driving forces and sources of State growth. The drawing up of a new cultural policy document is also necessitated by introduction of a uniform integrated approach to State and European Union policy and budget planning. The purpose of drawing up the Guidelines is to confirm the value of culture and to define action directions for diverse and sustainable development of culture, which, by promoting State growth and competitiveness, builds higher quality of life for everyone, preserving and developing the cultural capital and creativity of inhabitants of Latvia.

The Guidelines were drawn up by a working group created by the Ministry of Culture. From methodological point of view, their content is created using both the top-down and the bottom-up approach to the policy planning management: on one hand, the policy objectives and tasks laid down in documents of higher hierarchical level (national level) are integrated, and on the other hand – the priorities formulated in strategies for sectoral and cross-sectoral development in culture, which have been drawn up in co-operation with the sectoral councils of the MoC concurrently with the process of drawing up the Guidelines, are taken into account. Sectoral strategies will serve as a resource for detailed planning of implementation of the Guidelines throughout the period of operation thereof. An innovative factor in preparation of the Guidelines is active participation of the cultural non-governmental sector – Alliance of Culture³⁶ – the drawing-up process of the document.

The financing necessary for implementation of the Guidelines is planned forecasting an optimistic economic development of the State, therefore, it is possible that the actual implementation thereof will not reach the planned extent and will be ensured according to the State budget possibilities and within the scope of the financing assigned for the current year.

The overarching objective of the Guidelines is to shape Latvia into land with rich and cultivated cultural heritage, vital and diverse cultural life, creative people, competitive creative industries and upward quality of life for everyone.

Four priorities (strategic objectives) are defined in the Guidelines for achieving the policy objective:

1. Preservation and development of the cultural capital involving community members in cultural processes.
2. Creativity in lifelong education and cultural education oriented towards labour market.
3. Competitive cultural and creative industries.
4. Creative territories and access to cultural services.

Action directions and policy indicators are defined for achieving each priority (strategic objective).

1. Preservation and development of the cultural capital with participation of the society in cultural processes:

1.1. forming of favourable environment for the creation of new cultural values, preservation of and access to inherited cultural values;

³⁶ The Alliance of Culture has brought together the three largest associations of the culture organisations in Latvia: the Latvian Council of Creative Unions, the association “Time for Culture” [*Laiks kultūrai*] and the Association of Non-governmental Organisations of Contemporary Culture.

- 1.2. involvement of cultural institutions and media in expanding the audience, promoting the interest and participation of the society in cultural processes;
- 1.3. more active involvement of culture of Latvia in international cultural processes and co-operation networks, promoting the development of cultural diplomacy;
- 1.4. development of human resources and efficient cultural management.

Policy Indicators (Performance Indicators)

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Forming of favourable environment for the preservation and development of cultural heritage, as well as for the creation of new cultural values is ensured	continuity of the song and dance celebration process is ensured (number of folk art and traditional culture events organised with State support)	45	126	130	126
	preservation of cultural heritage is ensured (number of restored units of cultural heritage in the National Archives of Latvia and the National Library of Latvia)	127973	35477	35500	36000
	State support for creative process and for public creative initiatives in the field of culture is ensured (number of the submitted projects evaluated)	3546	3850	3850	4000
	number of created new creations (performances, concerts, movies)	294	310	300	330
Involvement of cultural institutions and media in expanding the audience, promoting the interest and participation of the society in cultural processes, is ensured	number of attended cultural events per year per 100 inhabitants	227	280	270	280
	household consumption for culture and recreation from expenses of the total consumption of households, %	7,1	7,1	7,5	8,1
Participation of culture of Latvia in international cultural processes and co-operation networks, promoting the development of cultural diplomacy, is ensured	representation of Latvia in international events (international events, markets and fairs) is ensured	13	15	16	17
	payments into international organisations	17	18	20	20

Development of human resources and efficient cultural management is promoted	participation of non-governmental organisations in policy-making (participation % from the number of consultative meetings and working groups organised by the ministry)		71	71	71
	number of co-operation and participation contracts entered into	6	8	8	8
	quality of services provided by cultural heritage institutions is ensured (accreditation of museums and libraries)	114	120	120	125

2. Creativity in lifelong education and cultural education oriented towards labour market:

- 2.1. lifelong education developing personality, particularly development of creativity in general formal education and non-formal education of children and youth;
- 2.2. quality and excellence in secondary vocational cultural education;
- 2.3. competitive higher education and research;
- 2.4. vocational further education adjusted to the labour market.

Policy Indicators (Performance Indicators)

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Quality and excellence in vocational cultural education is ensured	number of pupils in cultural education institutions (vocationally oriented and secondary vocational education) per 1000 inhabitants	11,8	12,7	14	15
	number of pedagogical rates and positions paid from a State budget grant in educational institutions of local governments	1608	2100	2100	2100
Competitive higher education and research is ensured	number of students who have acquired a degree or qualification in cultural, art and music institutions of higher education and college	536	538	538	538
	number of scientific papers (including books, articles and publications in internationally quotable publications, periodicals)	110	120	125	130
	number of pupils in cultural education institutions of higher education and colleges per 1000 inhabitants	1,2	1,3	1,4	1,5
Lifelong education developing personality, particularly development of creativity in	number of pupils with special needs in the total number of educatees in cultural education institutions (vocationally oriented and secondary vocational education)	80	80	80	80
	number of implemented "Cultural Schoolbag" projects	–	–	15	40

general formal education and non-formal education of children and youth					
Vocational further education adjusted to the labour market	number of creative partnerships implemented (entrepreneurs/schools)	0	14	20	50
	number of educated cultural employees and cultural education teachers	400	1300	1300	1300

3. Competitive cultural and creative industries:

- 3.1. growth of entrepreneurship in the sector of creative industries;
- 3.2. competitiveness and export of the sector of creative industries;
- 3.3. development of an infrastructure and environment favourable to innovations;
- 3.4. informing of the society, research and monitoring of creative industries.

Policy Indicators (Performance Indicators)

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Growth of entrepreneurship in the sector of creative industries is promoted	increase in the number of working places in the sector of creative industries, %		20	35	50
	number of enterprises in creative industries	7484	8100	8700	9300
Competitiveness and export of the sector of creative industries is promoted	proportion of export of the creative industries from total export, %	1,09	1,2	1,4	1,6
	proportion of enterprises of the creative industries from all enterprises, %	6	6,5	7	7,5
Environment and infrastructure favourable for innovations is developed	establishment of the centre of creative industries	0	0	0	1
	inter-disciplinary partnership projects implemented	0	10	35	60

4. Creative territory and access to cultural services:

- 4.1. provision of the development of and access to high-quality and diverse cultural services;
- 4.2. promotion of attraction of creative and economically active human resources and creation of creative environment outside Riga;
- 4.3. developing of Riga as the cultural metropolis of the Northern Europe and promotion of its positive impact on balanced growth of Latvia.

