



Ministry of Culture  
Republic of Latvia

# Creative Industries in Latvia

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Ministry of Culture

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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**



# CI include following sectors

Architecture

Design

Cinematography

Performing arts

Visual arts

Music

Publishing

Advertising

TV, radio and interactive media

Computer games and interactive software

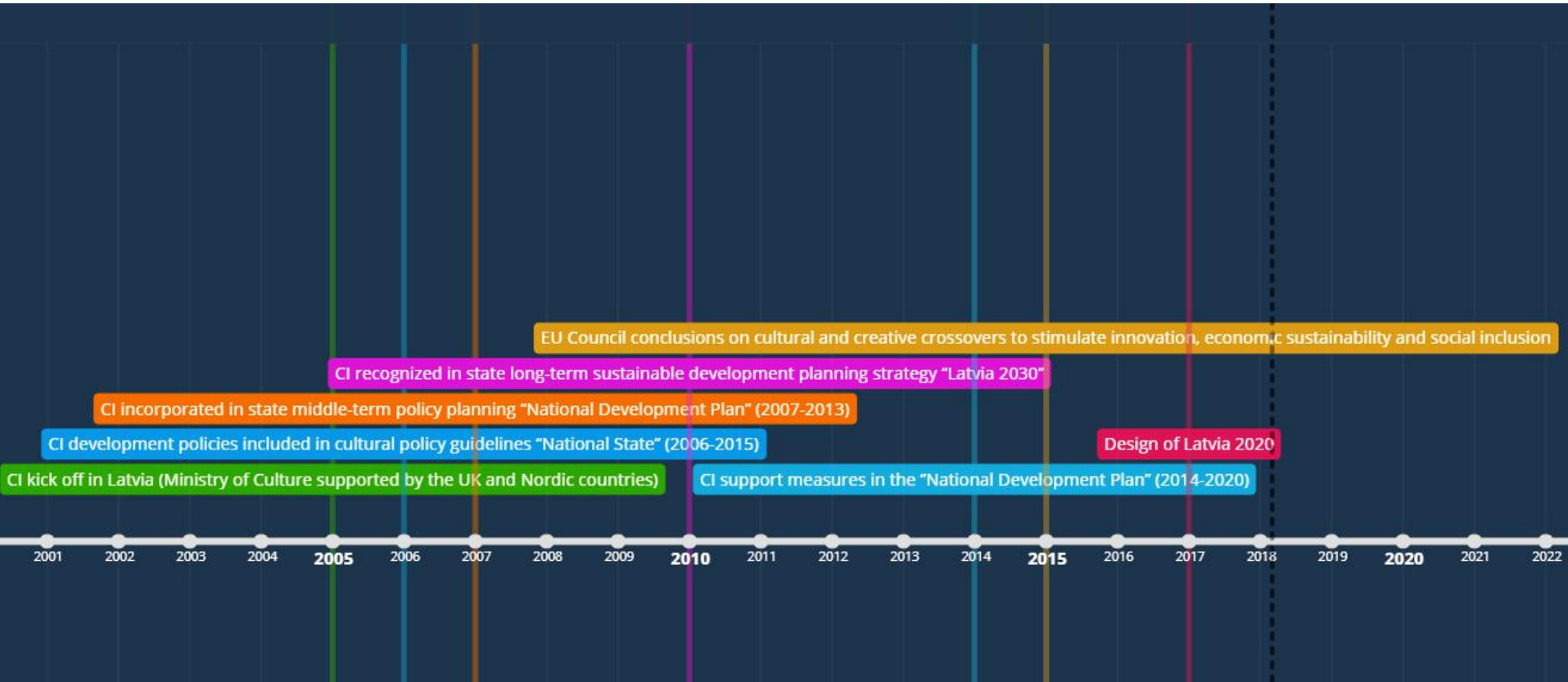
Cultural heritage

Cultural education

Recreation, entertainment and other cultural activities



# How it all started...



# 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

# Latest mapping of CI sector in Latvia

7% of total employment and total added value in  
Latvian economy

7% of number of total companies

6% of export growth

# CCIs – how big are they in EU?

**€558 billion**

in value added to EU GDP

or

**4,4%** of the total\*

\*2016 TERA / Forum d'Avignon Study

with more than **850.000**  
companies  
and

**6,8 million** employments\*

\*2016 TERA / Forum d'Avignon Study

**11.2%** of all private enterprises  
and

**7.5%** of all employed persons\*

\*European Parliament's report on EU policy for cultural and creative industries (June 2016)

