

## Design Strategy of Latvia 2020

### Long-term vision

Latvia has fully used the diverse opportunities and innovative potential offered by the design sector, using design as a strategic instrument in the growth of the national economy, for well-being of individuals and society, as well as for the formation of the cultural identity and creation of the national image.

### Goal

Design promotes economic breakthrough, well-being of society and environmental sustainability of Latvia.

Tasks to be performed	Performance indicators	2018–2020 (planned)
<b>Line 1 – enhancing quality and visibility of the Latvian design</b>		
<b>1. Improvement of the design education system</b>	1.1.1. Mapping of design education programmes in study programmes at all levels, and inclusion of design content in various education programmes.	1.1.1.1. The School Bag of Latvia programme, initiated and funded by the Ministry of Culture and the Ministry of Education and Science, was launched in September 2018. It has been developed as a complex interdisciplinary programme to strengthen national identity, citizenship and awareness of nationality of the new generation, as well as to develop its competence of cultural awareness and expression and increase the quality of education. The School Bag of Latvia will offer information and educational sessions on design, i.e. creative workshops, museum sessions, visits to design companies, to students of all ages in
		1.1.1.1. Starting from September 2018 the School Bag of Latvia programme has been in place. Educational sessions on design for students: In 2018 – at least 10 In 2020 – at least 15  Overall, at least 6 VECCs operate in Latvia in 2018 ensuring implementation of secondary vocational design education

		<p>comprehensive schools.</p> <p>1.1.1.2. Vocational education competence centres (VECC) for culture education have been established and are currently operational providing design education at different levels. (See attached Design Education.)</p> <p>1.1.1.3. Proposals have been made for the integration of design knowledge and design component into subjects, individual courses and/or practical classes in curricula/study programmes of general secondary educational and higher educational institutions (at all levels of education).</p> <p>1.1.1.4. Support to creative partnership programmes For the purpose of implementation of RaPaPro and integration of RaPaPro methods into the educational content of both culture education secondary schools and comprehensive schools (the use of the principles of creative partnership and methods of design thinking).</p>	<p>programmes.</p> <p>1.1.1.3. Discuss and make proposals in the Design Council by February 2018 for the implementation of a design component in the new model of education system of the MoES and the NCE for transfer to the competency-based education.</p> <p>Make proposals by 2020 for the integration of methods of design thinking and design application into the following higher education programmes: <i>Management and Administration</i> (code 342), <i>Economics</i> (code 310 03), <i>Marketing</i> (code 34102) etc.</p> <p>1.1.1.4. Provide financial support to 5 best creative partnership programmes in the academic year 2017/2018 for the implementation of RaPaPro projects in culture education secondary schools, integrating the idea of creative partnerships and methods of design thinking into the educational</p>
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	1.1.2. Development of an internationally competitive doctoral programme in design, including implementation of internationally cited academic studies in design.	1.1.2. An internationally competitive accredited doctoral programme in design is implemented in Latvia.	<p>1.1.2. With the support of the AAL, MoC and other partners, achieve the adoption of amendments to the Law on Institutions of Higher Education in 2018 which would allow to obtain a professional doctoral degree in arts (including design).</p> <p>A system has been developed and implemented by 2019 to promote academic research in design problems, as well as at least 10 academic publications have been prepared in internationally cited editions. At least five doctoral theses have been written on design problems by 2020.</p>
	1.1.3. Ensuring internationally competitive design education programmes at all study stages.	1.1.3.1. Mapping of design education study programmes is implemented at all levels developing criteria for assessment of international competitiveness.	<p>1.1.3.1. In 2019, proposals were made for the mapping of design study programmes at all education levels, including criteria for international assessment and recommendations for meeting them.</p>

