

Region of Vidzeme Latvia

A. Identification of CCIs and potential contribution to CCT development

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Local stakeholders meeting at Vecpiebalga



- Exchange of experience by each stakeholder
- Expert lecture about possibilities to combine CCI and CCT
- Everyone was defining their development ideas during Cult-CreaTE project and helping each other to formulate aims
- Understanding what skills/know-how is needed to go forward
- Brief look into existing Vidzeme's tourism strategy document
- Study visit to Vecpiebalga Porcelain Factory



Stakeholders expressed needs for know-how and development

- Marketing skills
- Knowledge of modern technological availabilities
- Big event organization and promotion
- Creative networking and brainstorming
- Cooperation among themselves



First initiative for practical instruments to combine CCI and CCT from LIDA and Ministry of Culture



- **Creative “crash course” for regional towns**
Competition based on applications with development plans and argued need for skills.

Expert team is combined and sent to the object.

Practical tools identified for CCIs and cross-sectoral collaboration at stakeholders meeting

- Learning on the state of play of CCIs and tourism in the region
- Bringing together CCI and tourism operators of the region
- Designing specific tools for training based on the state of play research or survey, as well as needs expressed by the regional stakeholders
- Training and exchange of good practices – business innovations & networking
- Exchange of best practices & networking – policy developers (public institutions);
- Drawing recommendations for policy developers by stakeholders
- Working on implementation of policy recommendations
- Further networking and establishing (more or less) permanent networks and events for meeting & exchanges & collaboration

Recommendations will be developed further during the Cult-CraeTe Project period and used as ideas for future projects

We have basic shape and need to work on it



THANK YOU!