# CI => interdisciplinary interaction

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



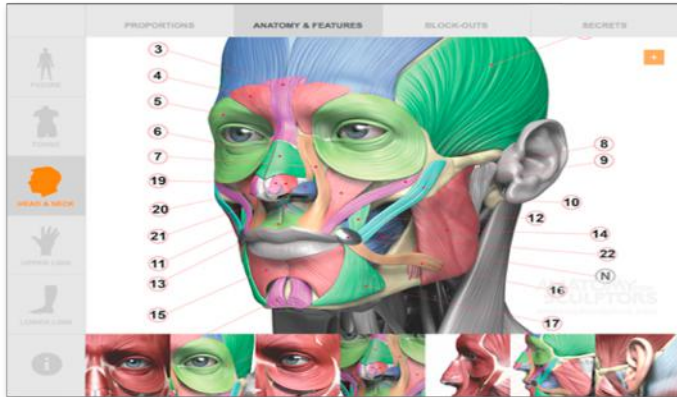




BlindArt



Solfeg.io



Anatomy Next

# Typical CI business in LV



SME – micro  
entrepreneurship



Access to finance is a  
challenge



Often lack of business  
skills



Influence of trends



Export performance could  
be increased



...

# Some of CI challenges



# Main MoC projects for CI

TabFab

Creative Industries incubator

Informing platform FOLD

*radi!* events

RaPaPro

Music export

Latvian Design Centre, Design strategy 2020

National awards (Latvian Design Award, Latvian Architecture Award, Zelta mikrofonis)

Venice Biennale of Architecture, London Design Biennale

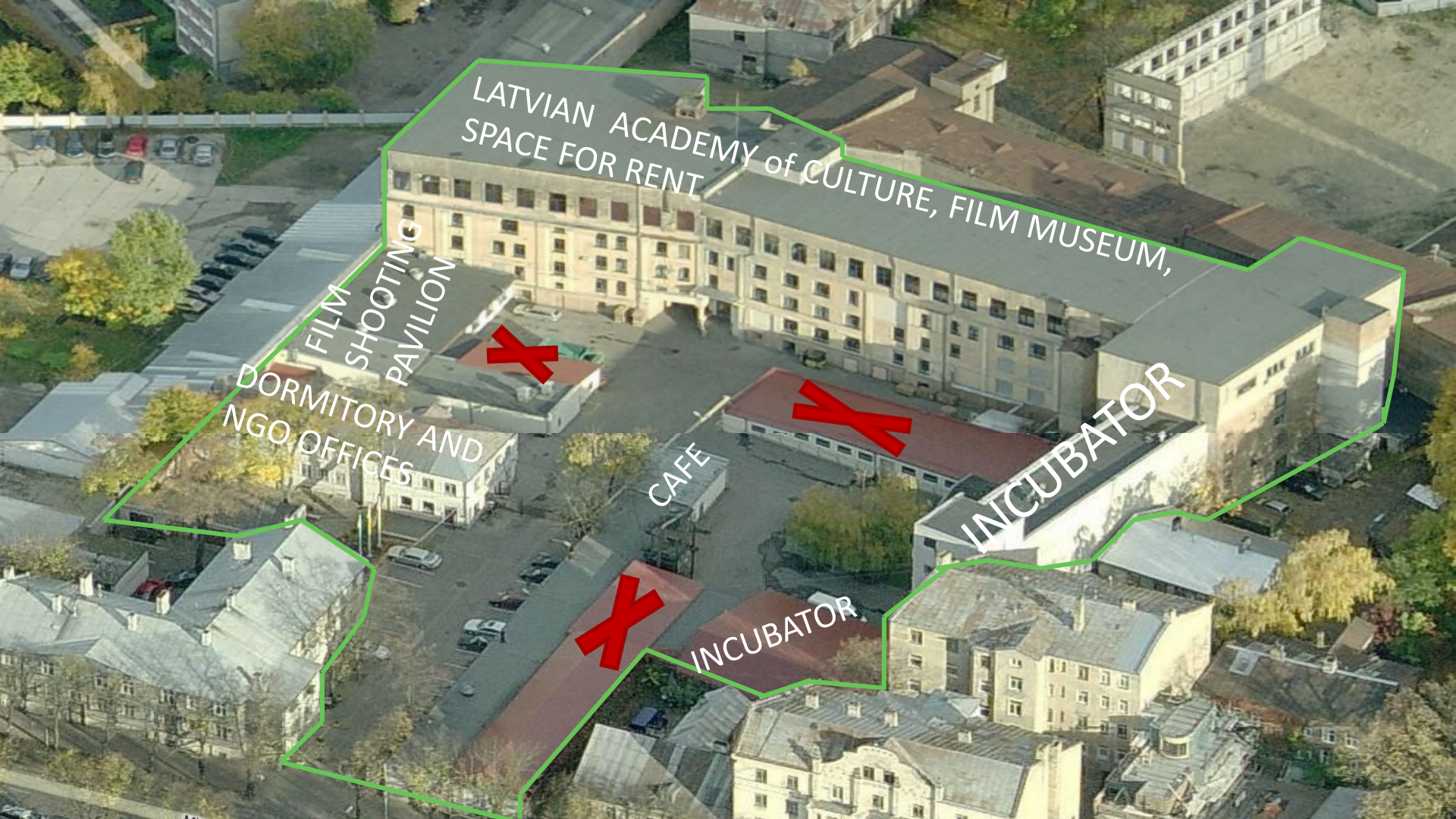
Design thinking in public sector, Social design

