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ENI-LLB-1-108 "Promoting preservation, availability and development of intangible culture and local history heritage improving sustainable culture tourism competitiveness in Latvia, Lithuania and Belarus" / "Rediscover the roots of regions"

CROSS BORDER TRAINING "INTERACTION OF CRAFTSMANSHIP AND DESIGN"

Anna Builo-Holme, 12.10.2021

PRACTICAL ISSUES

- Please mute the sound/microphone, when lecturers are speaking
- Questions can be asked in chat
- Discussions, questions are possible after each presentation – Please raise hand
- Evaluation questionnaires will be sent out after the training in online mode
- Certificates of participation in the training will be electronically signed and sent to LV participants. The scanned Certificates will be sent to LT participants. **Please write your Zoom name and surname.**

INTRODUCTION WITH ZEMGALE PLANNING REGION



Zemgale – one of the 5 planning regions in Latvia

- Works under supervision of the Ministry of Environmental Protection and Regional Development;
- 228 409 inhabitants (~ 12% of the total population of the Republic of Latvia)
- Territory: 10,733 km² (16.6% of the territory of Latvia)
- 48% live in urban areas, 52% live in rural areas
- More than 240 km long border with neighbouring Lithuania
- The most fertile agricultural land in Latvia
- Latvia University of Agriculture with 8 faculties (~5 000 students)
- Several of Latvia's rivers cross Zemgale - the Daugava, Lielupe, Mūsa and Mēmele.
- The most visited tourism destination of Latvia – Rundale palace, other attractions - Jelgava palace, Koknese castle ruins, Tervete nature park etc.



Region consists of 5 counties un 1 city



Regional tourism projects

- Regional projects – several municipalities included in partnership, benefit for all region, priority tourism fields
- 7 regional tourism projects implemented and are being implemented (excluding intermediate projects)
- Total financing~ 6,3 milj. EUR
- Main financing instruments – European territorial cooperation programmes – Latvia-Lithuania cross border programme, The 2014-2020 European Neighbourhood Instrument Cross-border Cooperation Latvia-Lithuania-Belarus Programme, Central Baltic cooperation programme, etc.



OVERALL INFORMATION ABOUT THE PROJECT



BASIC FACTS

- **Project programme:** The 2014-2020 European Neighbourhood Instrument Cross-border Cooperation Latvia-Lithuania-Belarus Programme
- **Project number:** ENI-LLB-1-108
- **Project title:** “Promoting preservation, availability and development of intangible culture and local history heritage improving sustainable culture tourism competitiveness in Latvia, Lithuania and Belarus”
- **Project short title:** “Rediscover the roots of regions”
- **Project duration:** 14.05.2019 -13.11.2021 (30 months)
- **Project total budget:** 1 031 590,97 EUR (EU funding - 928 431,87 EUR)

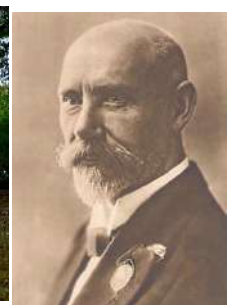


PARTNERSHIP BACKGROUND

Partnership is covering wide geographical coverage.

Participating Beneficiaries has diverse, attractive intangible culture heritage of great value- folk song, dance celebrations, anniversary celebrations, collectives, are famous with their craft traditions, are rich with local history merits – oldest cities in the country, great personalities, historical regions, etc.

- ➡ ***Polotsk** is the most ancient city of the Belorussia, 1154 years old.*
- ➡ ***Vilnius district** oldest town **Maišiagala** (1254) is one the earliest LT settlements.*
- ➡ ***Zemgale** – great personalities like first presidents in LV.*
- ➡ ***Jekabpils, Nereta and Rokiskis** are the part of historical Selonian region with separate way of living, traditions*
- ➡ *In **Jekabpils** is located one of the two LV UNESCO world heritage objects–Struve Geodetic Arc.*



PRESERVATION OF HERITAGE AND TRADITIONS

To preserve heritage and traditions, 5 generation meetings were organized to stimulate interest about intangible culture heritage:

- ▶ Workshop **about patchwork** in Polotsk, where elderly and children participated.
- ▶ Workshop **of songs** in Vilnius district where youngsters, disabled and elderlies participated, resulting a drawing exhibition, 500 books of songs with CD (songs) created.
- ▶ **Weaving** workshop in Nereta, where children and professionals participated, creating woven carpet/photo exhibition.
- ▶ Workshop cycle about **household traditions** in Jēkabpils, (12 meetings), youngsters, children participating, resulting an interactive “talking” info stand with 8 different stories.
- ▶ **Weaving** workshop in Rokiskis, with craftsmen, youths, disabled and seniors participation, creating a woven belt).



EDUCATE, SHOW HERITAGE, SIMILARITIES AND DIFFERENCES

To show intangible culture heritage in LV-LT-BY, similarities and differences, 5 workshops with partners involvement :

1. Workshop about **folk art paper cutting** in Polotsk, creating panel
2. **Palm weaving** and **gingerbread baking** workshop in Vilnius district, creating exhibition
3. **Weaving** workshop (12 sessions) in Nereta, establishing exhibition
4. **Wood carving** workshop in Jēkabpils installing 6 large movable wooden toys.
5. Symposium of **wood carvers** in Rokiskis , creating and installing 10 sculptures in Rokiškis City Park, establishing virtual exhibition on the museum's website.



