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# Development of Creative Industries in Latvia

Rīga, 04.06.2019.



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# CREATIVE INDUSTRIES

- ACTIVITIES BASED ON INDIVIDUAL OR COLLECTIVE **CREATIVITY**, SKILLS AND TALENT, WHICH CAN CREATE **WEALTH** AND CREATE JOBS THROUGH THE CREATION AND USE OF **INTELLECTUAL PROPERTY**
- CREATE, DEVELOP, PRODUCE, USE, DISPLAY, DISTRIBUTE AND STORE PRODUCTS THAT HAVE **ECONOMIC AND CULTURAL AND/ OR ENTERTAINMENT VALUE**





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# CI INCLUDE FOLLOWING SECTORS

ARCHITECTURE

CINEMATOGRAPHY

DESIGN

MUSIC

ENTERTAINMENT

FASHION

PUBLISHING

ADVERTISING

GAMES AND  
INTERACTIVE  
SOFTWARE

TV, RADIO  
AND  
INTERACTIVE  
MEDIA

MULTIMEDIA  
PRODUCTS

AND  
OTHERS...



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# THE BEGINNING OF CREATIVE INDUSTRIES POLICY IN LATVIA

**2005**

THE BEGINNING OF CI IN LATVIA (LEARNING FROM BRITISH AND NORTHERN EXPERIENCE)

**2007**

CI INCLUDED IN THE MEDIUM-TERM POLICY PLANNING DOCUMENT "NATIONAL DEVELOPMENT PLAN" (2007-2013)

**2010**

CI RECOGNIZED IN THE LONG-TERM PLANNING DOCUMENT "LATVIA-2030"

**2014**

CI AS THE ECONOMIC DEVELOPMENT SECTOR IN THE POLICY DOCUMENT "CREATIVE LATVIA 2014-2020"

**2015**

CONCLUSIONS OF THE COUNCIL OF THE EUROPEAN UNION ON CULTURAL AND CREATIVE SECTORS - INNOVATION, ECONOMIC SUSTAINABILITY AND SOCIAL INCLUSION

**2017**

DESIGN OF LATVIA 2020



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# STRATEGIC GOAL

TO PROMOTE THE TRANSFER OF **CREATIVE POTENTIAL** AND **CULTURE BASED INNOVATIONS** TO BUSINESS (**SPILLOVER EFFECT**) BY PROMOTING THE DEVELOPMENT OF CI, EXPORT CAPACITY AND INTERNATIONAL COMPETITIVENESS OF THE COUNTRY





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# DIRECTIONS OF ACTION

1. GROWTH OF **ENTREPRENEURSHIP** IN THE CI SECTOR
2. **COMPETITIVENESS** AND **EXPORT** OF THE CI
3. DEVELOPMENT OF **INNOVATION-FRIENDLY INFRASTRUCTURE** AND ENVIRONMENT
4. PUBLIC **INFORMING**, RESEARCH AND MONITORING OF CI



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# CROSSOVERS

THE CROSSOVER BETWEEN THE CULTURAL AND CREATIVE SECTORS AND OTHER SECTORS – A PROCESS OF COMBINING **KNOWLEDGE AND SKILLS** SPECIFIC TO THE CULTURAL AND CREATIVE SECTOR TOGETHER WITH THOSE OF OTHER SECTORS IN ORDER TO **GENERATE INNOVATIVE AND INTELLIGENT SOLUTIONS** FOR TODAY'S SOCIETAL CHALLENGES





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# CI SECTOR IN LATVIA

**8-10% OF  
TOTAL  
EMPLOYEMENT  
AND TOTAL  
ADDED VALUE IN  
LATVIAN  
ECONOMY**

**7% OF  
NUMBER OF  
TOTAL  
COMPANIES**

**6% OF EXPORT  
GROWTH**



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# FEATURES OF CI COMPANIES

- SME/ MICRO ENTREPRENEURSHIP
- LACK OF BUSINESS SKILLS
- EXPORT POTENTIAL COULD BE INCREASED
- ACCESS TO FINANCE - CHALLENGE
- IMPACT OF TRENDS



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# MAIN PROJECTS OF MOC

TABFAB AND MAKERSPACE  
CREATIVE INDUSTRIES  
INCUBATOR

AWARDS (LATVIAN DESIGN  
AWARD, LATVIAN  
ARCHITECTURE AWARD,  
"ZELTA MIKROFONS")