Policy Indicators (Performance Indicators)

Policy result	Performance indicator	Base value (2008)	2014	2017	2020
Development of and access to high-quality and diverse cultural services is ensured	increase in the number of professional art events in regions, %	100	125	130	135
	dynamics of restoration activities of cultural monuments: monuments the condition of which has been evaluated as good and satisfactory, %	88 (2012.)	88	89	90
	increase in the proportion of digitally available units of holdings (museums, archives, libraries), %	100	102	105	110
Attraction of creative and economically active human resources and creation of creative environment outside Riga is promoted	popularisation of intangible heritage in regions is promoted (number of event sites “ <i>Satiec savu meistarū</i> ” [Meet Your Craftsman])		100	100	100
	State support for creative process and for public creative initiatives in the field of culture is ensured (number of the SCCF regional cultural programmes)	4	4	4	4
	number of participants of amateur art bodies per 100 inhabitants ³⁷	3,3	3,3	3,6	3,6
	number of foreign travellers who stay for several days, thous. ³⁸	1435 (2012.)		1650	1722
Development of Riga as the cultural metropolis of the Northern Europe and its positive impact on balanced growth of Latvia is promoted	increase in the number of professional art events in Riga, %	100	117	117	120
	number of renovated cultural infrastructures	–	–	–	2

The financial resources planned for implementation of the Guidelines is the State and local government budget, international financing, including European Union Structural Funds, the financial instrument of the European Economic Area, as well as private capital to be attracted by successfully developing public-private partnership, as well as other solutions for attracting private capital. Financing from other sources, including financing of another foreign financial assistance, may also be attracted for financing the aid directions laid down in the Guidelines. According to the National Development Plan 2014-2020 EUR 304 550 000 are provided for implementation of the cultural policy. In accordance with the Law On the State Budget for 2014 the budget expenses of year 2014 for implementation of the Guidelines is EUR 127 666 103. In the Law On Medium-term Budget Framework for 2014, 2015 and 2016 new

³⁷ Data recalculated according to the census results of 2011.

³⁸ Indicator from the Tourism Development Guidelines of Latvia 2014-2020.

policy initiatives for 2015 in the amount of EUR 20 504 622 and new policy initiatives for 2016 in the amount of EUR 23 256 750 are supported. The necessary additional financing planned for implementation of the Guidelines is planned in the amount of EUR 47 464 350 in 2015, in the amount of EUR 57 378 775 in 2016, in the amount of EUR 80 078 362 in 2017, in the amount of EUR 84 548 363 in 2018, in the amount of EUR 54 489 167 in 2019, in the amount of EUR 54 489 167 in 2020. The estimates are provisional and they may change. Each ministry shall plan the development of cultural institutions under responsibility of other ministries and the increase in financing within the scope of its budget, taking into account the settings of the Guidelines as much as possible. Each ministry shall perform detailed estimates for the development of cultural institutions under responsibility of other ministries.

	Three subsequent years (euros)		
	2014.	2015.	2016.
Total changes in budget revenue, including:			
changes in the State budget revenue			
changes in local government budget revenue			
Total changes in budget expenses, including:		50 083 397	59 997 822
changes in the State budget expenses		47 464 350	57 378 775
changes in local government budget expenses		2 619 047	2 619 047
Total financial impact, including:		-50 083 397	-59 997 822
financial impact on the State budget		-47 464 350	-57 378 775
financial impact on local government budget		-2 619 047	-2 619 047

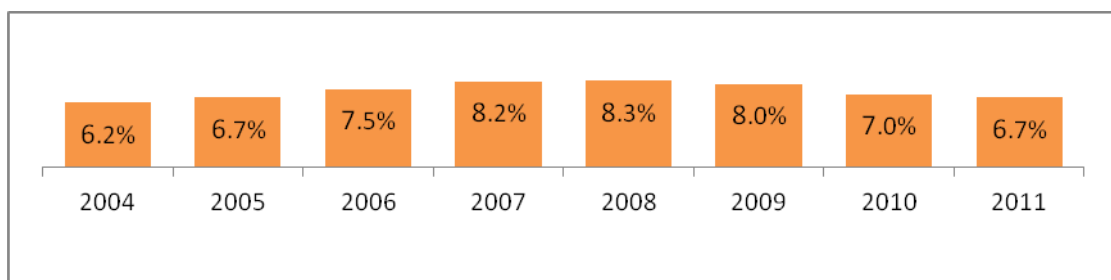
Minister for Culture

Dace Melbārde

STATISTICAL INDICATORS CHARACTERISING THE CURRENT CULTURAL SITUATION

Figure 1.

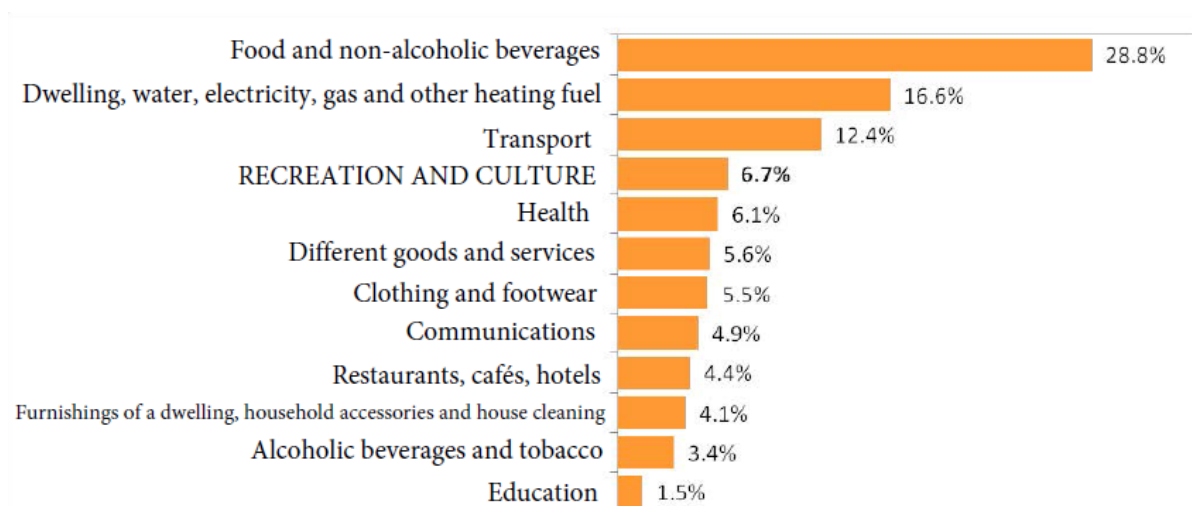
STRUCTURE OF EXPENSES OF HOUSEHOLD CONSUMPTION (%) FOR RECREATION AND CULTURE



Data: Central Statistical Bureau of the Republic of Latvia

Figure 2.