International cooperation

# TABFAB at Miera Street

Former Tobacco Factory Complex – physical and virtual platform for creative industries for inter-sectorial collaboration at a national level





LATVIAN ACADEMY of CULTURE, FILM MUSEUM,  
SPACE FOR RENT

FILM SHOOTING  
PAVILION

DORMITORY AND  
NGO OFFICES

CAFE

INCUBATOR

INCUBATOR

# Territory will serve as

Academies (Culture & Art), R&D

Public infrastructure

Venue for culture events

Creative hub

+ MakerSpace



LIAA/MoC = EU + public funding

14 regional incubators

1 CI incubator in Riga

Creative Industries:

architecture // design // cinema // performing art

visual art// music // publishing // television

radio // interactive media // advertisement // cultural heritage

cultural education // videogames\* // software\*

recreation\* // entertainment\* // other culture actions



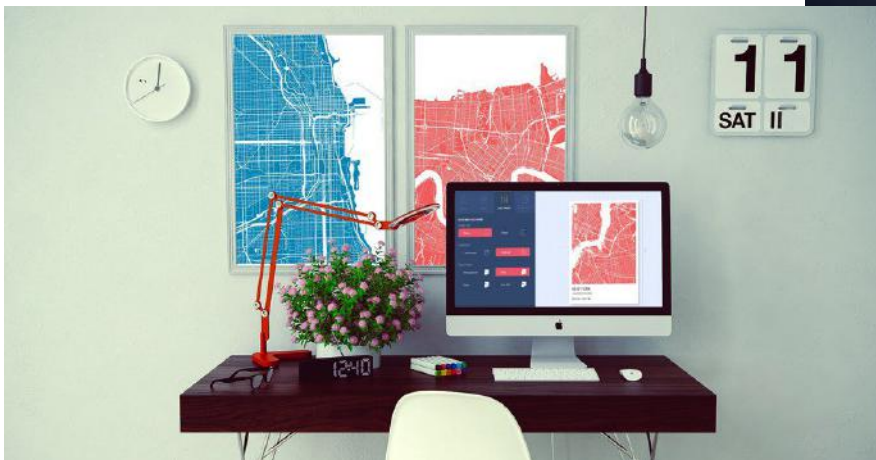




Vividly

An advertisement for Kurp.es. It features a dark background with a hand holding a smartphone. The phone screen shows a cityscape at night with blue light trails. The text 'VISI PASĀKUMI VIENUVIET' is written in large white letters. Below it, the text 'Atrodi savu mīļāko pasākumu un dodies to baudīt!' is written in white. At the bottom, there is a blue button with the text 'MEKLĒT PASĀKUMUS' in white. A small vertical text '02:00:12' is visible on the right side of the phone screen.

