



## **CRE:HUB**

*Policies for Cultural Creative Industries: the hub for innovative regional development*

### **On-field Visit (Peer Review) in Latvia**

**7-8 SEPTEMBER 2017**

**Riga**

University of Latvia



## MINUTES

On 7-8 September 2017, University of Latvia hosted the Culture and Creative Industries' (CCI) on-field visit in the capital city of Latvia – Riga. The CRE:HUB Peer Review team consisted of experts and project partners from the Ljubljana Urban Region, Slovenia and Lisbon Metropolitan Area, Portugal. The aim of on-field visit was the assessment of CCI ecosystem (specifically from the CCI business point of view) and policy instruments in Latvia, evaluation of Latvian Roadmap as well as the elaboration of recommendations to be considering during the development of Action Plan. Therefore, the key stakeholders were involved in the peer review process to provide visiting experts with relevant information.

To prepare for the on-field visit and to have a better understanding of creative industries in Latvia, Peer Review visiting experts joined also the **4<sup>th</sup> CRE:HUB Study Visit and BarCamp** organised two days before the peer review (**5-6 September 2017**) in three different cities – Cēsis, Sigulda and Rīga.

### Visiting experts

**Mr. Damjan Kavaš**, Senior Researcher, Institute for Economic Research (Slovenia);

**Mr. António Miguel Areias Dias Amaral**, Technical University of Lisbon, Center for Innovation, Technology and Policy Research (Portugal);

### CRE:HUB project partners

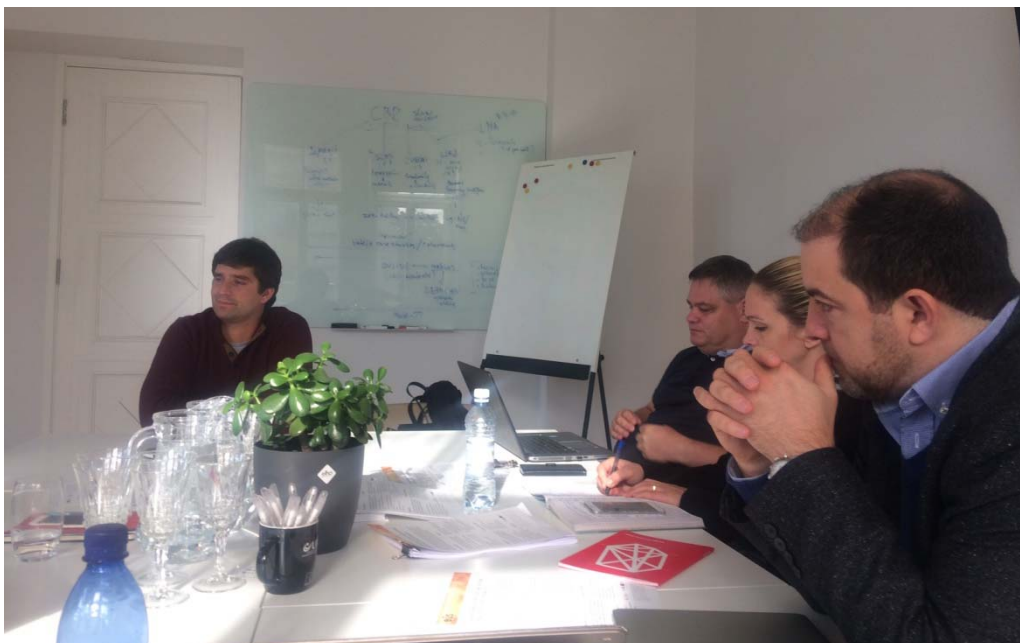
**Ms. Tina Pezdirc Nograšek**, Regional Development Agency of the Ljubljana Urban Region (Slovenia);

**Mr. Carlos Diogo Henriques**, ADIST- Association for the Development of IST Técnico Lisbon (Portugal);

**Ms. Helena Silvacosta**, ADIST- Association for the Development of IST Técnico Lisbon (Portugal);

### Specially invited guest

**Ms. Joana Branco Gomes**, Lx Factory Manager, Mainside Investments Group (Portugal);





## 7 SEPTEMBER 2017

The on-field visit started with a briefing with the Latvian CRE:HUB team to present the agenda of both peer review days and discuss the CCI governance at the level of ministries as well as the main key points of the industry.

The briefing was followed by **the individual interviews** with main CCI players all day along (information about interview speakers is provided in the Annex 1):

- Ministry of Culture, Creative Industries Division;
- Ministry of Economics and Latvian Investment and Development Agency (LIAA), Department of Technology Transfer;
- Ministry of Finances and Altum;
- LIAA Creative Industries Incubator;
- Creativity Lab, "The Red Jacket" and GIGI BLOKS;





At the end of the day, a working dinner 'Feed the Creative Hub' were organised to continue discussions between visiting experts and local stakeholders. Due to the limited timing and possibilities to organise interviews with all potential local stakeholders, additional persons joined the dinner to share their expertise in creative industries with peer review team (e.g. representatives from the University of Economics and Cultures; Design Elevator; Virtual reality "Vividly"; Design Council and others).



## 8 SEPTEMBER 2017

The second day of the on-field visit was devoted to the public session with local stakeholders' group and persons interested in the peer review results – "Peer Review Findings & Recommendations". The event was moderated by **Ms. Signe Adamoviča**, CEO of IdeAllies and Partner at Creativity Lab. At the beginning, the floor was given to the Ms. Zane Zeibote, CRE:HUB Project Manager at the University of Latvia who reminded about the aim of peer review and provided a first-day summary.

The meeting continued with a presentation on the initial observations and conclusions of peer review by experts **Mr. Damjan Kavaš**, (Slovenia) and **Mr. António Miguel Amaral** (Portugal). Experts also shared their knowledge and experience on the framework and conditions for developing CCI.