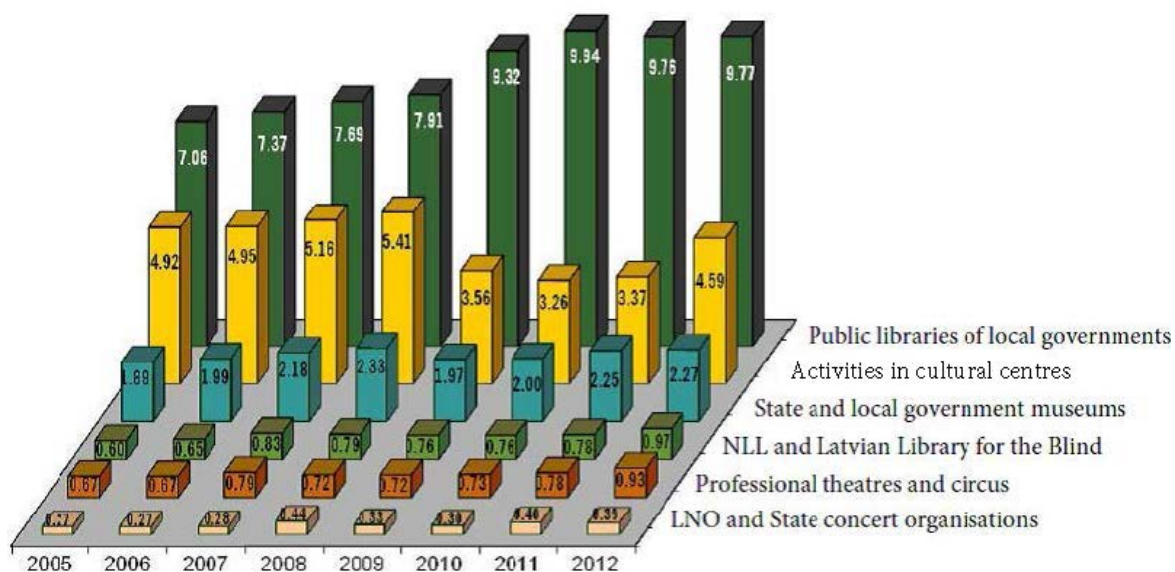
STRUCTURE OF EXPENSES OF HOUSEHOLD CONSUMPTION (%) IN 2011



Data: Central Statistical Bureau of the Republic of Latvia

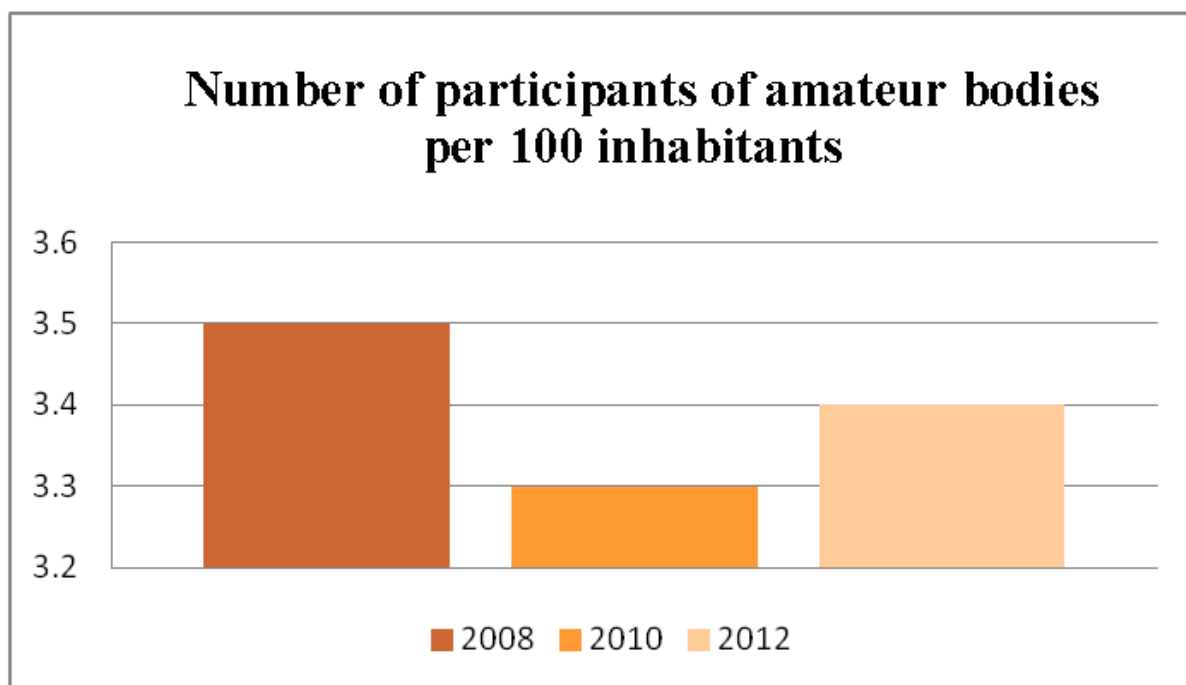
Figure 3.

NUMBER OF VISITS TO STATE AND LOCAL GOVERNMENT CULTURAL INSTITUTIONS (in millions)



Data: MoC

Figure 4.



Data: Central Statistical Bureau of the RoL, MoC

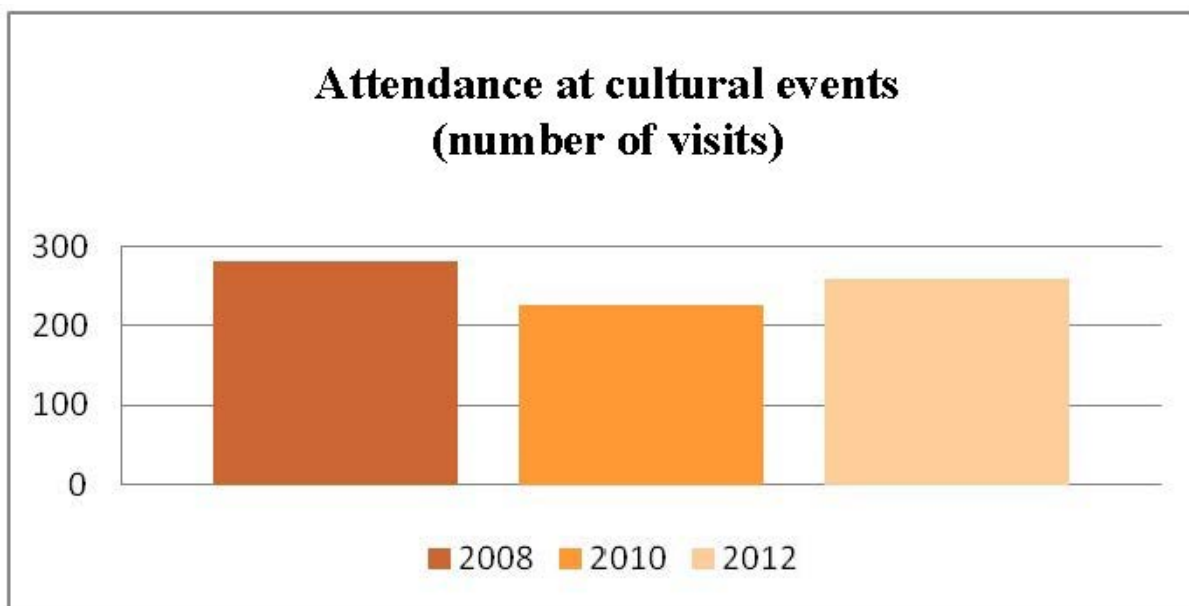
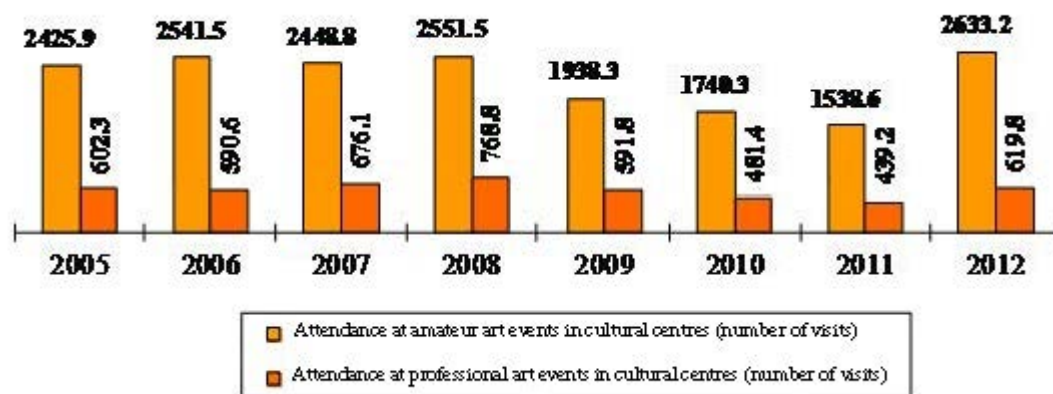


Figure 5.

Data: Central Statistical Bureau of the RoL, MoC

Figure 6.

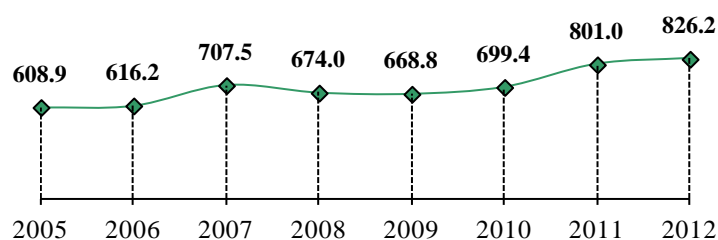
Attendance at Professional and Amateur Art Events in Cultural Centres (Number of Visits) (concerts, performances, exhibitions, State and traditional festivities, thous.)



Data: MoC

Figure 7.