		<p>1.1.3.2. A system for the improvement of design education programmes has been developed and implemented at the pilot stage with the aim of promoting international competitiveness.</p>	<p>1.1.3.2. Proposals have been made by 2020 to improve the design education study system, and a pilot project has been implemented, integrating courses and practical classes into the content of programmes which promotes the quality and international competitiveness of the study content. Conclusions were drawn in 2020 with regard to the quality of the design education programmes of Latvia and their compliance with the criteria for international competitiveness.</p>
<p><b>1.2. Increasing quality of the Latvian design</b></p>	<p>1.2.1. Development and implementation of the quality compliance system for the Latvian design</p>	<p>1.2.1.1. Transfer of design concepts/innovations to economy by adding value to the product/service.</p> <p>1.2.1.2. Integration of the design concepts/innovations into the public sector services and processes ensuring higher performance of the service/process (level of service, availability etc.).</p>	<p>1.2.1.1. and 1.2.1.2. Indicators will be further defined, as practicable.</p>

	<p>1.2.2. Long-term improvement and development of the award of national importance – Annual Design Award of Latvia.</p>	<p>1.2.2.1. An increase in the number of the works applied for the competition of the Annual Design Award of Latvia (ADAL) and an increase in the number of visitors attending the ADAL exhibition.</p>	<p>1.2.2.1. At least 150 works were applied for the competition in 2018 (147 works in 2017). At least 3,000 exhibition visitors in 2018 (almost 3,000 visitors in 2017). At least 200 works were applied for the competition in 2020.</p>
	<p>1.2.3. Support to qualitative Latvian design expositions.</p>	<p>1.2.3.1. Exhibitions held by the LNMA/MDAD where both Latvian and foreign design is presented (cooperation projects have been implemented).</p> <p>1.2.3.2. Latvian design exhibitions are held at both local and international levels in order to promote our national design achievements and potential (including the exhibition of the Annual Design Award of Latvia, the exhibition and fashion show in the context of the Design Graduates' Days organised by the Design Department of the AAL, the exhibition Design Island organised by the LDS, exhibitions of design and art secondary school graduates etc.).</p> <p>1.2.3.3. Support to representation of the Latvian design in leading international design events – forums, exhibitions, biennials etc.</p>	<p>1.2.3.1. At least 6 MDAD exhibitions in 2018. As to 2020, data will be updated according to the exhibition plan of the LNMA/MDAD.</p> <p>1.2.3.2. At least 10 exhibitions in 2018. At least 15 exhibitions in 2020.</p> <p>1.2.3.3. From 4 to 23 September 2018 – Latvian exhibition in the London Design Biennale within the framework of the programme for the Centennial of the Republic of Latvia, as well as organisation of the national day events.</p>

<b>1.3.Development of the Latvian design brand</b>	1.3.1. Support to the establishment of a single Latvian design identity and the development of a marketing communication platform for local and international representation.	1.3.1.1. Establishment and development of a single Latvian design platform (promotion of a favourable ecosystem): <ul style="list-style-type: none"> <li>▪ Development and use of the Latvian design identity and logo (as a mark of recognition of good design).</li> <li>▪ Development and implementation of a marketing campaign for promotion of Latvian design products and services.</li> <li>▪ Initiation and implementation of measures to promote Latvian design in cooperation with embassies of the Republic of Latvia abroad, representative offices of the IDAL and other international organisations.</li> </ul>	1.3.1.1. A point of contact for support to the Latvian design was established in 2018 which promotes cooperation between various participants of the design ecosystem, including different public, municipal institutions, associations, designers and entrepreneurs.
	1.3.2. Representation and use of the Latvian design products and services in public and municipal institutions, embassies of the Republic of Latvia and other representative offices abroad.	1.3.2.1. Development of guidelines for representation of the Latvian design in embassies of the Republic of Latvia and other representative offices abroad.  1.3.2.2. Development of an offer of Latvian souvenirs which represent qualitative Latvian design.	1.3.2.2. * Performance indicators will be further defined, as practicable.
	1.3.3. Permanent representation of the Latvian design in prestigious international design events	1.3.3.1. Development of a single concept and support to representation of the Latvian design in leading international design events: forums, conferences, exhibitions, commercial fairs, biennials	1.3.3.1. In 2018, the Latvian Design Council discussed and developed a concept for the participation of Latvia in