Kurp.es



Grafomap

# Co-working / Co-creation places

[Birojnīca](#)

[DarbaVieta](#)

[Tech Hub](#)

[The Mill](#)

[Coworking Riga](#)

[VEF Creative Quarter](#)

[Teikums](#)

[Oracule Tang Space](#)

and more!

[Skolas 6 in Cēsis](#)

[Liepāja's Creative Cluster](#)

Kuldīga's Creative  
Quarter



Design Thinking methods for solving real life problems

4 regional events (Daugavpils, Liepāja, Jelgava, Cēsis)

Meet up and results in Riga

Creative Business Cup national selection

Discussion on failure and risk taking

[www.radilatvija.lv](http://www.radilatvija.lv)

**radi!** Radošās  
darbības  
nedēļa  
2018



**dāri!**  
radilatvija.lv  
#radiiv

Iniciatori:



Stratēģiskie partneri:





Ministry of Culture  
Republic of Latvia

**R**adošās **P**artnerības **P**rogramma

Since 2014

**C**reative **P**artnership **P**rogramm





# Popular music export



[www.musiclatvia.lv](http://www.musiclatvia.lv)

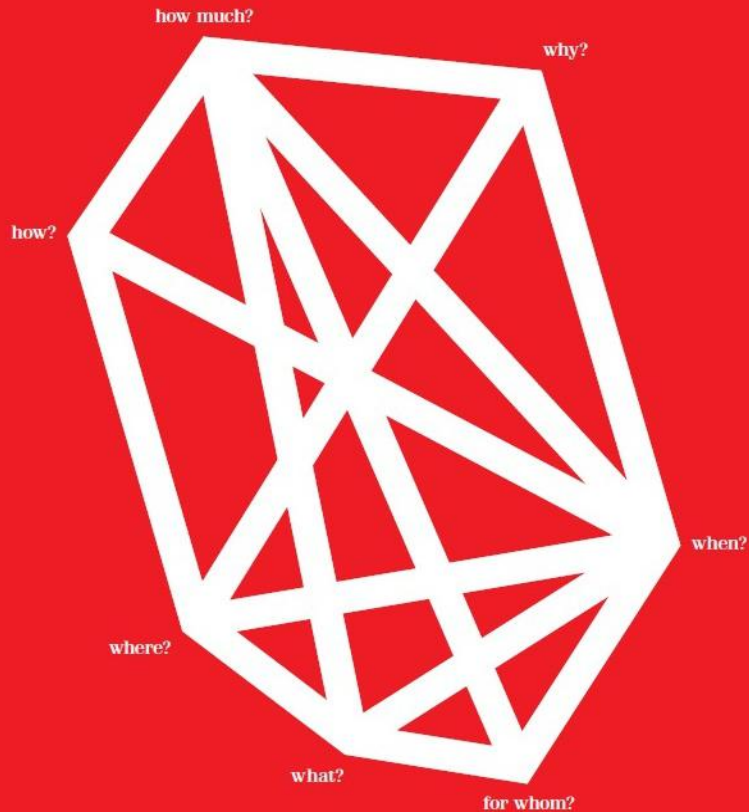


# Latvian Design Center

## 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.

[https://www.km.gov.lv/uploads/ckeditor/files/EN/Design/Design-of-Latvia-2020\\_WEB.pdf](https://www.km.gov.lv/uploads/ckeditor/files/EN/Design/Design-of-Latvia-2020_WEB.pdf)



Design of Latvia 2020



# Matter to Matter



<https://vimeo.com/288163070>



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# Thank you!

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