Total Number of Spectators in Professional Theatres*
(in premises of the theatre and in guest performances, thous.)

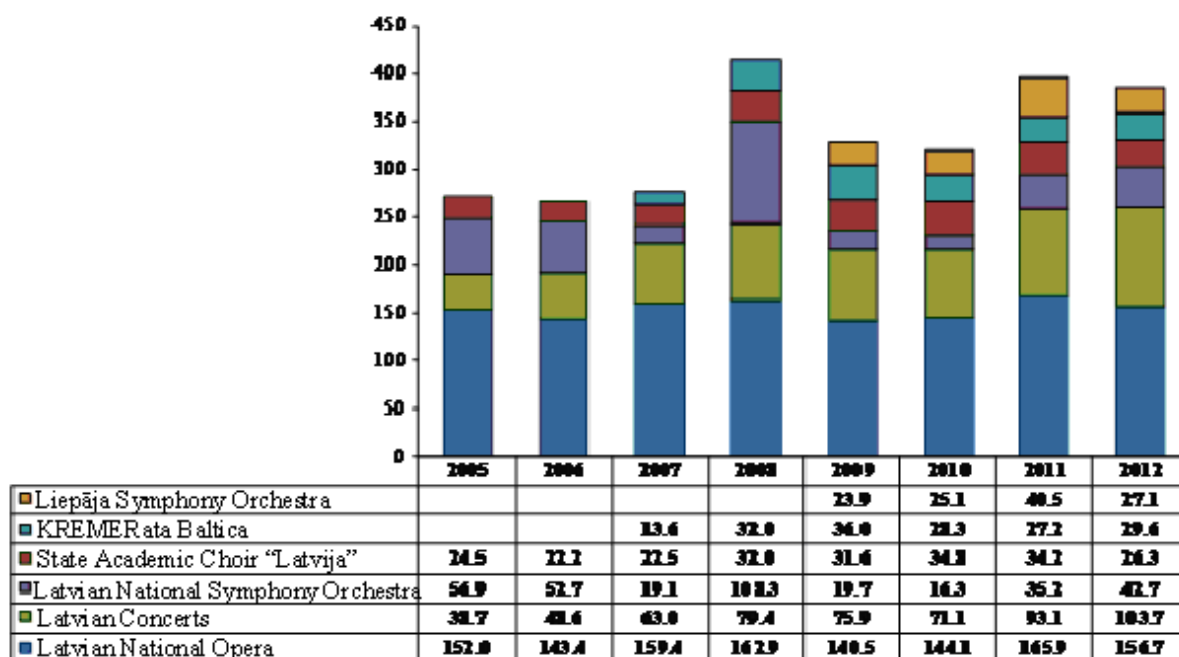


* Latvian National Theatre, Daile Theatre, New Riga Theatre, Mikhail Checkhov Riga Russian Theatre, Liepāja Theatre, Valmiera Drama Theatre, Latvian Puppet Theatre, Daugavpils Theatre

Data: Central Statistical Bureau of the RoL, MoC

Figure 8.

Attendance at Performances, Concerts of LNO and State Concert Organisations
(number of visits, thous.)



Data: MoC

Figure (Table) 9.

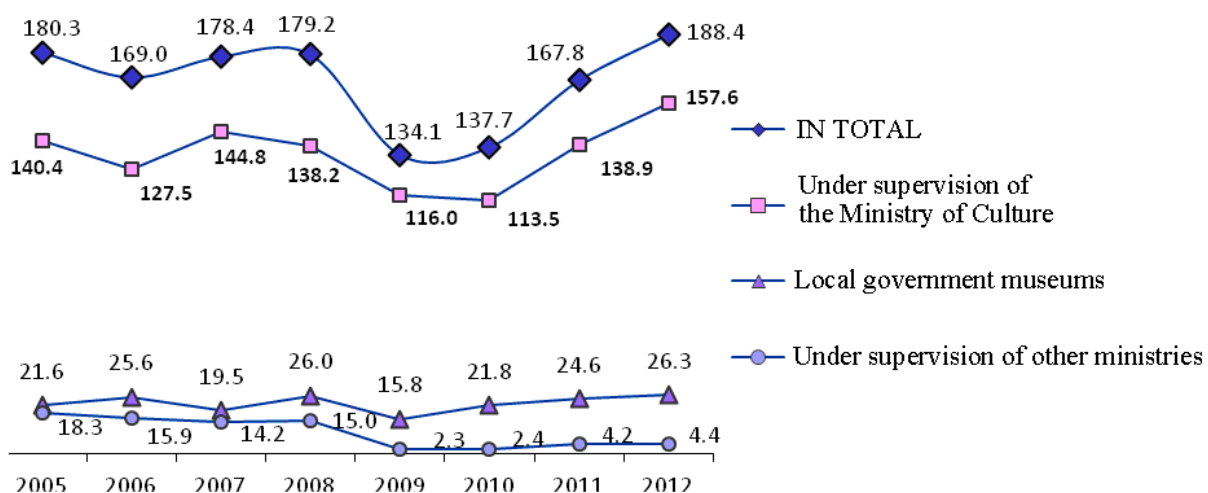
Increase in the Number of Visits to Museums, Archives, Libraries (Cultural Memory Institutions) in %

	2005	2006	2007	2008	2009	2010	2011	2012
Visits to accredited State, local government and private museums (thous.)	2 074.0	2 174.7	2 402.6	2 554.5	2 195.8	2 412.4	2 544.1	2 548.4
<i>% versus previous year</i>	<i>112</i>	<i>105</i>	<i>110</i>	<i>106</i>	<i>86</i>	<i>110</i>	<i>105</i>	<i>100</i>
Visits to the State archives system (thous.)	88.0	91.8	70.7	81.7	83.7	49.4	48.4	64.0
<i>% versus previous year</i>	<i>97</i>	<i>104</i>	<i>77</i>	<i>116</i>	<i>102</i>	<i>59</i>	<i>98</i>	<i>132</i>
Visits to the National Library of Latvia (thous.)	553.6	605.8	786.2	746.6	717.9	724.9	740.9	925.8
<i>% versus previous year</i>	<i>122</i>	<i>109</i>	<i>130</i>	<i>95</i>	<i>96</i>	<i>101</i>	<i>102</i>	<i>125</i>
Visits to the Academic Library of the University of Latvia (thous.)	585.8	573.3	434.8	370.8	320.5	105.2	1 839.0	989.7
<i>% versus previous year</i>	<i>105</i>	<i>98</i>	<i>76</i>	<i>85</i>	<i>86</i>	<i>33</i>	<i>1748</i>	<i>54</i>
Visits to the Latvian Library for the Blind (thous.)	44.6	40.9	41.9	43.8	44.4	36.7	42.2	35.0
<i>% versus previous year</i>	<i>94</i>	<i>92</i>	<i>103</i>	<i>104</i>	<i>102</i>	<i>83</i>	<i>115</i>	<i>83</i>
Visits to public libraries of local governments (thous.)	7 062.2	7 368.3	7 691.3	7 912.0	9 326.3	9 943.7	9 793.5	9 847.0
<i>% versus previous year</i>	<i>107</i>	<i>104</i>	<i>104</i>	<i>103</i>	<i>118</i>	<i>107</i>	<i>98</i>	<i>100</i>

Data: MoC, NLL

Figure 10.

Visitors – Foreigners in Groups in State and Local Government Museums (thous.)



Data: MoC

Figure (Table) 11.

Increase in the Number of Tourists in Latvia

	2005	2006	2007	2008	2009	2010	2011	2012
Foreign tourists in Latvia (thous.)	3 774	4 645	5 236	5 496	4 727	5 042	5 538	5 569
<i>% versus previous year</i>	124	123	113	105	86	107	110	101
Number of persons who have entered Latvia, serviced by tourist merchants (thous.)	157.5	269.6	237.6	236.6	150.1	191.6	175.4	175.0
<i>% versus previous year</i>	118	171	88	100	63	128	92	100

Data: Central Statistical Bureau of the RoL, MoC

Figure (Table) 12.