	and competitions.	etc.  1.3.3.2. Ensuring permanent representation of the Latvian design in leading international design events.  1.3.3.3. A regular State support mechanism for participation of Latvian designers and design companies in the most prestigious international design competitions, such as Red Dot Award, ADesign Award, IF Design Award, SEGD Global Design Award, Design Management Europe Design Award.	leading international design events – fairs, exhibitions etc.  1.3.3.3. At least 5 international design awards in 2018. At least 7 international design awards in 2019. At least 10 international design awards in 2020.
<b>Line 2 – integration of the Latvian design into business</b>			
<b>2.1. Support to design activities in business</b>	2.1.1. Strengthening the capacity of company innovation and support to creation of new, innovative companies and improvement of the existing ones in the creative industries.	2.1.1.1. Operation of business and regional business incubators in the creative industries is oriented towards strengthening innovation capacity, including design value.  2.1.1.2. Support to strengthening innovation capacity for the existing companies of the creative industries, including development of business competences and availability of financial instruments.	<u>2.1.1.1. Creative business incubator:</u> In 2018 – in pre-incubation – 20 (18 in 2017) in incubation – 20 (15 in 2017) In 2020 – in pre-incubation – 25 in incubation – 25 <u>2.1.1.1. Regional business incubators:</u> In 2018: Concluded incubation agreements – 200 (174 agreements in 2017) Concluded pre-incubation agreements – 370 (355 agreements in 2017)

			<p>Number of newly created merchants – 70 (60 merchants in 2017)</p> <p>In 2020:</p> <p>Concluded incubation agreements – 230</p> <p>Concluded pre-incubation agreements – 400</p> <p>Number of newly created merchants – 80</p>
	<p>2.1.2. Support to the encouragement of the use of design in products of different industries to increase their economic value and strengthen their competitiveness.</p>	<p>2.1.2.1. A training course of management innovations for Latvian merchants envisaged within the framework of the the measure 1.2.2.2. <i>Innovation motivation programme</i> of the specific support objective</p> <p>1.2.2. <i>Promote implementation of innovations in merchants</i> for the Operational Programme <i>Growth and Employment</i> implemented by the IDAL</p>	<p>2.1.2.1. It is envisaged to train 20 merchants on an annual basis within the framework of the <i>innovation motivation programme</i>. Overall performance results to be achieved in accordance with the Cabinet Regulation No. 287 – 100 merchants have received non-financial support (training).</p>
	<p>2.1.3. Support to entrepreneurs to provide labour of appropriate qualification, increase productivity of work, and develop and introduce new or improved products and technologies in production.</p>	<p>2.1.3.1. Support to entrepreneurs to ensure labour of appropriate qualification within the framework of the measure <i>Support to training of the employed</i> of the specific support objective 1.2.2. <i>Promote implementation of innovation in merchants</i> for the Operational Programme <i>Growth and Employment</i>;</p> <p>2.1.3.2.</p>	<p>2.1.3.1. See results in Paragraph 2.1.2.1 above.</p>



		Support to entrepreneurs within the framework of the LCCI Non-technological Training Project implemented by the LCCI.	
<b>2.2. Development of a cooperation platform for designers, entrepreneurs and researchers</b>	2.2.1. Support to the development and operation of an interdisciplinary cooperation platform which would promote cooperation between companies, academic staff and researchers engaged in the creative industries and the field of design for implementation of common projects.	<p>2.2.1.1. Establishment and ensuring of operation of the prototyping laboratory Riga Makerspace for the purposes of the AAL and <i>Riga Design and Art Secondary School</i> (RDASS) in Riga, A. Briāna iela 13.</p> <p>2.2.1.2. Support to implementation of international interdisciplinary cooperation projects.</p>	<p>2.2.1.1. Prototyping laboratory Riga Makerspace of the AAL and RDASS has been established by 2021 and currently operates. The expected flow of visitors in prototyping workshops of Riga Makerspace in 2022: the number of visitors attending events, lectures, creative workshops organised by Riga Makerspace – 3,000 visitors annually; daily visits – 150-200 visitors per day; It is envisaged to implement 6 VECC RDASS and AAK education programme prototyping workshops.</p>
	2.2.2. Promotion of cooperation between research, educational and other institutions of unrelated industries increasing competitiveness.	<p>2.2.2.1. Implementation of interdisciplinary projects of the RTU Design Factory in the product design and development involving companies, RTU students, academic staff and researchers. (*See also Paragraph 2.2.3.2.)</p> <p>2.2.2.2. Promotion of international operation and support to the projects for study and transfer of design</p>	<p>2.2.1.2. RTU Design Factory: At least 12 projects in 2018. At least 16 projects in 2020.</p>