To facilitate the mutual learning of good practices and interaction between CRE:HUB partner regions, a representative from creative quarter "LX Factory" in Lisbon **Ms. Joana Branco**



**Gomes**, Lx Factory Manager, Mainside Investments Group, were invite to share the experience on the “Management of the LX Factory – Creative Island in Portugal: (re)use and revitalisation of an industrial unit”.

Both presentations were followed by an active roundtable discussion and work in groups involving all participants who expressed their opinions on the provided information and raised additional questions. At the end of public session, a summary and final conclusions were provided.

Following this CCI on-field visit, CRE:HUB team at the University of Latvia is expecting the Peer Review Report with recommendations and opinion developed by visiting experts. The inputs and recommendations received for the Peer Reviewers will be considered during the elaboration of the Action Plan.





## Annex 1. 7 September: the Peer Review individual interviews

Organisation	Persons	Expertise	Place	Web
<i>Briefing with Latvian CRE:HUB team</i>			Kalpaka bulv.4, Room 207	
Ministry of Culture, Cultural Policy Department, Creative Industries Division	<a href="#">Ms. Lilita Sparāne, Head of Division</a>	Policy Instruments; promotion of CCI; development of the upcoming CCI centre [ex Tobacco Factory]; multidisciplinary approach and design thinking methods; Manager of Creativity Week "radi!", etc.	University of Latvia, Library Building, Kalpaka bulv.4, Room 108	<a href="http://www.km.gov.lv/en/">www.km.gov.lv/en/</a> ; <a href="http://www.km.gov.lv/en/culture/creative-industries/">www.km.gov.lv/en/culture/creative-industries/</a> ;
Ministry of Culture, Cultural Policy Dep., Strategic Planning Division	Ms. Gunta Miheloviča, Senior Desk Officer			<a href="http://www.km.gov.lv/en/culture/design/">www.km.gov.lv/en/culture/design/</a> ; <a href="http://www.km.gov.lv/en/culture/architecture/">www.km.gov.lv/en/culture/architecture</a>
Ministry of Economics, Entrepreneurship Competitiveness Department, Innovation Division	Mr. Jānis Siliņš, Senior Desk Officer	Facilitation of business environment, support mechanisms	Ministry of Economics, Brīvības iela 55, Rīga	<a href="https://www.em.gov.lv/en/">https://www.em.gov.lv/en/</a>
Latvian Development and Investment Agency (LIAA), Technology Department, Technology Transfer Department	Mr. Aleksejs Korņevs, Deputy Director of Department & Head of Division	Development of Innovations Centre/Technology Transfer Centre; Innovation vouchers		<a href="http://www.liaa.gov.lv/en/">http://www.liaa.gov.lv/en/</a> ; <a href="http://www.liaa.gov.lv/en/invest-latvia/why-latvia/technology-transfer/">http://www.liaa.gov.lv/en/invest-latvia/why-latvia/technology-transfer/</a>
Altum (state-owned financial institution), Programme Development Department	<a href="#">Ms. Gundega Kikuste, Senior Corporate Project Manager</a>	State support programmes; financial mechanisms; development of the Latvian Business Accelerator; support of business environment; Altum is partner at the Interreg Europe Regional Creative Industries Alliance	Ministry of Finance (The Old Town of Riga)	<a href="https://www.altum.lv/en/">https://www.altum.lv/en/</a> ; <a href="#">RCIA - https://www.interregeurope.eu/rcia/</a>



Ministry of Finance, EU Funds Strategy Department, Entrepreneurship and Innovation Programming Division	<a href="#">Ms. Gunta Līdaka, Deputy Head of Division</a>	Managing authority of EU funds - strategic and operational management of EU Cohesion Funds, Operational Programme "Growth and Employment" (2014-2020), "Entrepreneurship and Innovations"		<a href="http://www.fm.gov.lv/en/">http://www.fm.gov.lv/en/</a>
LIAA Business Incubator	<a href="#">Ms. Liene Pērkone, Head</a>	Development of CCI enterprises and start-ups, facilitation of business environment, etc.	LIAA CI Incubator, Elizabetes street 45/47, 4th floor, Riga	<a href="https://www.facebook.com/LiaaRIBI">https://www.facebook.com/LiaaRIBI</a>
IdeAllies/ Creativity Lab Latvia	<a href="#">Ms. Signe Adamoviča, CEO/ Partner</a>	Expert in various fields - creative industries, innovation, cultural policy, cultural tourism. Specialises in multidisciplinary approaches and design-thinking methods. Involved in the projects - Design for Europe platform, DEMOLA & others (see additional info in the agenda)	University of Latvia, Library Building, Kalpaka bulv.4, Room 108	<a href="http://www.labsoflatvia.com/people/signe-adamovica;">www.labsoflatvia.com/people/signe-adamovica;</a>
Movement "The Red Jackets"	<a href="#">Ms. Līva Stūrmane, Project Manager</a>	CCI Export, organisation of Award "Best Exporting Brand of Latvia"		<a href="http://www.facebook.com/TheRedJackets/">www.facebook.com/TheRedJackets/</a>
Gigi Bloks	<a href="#">Ms. Ilona Viļuma, Owner</a>	Creative entrepreneur		<a href="https://www.gigibloks.com/">https://www.gigibloks.com/;</a> <a href="https://www.facebook.com/gigibloks/">https://www.facebook.com/gigibloks/</a>

**Web platform about current activities in CCI and its related sectors:**

**Labs of Latvia** - fresh start-up news, event calendar and intelligence from the region

<http://www.labsoflatvia.com/>

**FOLD.LV** - platform of the Creative Industries

<http://www.fold.lv/en/>