Increase of Items Accumulated in Museums, Archives and Libraries (%)

	2005	2006	2007	2008	2009	2010	2011	2012
Holdings of accredited State, local government and private museums (thous.)	5 262	5 335	5 456	5 555	5 679	5 767	5 845	5 915
<i>% versus previous year</i>	102	101	102	102	102	102	101	101
Holdings of the State archives system (mill. of units)	16.9	17.1	17.7	18.6	19.6	20.4	20.7	21.5
<i>% versus previous year</i>	104	101	104	105	105	104	101	104
Holdings of the NLL (thous.)	4 468	4 044	4 072	4 080	4 079	4 082	4 096	4 126
<i>% versus previous year</i>	101	91	101	100	100	100	100	101
Holdings of the Academic Library of the University of Latvia (thous.)	3 327	3 404	3 441	3 473	3 506	3 549	3 470	3 470
<i>% versus previous year</i>	101	102	101	101	101	101	98	100
Holdings of the Latvian Library for the Blind (thous.)	248	250	260	271	272	271	258	256
<i>% versus previous year</i>	102	101	104	104	100	100	95	99
Holdings of public libraries of local governments (thous.)	11 861	11 462	10 841	10 274	9 579	9 161	8 946	8 740
<i>% versus previous year</i>	98	97	95	95	93	96	98	98

Data: MoC, NLL

Figure (Table) 13.

Increase in the Number of Students and Pupils in Cultural Education Institutions
(% versus previous year)

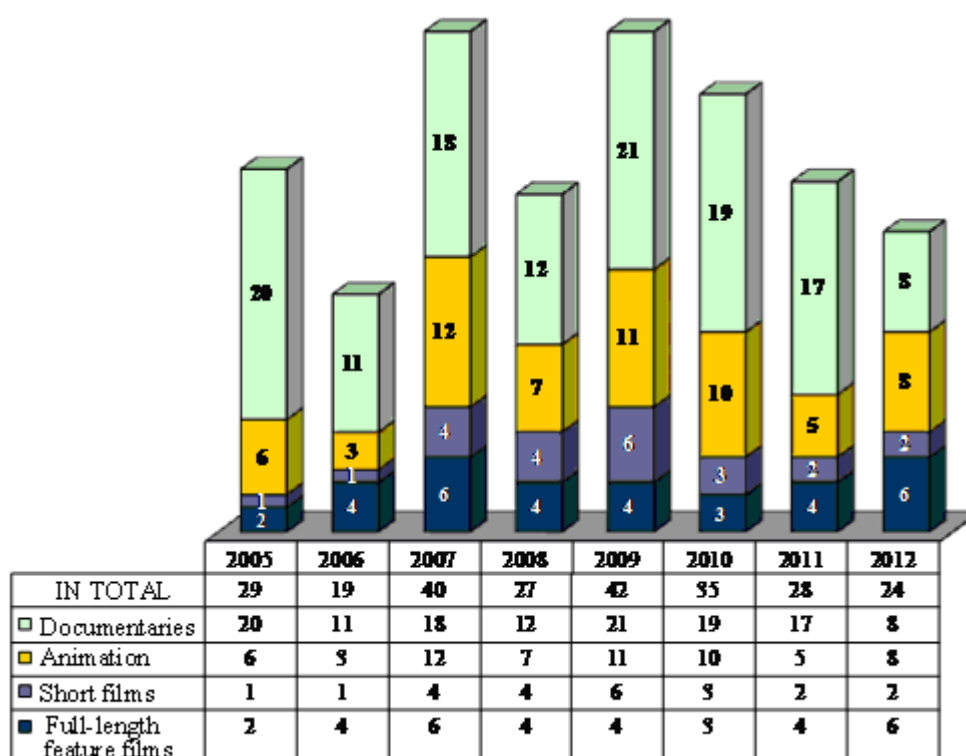
	2005	2006	2007	2008	2009	2010	2011	2012
Cultural education institutions of higher education and college*	121	100	104	100	109	103	104	100
Vocational secondary education institutions	105	102	100	101	98	99	95	97
Vocationally oriented educational institutions	100	102	101	101	101	104	101	102

* Until 2004 the current Latvian College of Culture held the status of a vocational secondary education institution.

Data: MoC, Latvian National Centre for Culture

Figure 14.

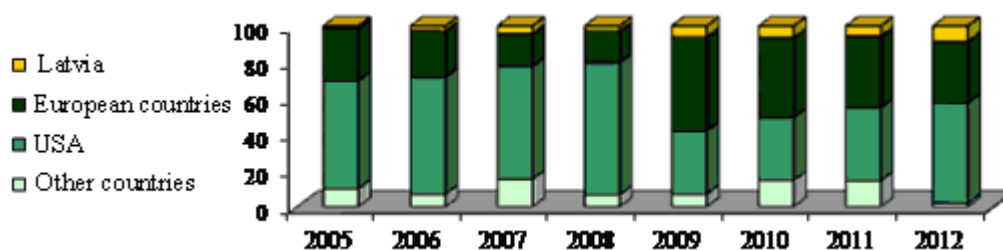
Film Production in Latvia



Data: NFC

Figure 15.

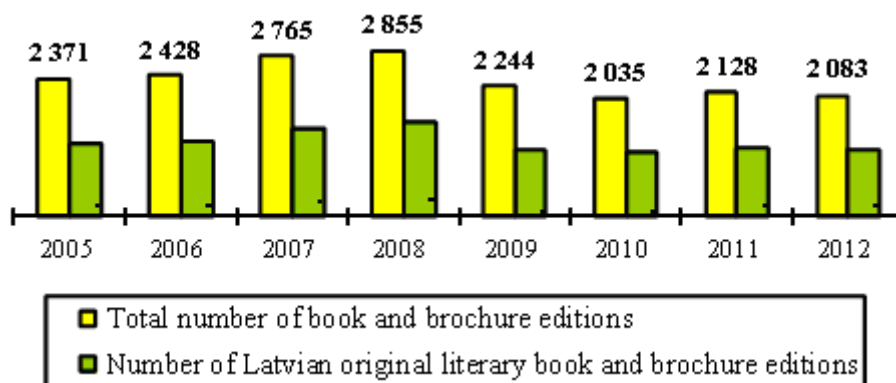
Proportion of Films Premiered at Latvian Cinemas
(% from the total number of titles)



Data: NFC

Figure 16.

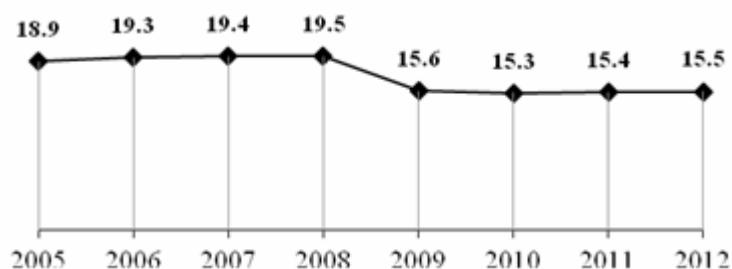
Number of Latvian Original Literary Editions Issued in Latvia in Relation to the Total Number of Literary Editions



Data: NLL

Figure 17.