	<p>2.2.3. Development of a system for integration of knowledge of industry entrepreneurs into education programs in order to ensure that students acquire recent knowledge and practical skills of full industrial cycle.</p>	<p>value.</p> <p>2.2.3.1. Mapping of situation and development of a system for integration of knowledge of design companies into higher education programmes, including study courses, practical classes etc.</p> <p>2.2.3.2. Establishment and ensuring of operation of the prototyping laboratory Riga Makerspace for the purposes of the AAL and RDASS in Riga, A. Briāna iela 13 (see Paragraph 2.2.1).</p> <p>2.2.3.3. Implementation of the IdeaLAB project of the RTU Design Factory which ensures pre-incubation process and training for teams with a potential for creation of start-ups or new products. Involvement of entrepreneurs and representatives of the relevant industry in the provision of both training, workshops and mentor support to teams. (Programme available as an optional subject in the RTU. See also Paragraph 2.2.2.)</p>	<p>2.2.3.2. For results to be achieved, see Paragraph 2.2.1.1.)</p> <p>2.2.3.3. RTU Design Factory: At least 50 teams/ideas in 2018. At least 50 teams/ideas in 2020.</p>
<p>2.3. Increase in <b>demand for the Latvian design products</b></p>	<p>Raising awareness of the value-added design for increased competitiveness of the product among different audiences, and support to continuing education of employees.</p>	<p>2.3.1.1. A training system has been developed, and continuing education (lectures, seminars, practical classes etc.) is currently implemented with the aim of raising awareness of the value-added design for increased competitiveness of the product among different audiences: entrepreneurs, employees of public and municipal institutions, academic staff, educational staff,</p>	<p>For performance indicators, see Paragraph 2.1.3.1.</p> <p>From 2018 to 2020 Involvement of the Latvian working group in the Design for Innovation project of Interreg Europe which is coordinated by the</p>

		<p>media representatives etc.</p> <p>2.3.1.2. Proposals have been developed and initiated for continuing education of academic staff to integrate subjects/courses or practical classes related to design into curriculum/study programmes of general secondary or higher educational institutions (at all levels of education).</p>	<p>IDAL (in-depth mapping of a design ecosystem, development of an action plan, raising awareness of the design among representatives of public institutions, entrepreneurs etc.)</p>
	<p>2.3.2. Promotion of sales of the Latvian products with value-added design in foreign markets to facilitate export.</p>	<p>2.3.2.1. Systematic representation of Latvian design companies and designers has been ensured in international commercial fairs and exhibitions of national importance (IDAL national stalls in design fairs, participation in trade missions, fairs etc.).</p> <p>2.3.2.2. Introduction of a criterion of design as a value added to the product/service in the receipt of financing for export support programmes.</p>	<p>2.3.2.1. At least 5 national stalls with the IDAL's support in 2017. At least 5 national stalls with the IDAL's support in 2018.</p> <p>At least 7 IDAL's trade missions in 2017. At least 8 IDAL'S trade missions in 2018.</p> <p>Data for 2020 will be specified according to the operation of the IDAL.</p>
	<p>2.3.3. Promotion of the use of the Latvian design products in public procurements.</p>	<p>2.3.3.1. In cooperation with the State administration and municipal institutions, State Administration School, regularly inform and educate employees of the State administration and municipalities in integration of the design component in public procurements, tenders (examples of good practice) etc.</p>	<p>* Performance indicators will be further defined, as practicable.</p>