PLATFORM *FOLD*  
*RADI!* EVENTS  
*RAPAPRO*

ARCHITECTURE BIENNALE OF  
VENICE, LONDON DESIGN  
BIENNALE

MUSIC EXPORT  
LATVIAN DESIGN CENTRE,  
LATVIAN DESIGN 2020

DESIGN THINKING IN STATE  
GOVERNMENT, SOCIAL  
DESIGN

INTERNATIONAL  
COOPERATION

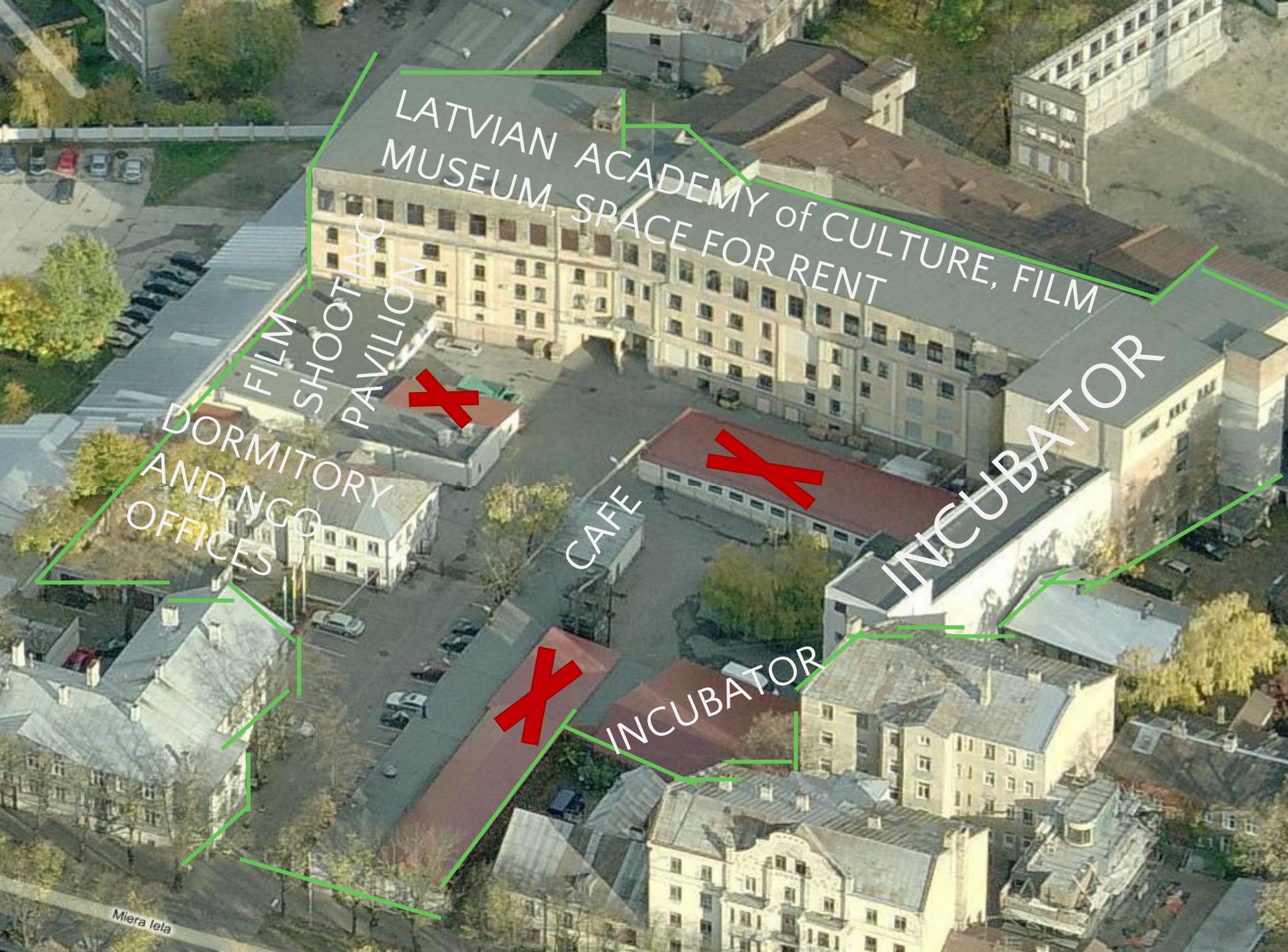


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# TABFAB+MAKERSPACE = CI QUARTER

FORMER COMPLEX OF TABACO FACTORY -  
PHYSICAL AND VIRTUAL PLATFORM FOR  
**INTERDISCIPLINARY COOPERATION** AT  
NATIONAL AND INTERNATIONAL LEVEL