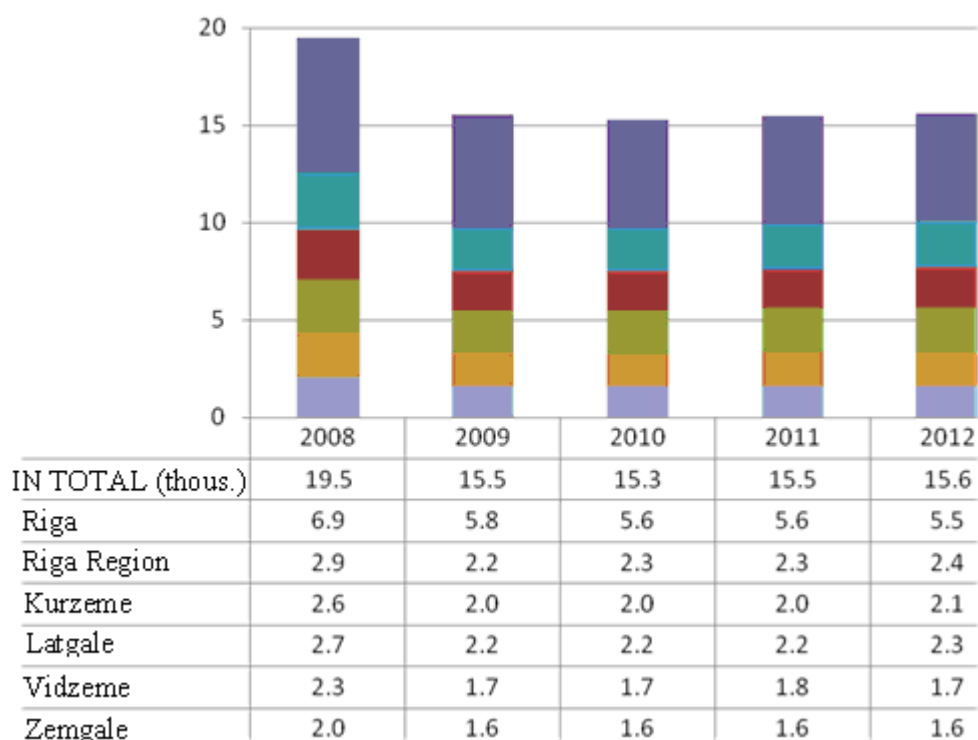
Employees of State and Local Government Cultural Institutions (thous.)



Data: MoC

Figure 18.

Employees of State and Local Government Cultural Institutions (thous.)



Data: MoC

Figure (Table) 19.

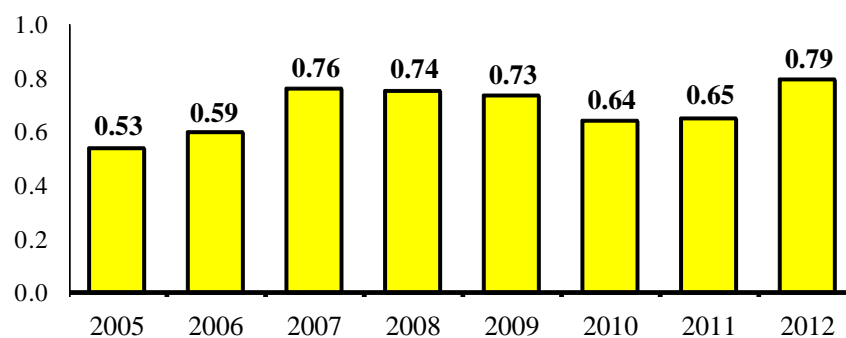
Budget Expenses of the Ministry of Culture

	2005	2006	2007	2008	2009	2010	2011	2012
GDP, actual prices, mill. of LVL	9 000.3	11 126.6	14 720.7	16 084.7	13 070.4	12 784.1	14 275.2	15 520.5
Budget expenses of the MoC, in total with SCCF and earmarked grants, thous. of LVL	47 866	65 676	111 789	119 647	95 761	81 707	92 317	122 520
Budget expenses of the MoC in relation to GDP, %	0.53	0.59	0.76	0.74	0.73	0.64	0.65	0.79

Data: MoC

Figure 20.

Budget Expenses of the Ministry of Culture in Relation to GDP, %



Data: CSB of the RoL, Ministry of Finance of the RoL, Budget Division of the MoC

Minister for Culture

Dace Melbārde

EXPLANATION OF TERMS

Balanced development – development that is promoted, taking into account the special features and possibilities of the entire State territory and of separate parts thereof, reducing the unfavourable differences among them, as well as preserving and developing the features characteristic to the natural and cultural environment of each territory and the development potential thereof.

Sustainability – development which ensures satisfaction of the current needs without creating threats to satisfying the needs of future generations.

Innovation – implementation of ideas, developments and technologies of a scientific, technical, social, cultural or other field in a new product, service or process.

Culture – within a wider sense, aggregate, form and type of all achievements of people and mankind, which pervades any human activity and existence. Culture incorporates socially recognised values, tolerance, external and internal orientation, beliefs, creative spirit and interests of individuals and the society. The language, folklore, customs, rituals, traditions, knowledge and education process, diversity and interest regarding other cultures, as well as contemporary product of creative work are the basis for preservation and development of culture. In a more narrow sense, culture is art, architectural, music, literature expressions and other creative expressions.

Cultural sectors and inter-sectors – within the meaning of this document comprise the following fields: museums, libraries, archives, cultural monuments, intangible cultural heritage, digital cultural heritage, cultural education, literature and books, music, theatre, dance, visual arts, films, architecture and design.

Cultural industries – industries which produce and distribute goods and services that have cultural value regardless of the potential commercial value thereof.

Cultural capital – cultural values inherited from previous generations, as well as newly created modern cultural values which, with targeted application, are able to consolidate the society and create a new economic, social and cultural value. Cultural capital is formed by both tangible values (buildings, monuments, cultural and historical sites, pieces of art, etc.) and intangible values (ideas, traditions, symbols, etc.).

Cultural environment – environment which has emerged as a result of human activities and preserves footprints of such activities: both tangible things and intangible intellectual values.

Cultural-historic region – the term is used in order to designate a specific territory that has emerged as a result of historical process and that is distinguished by the original cultural identity characteristic thereto, which expresses in the unique cultural heritage and linguistic properties characteristic to the particular territory. Traditionally four regions are distinguished

in Latvia: Kurzeme, Vidzeme, Zemgale and Latgale; Selonia has been defined as the fifth cultural-historic region during the last years.

Cultural heritage – testimony of intellectual activities of a human being in tangible or intangible form. Cultural heritage consists of an aggregate of accumulated resources which have been inherited from the past and which, regardless of belonging, are perceived by individuals and the society as reflectors and promulgators of values, convictions, knowledge, traditions. It also includes the environment which has emerged as a result of interaction of people and places over a period of time. It includes intellectual expressions and value systems of artists, architects, musicians, writers and scientists, giving the meaning to life.

Cultural monuments – cultural-historical landscapes and individual territories (ancient burial sites, cemeteries, parks, places of historic events and activities of prominent people) as well as groups of buildings and individual buildings, works of art, installations and objects, which have a historic, scientific, artistic or another cultural value.

Creativity – hereditary and cultivated property/ability of an individual to create original and new meanings and images. Creative activity helps to discover new possibilities and forms for better models for living together and operating, to adjust to new circumstances and to transform existence with the aid of creative imagination and initiative. Creativity applies not only to the creation of new objects or styles of art, but also to solving of problems in any possible field.

Creative economy – new economy that is based on intangible resources – knowledge, creative ideas and innovations.

Creative industries are based on individual or collective creativity, skills and talent and they are able to increase welfare and create jobs, by creating and using intellectual property. They create, develop, produce products and services, which are of value in economic development. The following sectors represent creative industries in Latvia:

- * architecture;
- * design (product, service and process design, including different disciplines of design – graphic design, interior design, furniture design, industrial design, environmental design, fashion and accessories, etc.);
- * film industry;
- * interactive games, interactive software, multimedia products;
- * music and sound recording industry;
- * dance;
- * visual art (operation of exhibition halls, galleries);
- * dramatic art;
- * publishing (press publications, books);
- * advertising, communications, marketing communications;
- * entertainment industry;
- * mass media (TV, radio, Internet portals).

Craft is considered as significant sector supporting creative industries.