		2.3.3.2. Demonstration of public services with the value-added design to the general public in order to promote understanding of individual's right to good design.	
<b>Line 3. Improvement of design management</b>			
3.1. Development of an <b>institutional system</b> of the Latvian design	3.1.1. Establishment of an independent institution – a point of contact of design innovations and attracting of financing which would ensure implementation and coordination of the Latvian design policy.	3.1.1.1. A contact point of design innovations is established and starts working in 2018. (MoC financing – for launch of the point of contact involvement of and support from other public institutions are ensured as well.)	A point of contact of design innovations is established and starts working in 2018.
	3.1.2. Creation of a public and private partnership cooperation model which would promote the use of design for well-being of society.	3.1.2.1. Projects implemented in public and private partnerships with the aim of promoting well-being of society through the use of design.	* Indicators will be further defined according to the information gathered on the relevant implemented projects.
<b>3.2.Improvement of legal framework of the Latvian design</b>	3.2.1. Development and implementation of laws and regulations (guidelines etc.), creation of framework to implement the Design Strategy of Latvia.	3.2.1.1. At least 80 % of the tasks identified in the Design Strategy of Latvia have been completed by 2020.	At least 80 % of the tasks identified in the Design Strategy of Latvia were completed in 2020. At least one law or regulation regarding the field of design, or a law or regulation regarding integration of

			design in other fields was developed in 2020.
	<p>3.2.2. Improvement of occupational standards in the field of design, and improvement of the system for granting the relevant qualification.</p>	<p>3.2.2.1. A functional analysis (descriptions of levels of qualification) of the structure of qualifications of the design and creative industries, and development of a card of design professions have been carried out within the framework of the specific support objective 8.5.2. <i>Ensure compliance of vocational education with the European Qualification Framework</i> for the Operational Programme <i>Growth and Employment</i>.</p> <p>3.2.2.2. Ensure that design as an independent thematic field of education is included in the International Standard Classification of Education (ISCED) developed by UNESCO.  <a href="http://ec.europa.eu/education/resources/international-standard-classification-education-fields_lv">http://ec.europa.eu/education/resources/international-standard-classification-education-fields_lv</a></p>	<p>3.2.2.1. A functional analysis of the structure of qualifications of industries, and development of a card of design professions were carried out in 2018 within the framework of the ESF project “Improvement of Qualification System of Industries for Development and Ensuring of Quality of Vocational Education”, making proposals for names of design professions and specialisations (study is conducted by <i>AC konsultācijas</i>, proposals have been made in cooperation with the Latvian Design Council).</p> <p>3.2.2.2. The MoC, in cooperation with its partners, submit proposals for amendments to the ISCED by 2020.</p>

	3.2.3. Improvement of protection of intellectual property rights.	3.2.3.1. Integration and improvement of issues of the protection of intellectual property rights into the content of design study programmes.	* Indicators will be further defined, as practicable.
<b>3.3. Establishment of research base of the Latvian design</b>	3.3.1. Annual compilation of statistics on the field of design, and regular studies on economic value of the design in the Latvian business environment.	3.3.1.1. Inclusion of the data characterising the field of business in the official statistical programme of the Central Statistical Bureau (CSB) (a summary of the CSB innovation survey results and its availability in 2018; Number of companies (%) where design-related activities have been carried out).	3.3.1. Ensure, in cooperation with the CSB, that data characterising the field of design are included in the official statistical programme of the CSB by 2020.
	3.3.2. Support to the inclusion of the Latvian design in the science system of Latvia, and to the interdisciplinary academic and practical studies on design.	3.3.2.1. Operation of the Creative Industries Council of the MoC and its inclusion in the management and coordination model of the National Innovation System (NIS) which promotes development of innovations in the country together with the design.	* Performance indicators will be defined according to the operational programme of the Creative Industries Council of the MoC, and specific initiatives in the management and coordination model of the National Innovation System.
	3.3.3. Development of a system for technological transfer of design	3.3.3.1. Ensure integration of design knowledge, methods and know-how into products and services of the traditional industries in cooperation with the existing technology transfer centres/points of contacts.	* Indicators will be defined according to the specific initiatives in the management and coordination model of the National Innovation System.