LATVIAN ACADEMY of CULTURE, FILM MUSEUM, SPACE FOR RENT

FILM SHOOTING PAVILION

DORMITORY AND NGO OFFICES

CAFE

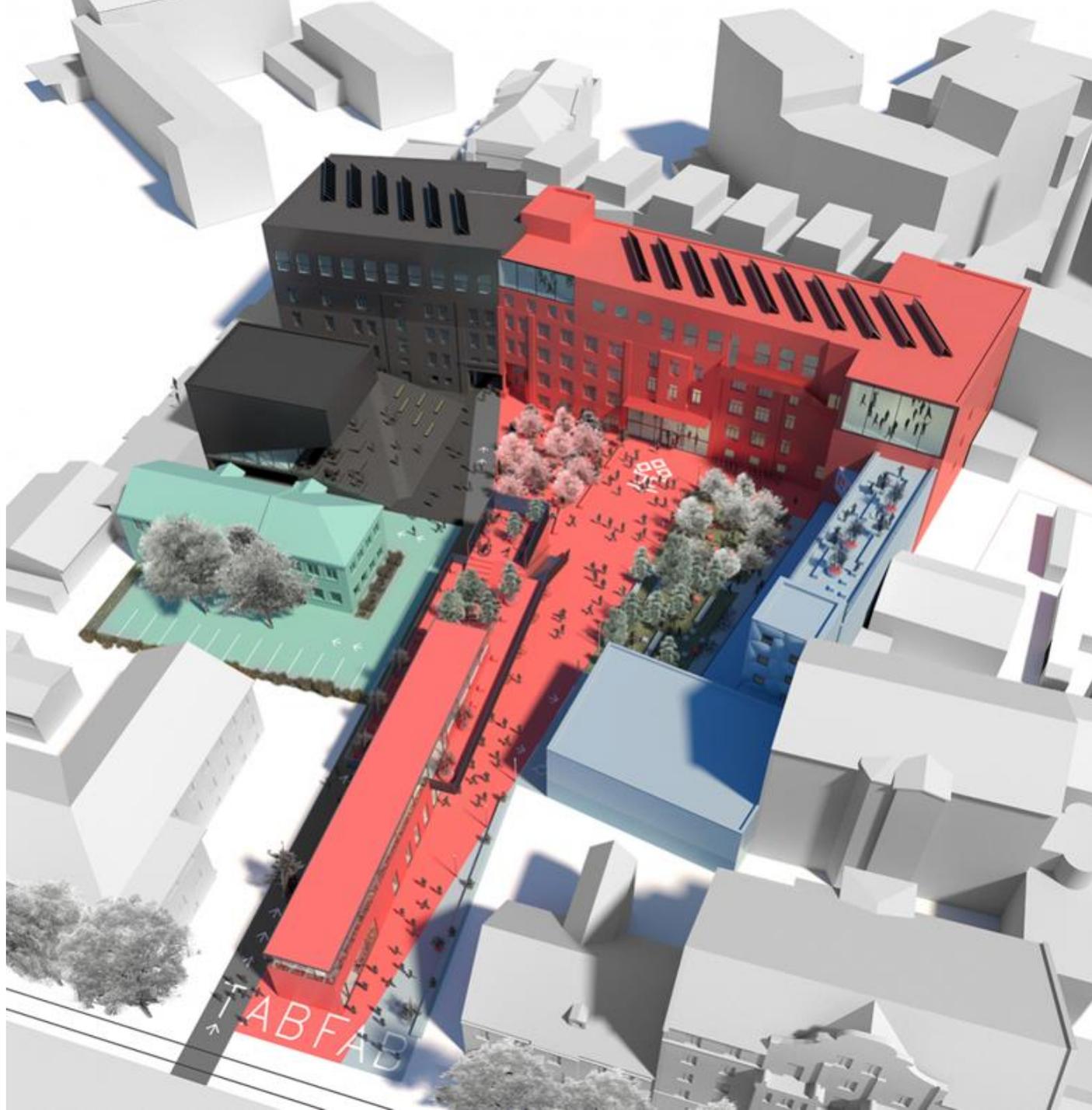
INCUBATOR

INCUBATOR

Miera iela



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# TERRITORY WILL SERVE AS

- LATVIAN ACADEMY OF CULTURE, ART ACADEMY OF LATVIA AND R&D
- CREATIVE INDUSTRIES INCUBATOR
- CINEMA AND PHOTOGRAPHY MUSEUM
- PUBLIC INFRASTRUCTURE
- LOCATION OF CULTURAL ACTIVITIES
- + MAKERSPACE



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# CREATIVE INDUSTRIES INCUBATOR

LIAA/MOC = EU + NATIONAL FUNDING  
14 REGIONAL INCUBATORS  
1 CI INCUBATOR IN RIGA

CREATIVE INDUSTRIES:

ARCHITECTURE // DESIGN // CINEMA // PERFORMING ARTS

MUSIC // PUBLISHING // TELEVISION

INTERACTIVE MEDIA // ADVERTISING

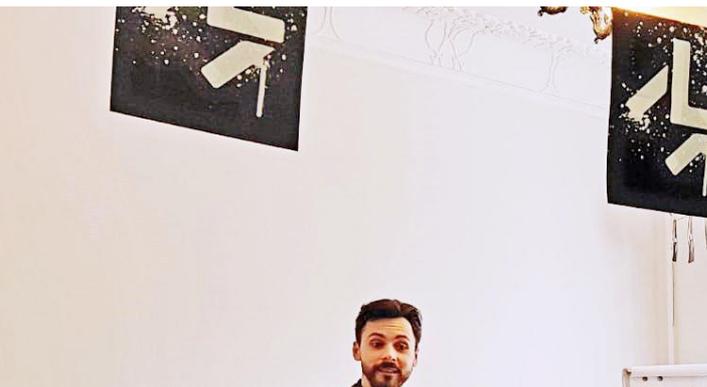
CULTURAL HERITAGE // CULTURAL EDUCATION

COMPUTER GAMES \* // INTERACTIVE SOFTWARE \*

RECREATION \* // ENTERTAINMENT \* // OTHER CI SECTORS



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# CREATIVITY WEEK radi!

AI POTENTIAL AND CREATIVE THINKING METHODS  
FOR SOLVING REAL LIFE PROBLEMS

4 CREATIVE TOURISM MISSIONS IN REGIONS

MEET UP AND PRESENTATIONS OF RESULTS IN RIGA

FURTHER DISCUSSIONS

**radi!**

Radošās darbības  
nedēļa 2019

[radilatvija.lv](http://radilatvija.lv)  
[#radilv](https://twitter.com/radilv)



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# EXPORT OF POPULAR MUSIC

EXPORT SUPPORT PROGRAMME

RIGA LIVE (SONG WRITTING CAMPS)



VALSTS  
KULTŪRKAPITĀLA FONDS





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RaPaPro

RADOŠĀS  
PARTNERĪBAS  
PROGRAMMA  
SINCE 2014  
**CREATIVE  
PARTNERSHIP  
PROGRAMME**

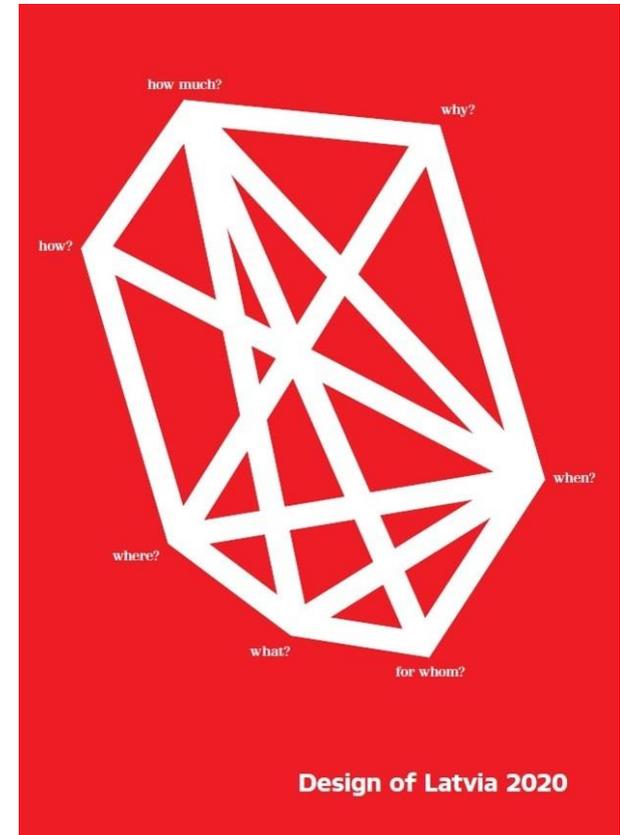


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# LATVIAN DESIGN CENTRE

## Vision

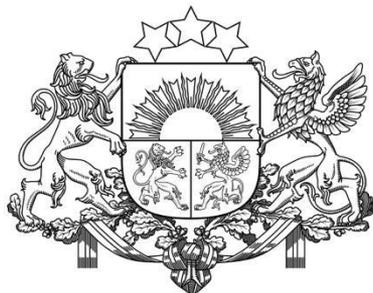
**The various possibilities and innovation potential of the design field in Latvia has been fully employed until 2020. As a strategic tool, design is helping in the development of economics and society's welfare. Design is used in shaping cultural identity, as well as the image of the state.**



# "MATTER TO MATTER"

<https://vimeo.com/288163070>





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**THANK YOU!**

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