Cultural tourism means travelling, the main purpose of which is related to becoming acquainted with the cultural environment, including landscapes, visual and stage/performing art, as well as special (local) lifestyle, values, traditions, participation in events, as well as other creative and intercultural exchange processes. Cultural tourism has a positive economic and social impact, it shapes and strengthens identity, helps to create the image of the State and

local community and to preserve the cultural and historic heritage. It promotes harmony and understanding between people and nations.

Lifelong education – is learning throughout life, which is based on the necessity caused by internal needs of an individual or external factors to improve knowledge and skills in the context of personality, active citizenship, employment and social context. In long-term the paradigm of lifelong education emphasises the learning possibilities for all.

Cultural education – component of the education system, which incorporates not only vocational education of all levels (basic, secondary and higher) in the fields of culture and further education opportunities of specialists, but also general education process in the fields of culture, refining of creative abilities and talents of each individual in the perspective of lifelong education.

Creative education – developed and fully used potential of culture for lifelong education of the society, promotion the formation of a knowledge society based on humanitarian values, creating modern services for children, youth and adult audiences, thus promoting the shaping of a creative and competitive personality.

Latvian Cultural Canon – a body of the most excellent and prominent cultural events and works of art of Latvia, which reflect the most significant achievements of all times of the nation in culture.

Cultural Schoolbag – 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.

Minister for Culture

Dace Melbārde

MINIMUM BASKET OF CULTURAL SERVICES¹

MUNICIPALITY CENTRE, VILLAGE

- Library services
- Offer of opportunities for cultural education and artistic creation
- Access to cultural-historic heritage (cultural tourism)
- Offer of cultural events and leisure time, access to the process of Song and Dance Celebration (cultural centres)
- Creative entrepreneurship

MUNICIPALITY DEVELOPMENT CENTRE (including MUNICIPALITY TERRITORY)

- Library services
- Service of vocationally oriented art and music education, vocational education service
- Offer of cultural events and leisure time, access to the process of Song and Dance Celebration (cultural houses)
- Access to cultural-historic heritage or museum service
- Creative entrepreneurship

REGIONAL DEVELOPMENT CENTRE (Kuldīga, Talsi, Tukums, Saldus, Dobele, Bauska, Ogre, Aizkraukle, Cēsis, Limbaži, Smiltene, Alūksne, Gulbene, Balvi, Preiļi, Līvāni, Ludza, Krāslava, Sigulda, Valka, Madona)

- Library services
- Museum services (preservation, research and accessibility to the society of cultural heritage)
- Service of vocationally oriented art and music education, vocational secondary education service
- Offer of cultural events and leisure time, access to the process of Song and Dance Celebration, opportunities of showing movies, access to professional art (multifunctional cultural centre)
- Creative entrepreneurship

NATIONAL DEVELOPMENT CENTRE (Jelgava, Jēkabpils, Jūrmala, Rēzekne, Valmiera)

- Offer of cultural events and leisure time, access to the process of Song and Dance Celebration, access to professional art (cultural houses/centres, theatre, concert hall)
- Library services
- Vocational orientation and secondary cultural education (vocational secondary schools)
- Museums (preservation, research and accessibility to the society of cultural heritage)

¹ In determining the minimum basket of services in the division of towns and territories, the principle of development centres defined in the Sustainable Development Strategy for Latvia until 2030 is taken into account.

- Opportunities of showing movies (movie theatre / digitalised MT)
- Creative entrepreneurship

CENTRE OF INTERNATIONAL LEVEL (Rīga, Liepāja, Daugavpils, Ventspils)

- Services of public libraries and the NLL
- Archival services
- Access to professional art (acoustic concert hall, contemporary art museum, exhibition centres, theatres, opera)
- Museum services (preservation, research and accessibility to the society of cultural heritage)
- Offer of professional cultural education (service of vocationally oriented art and music education, service of vocational secondary education, offer of higher education)
- Offer of cultural events and leisure time, access to the process of Song and Dance Celebration, service (multifunctional cultural centre)
- Opportunity of showing movies (movie theatres)
- Creative entrepreneurship

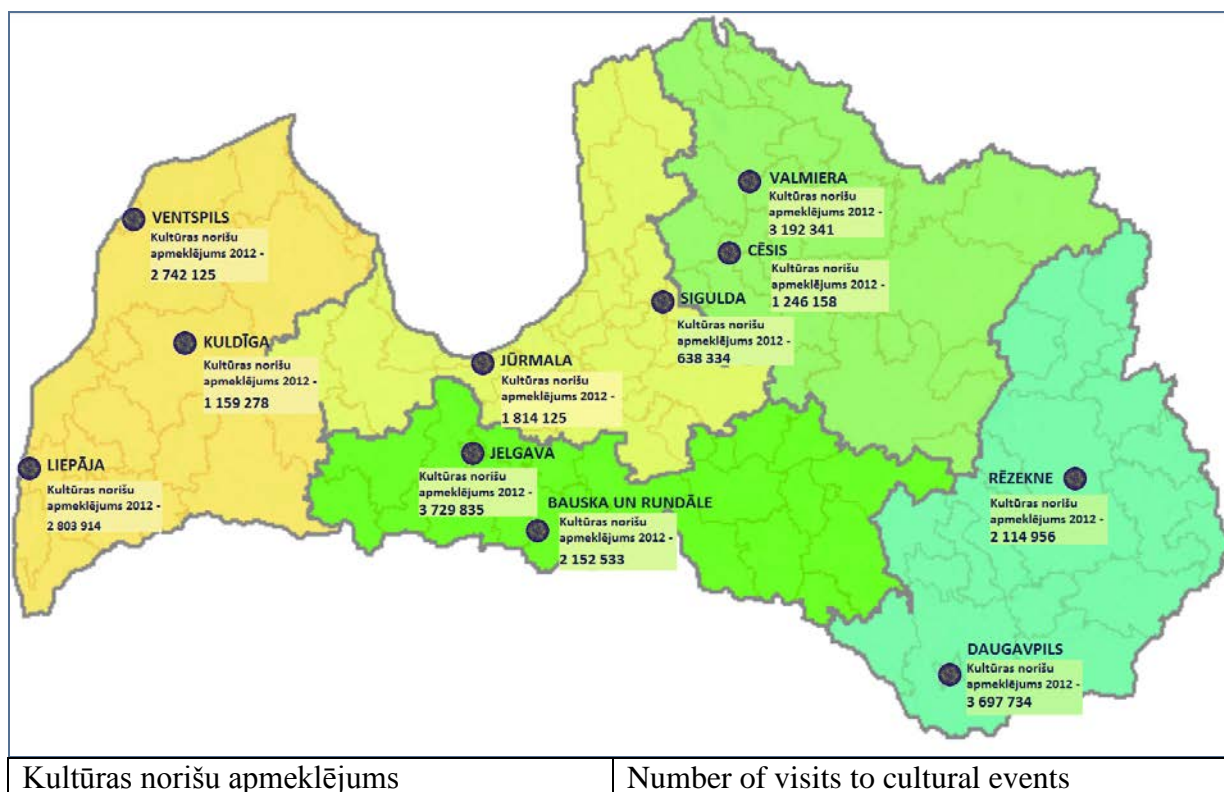
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COVERAGE OF CULTURAL INSTITUTIONS AND ACTIVE CULTURAL ZONES

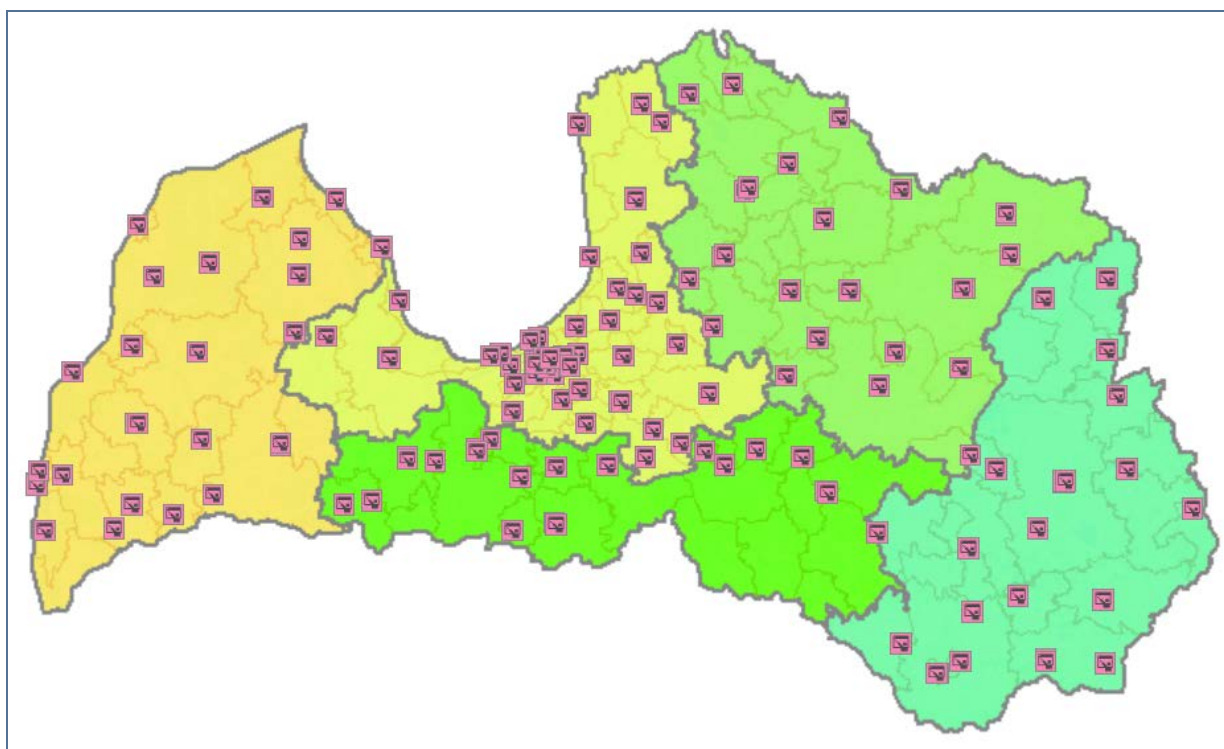
Figure 1

Cultural territories with capability to export



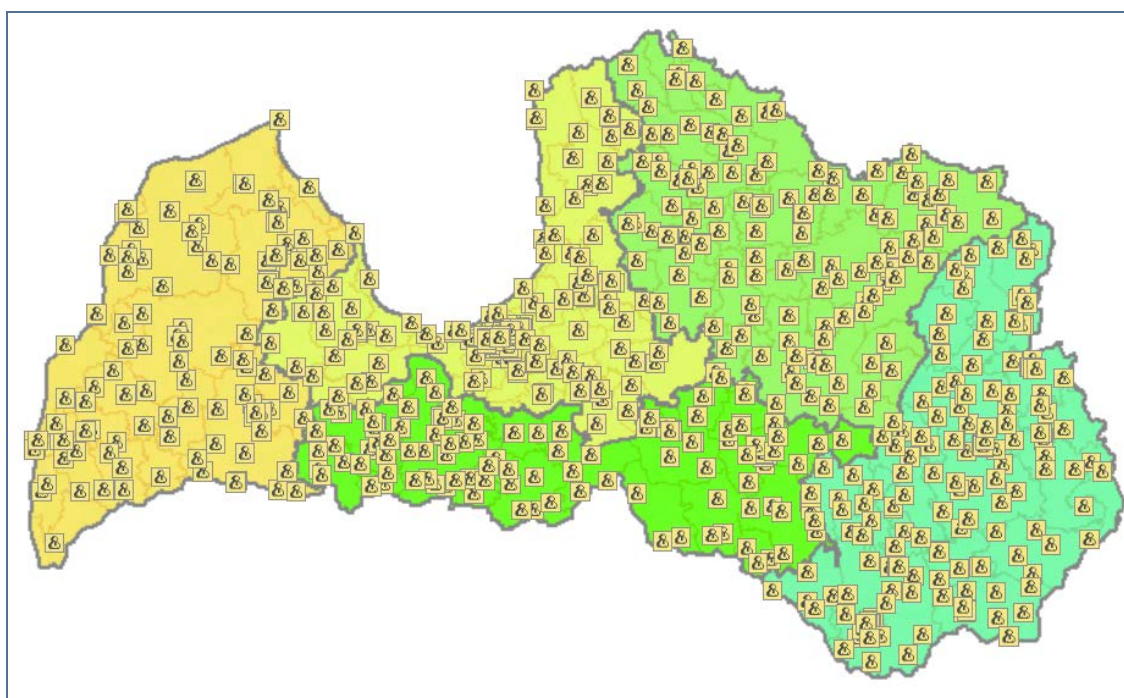
Data: Digital Culture Map of Latvia

Coverage of Cultural Education Institutions



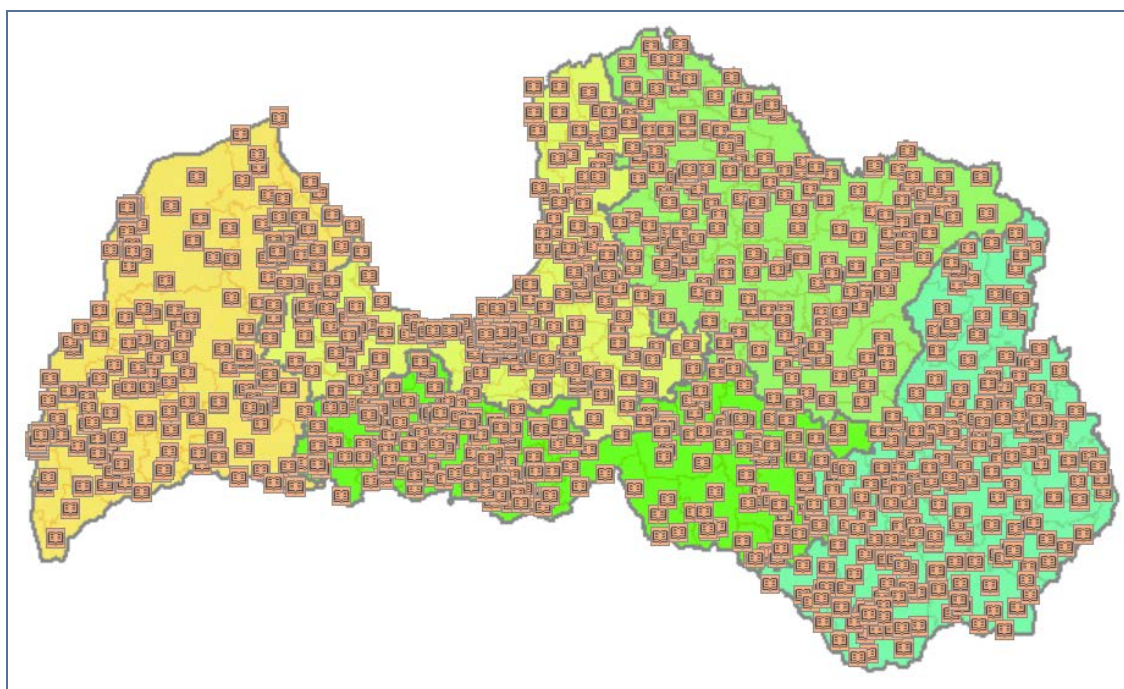
Data: Digital Culture Map of Latvia

Artistic Bodies Involved in the Movement of General Latvian Song and Dance Celebration



Data: Digital Culture Map of Latvia

Coverage of public libraries



Data: Digital Culture Map of Latvia

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