LEARN, EXCHANGE, STRENGTHEN TIES

3 international cross border promotional events - international festivals - to learn, exchange with intangible culture heritage, strengthen cultural identity/existing historical ties were organized:

1. 1 festival "On the way from Vikings to Greeks" with craft market, workshops (incl.ancient dances, games), culinary contest, medieval fashion show, street theaters' performances, concert; children's playground, in Polotsk.
2. 1 international folk instrumental music festival with craft workshops, in Jēkabpils.
3. 1 cycle of events devoted to Christmas traditions and customs of Augštaitija (exhibition of cribs, wood carving workshop, 7 educational programmes) in Rokiskis.



PROMOTING ACCESSIBILITY OF INTAGIBLE CULTURE HERITAGE

It has been established:

1. In Polotsk: Art project «Patterns on trees»; animation programme “The Medieval Mint”, 4 audio guides purchased, 2 direction signs installed
2. Vilnius district has created interactive culture and traditions map
3. In Nereta open air stage, Culture house reconstructed and 3D exposition «Learn The Art of Weaving» established
4. In Jēkabpils 1 «Talking bench» will be created, 3D Virtual reality equipment; History panel, other equipment for organizing cultural events (oven, roll ups, chairs, sound equipment, etc.) has been purchased, 5 direction signs, 3 information boards installed
5. In Rokiskis 2 expositions has been established - “Rokiskis and its habitants in the reflection of the century’s history” and exposition for fishing crafts



ORGANIZATION OF TRAININGS FOR TOURISM AND CULTURE SECTOR

For strengthening the capacity of culture and tourism sector professionals 3 trainings were held:

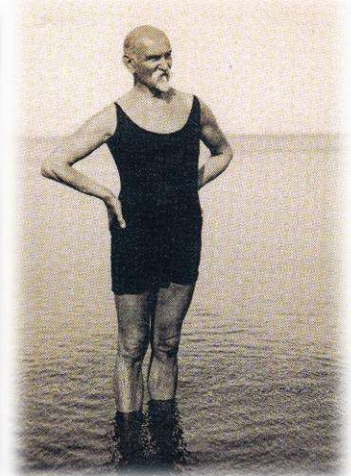
1. 1 training in Zemgale about culture tourism and creative industries, their potential, benefit to economy, promotion, best practices for strengthening the capacity of culture sector professionals, craft and design.
2. 1 training "Education for Guides" in Polotsk, about developing culture tourism more sustainable, connecting culture assets and creative industries.
3. 1 theoretical/practical seminar about history, development, promotion of folk music, dances, traditional crafts: palm weaving, carving, pottery, etc, in Vilnius district.



CREATION, ELABORATION AND PRODUCTION OF UNIQUE HISTORICAL RECOGNITION AND PROMOTIONAL MATERIALS

For increasing cultural attractiveness of the partner regions and regional sense of belonging, it has been created and elaborated most outstanding, unique and characteristic recognition and promotional materials:

1. Zemgale region created animation cartoon about children books authors, first presidents, etc.
2. Vilnius district established a souvenir set, consisting of: a) Easter palm; b) gingerbread souvenirs as traditional heritage product from Vilnius district, c) paper gift bags;
3. Nereta produced souvenir clay pot “Parosis” characteristic for Nereta from 19th/20th century;
4. Rokiskis produced replicas of famous Lithuanian wood carver's carvings.



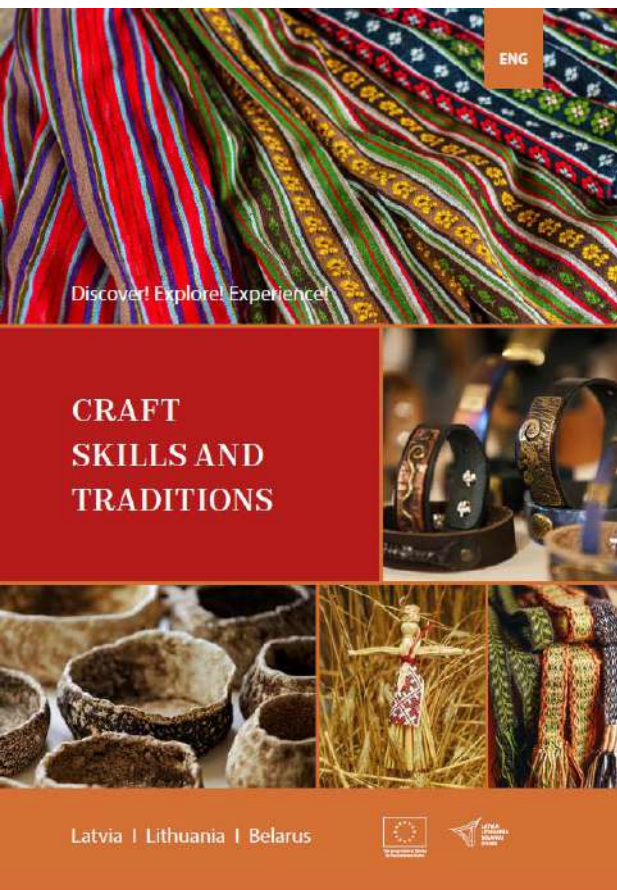
JOINT TOURISM ROUTES

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Discover! Explore! Experience!

**CRAFT
SKILLS AND
TRADITIONS**

Latvia | Lithuania | Belarus



Latvia | Lithuania | Belarus

EUROPEAN UNION
EUROPEAN COMMISSION
EUROPEAN REGIONAL DEVELOPMENT FUND

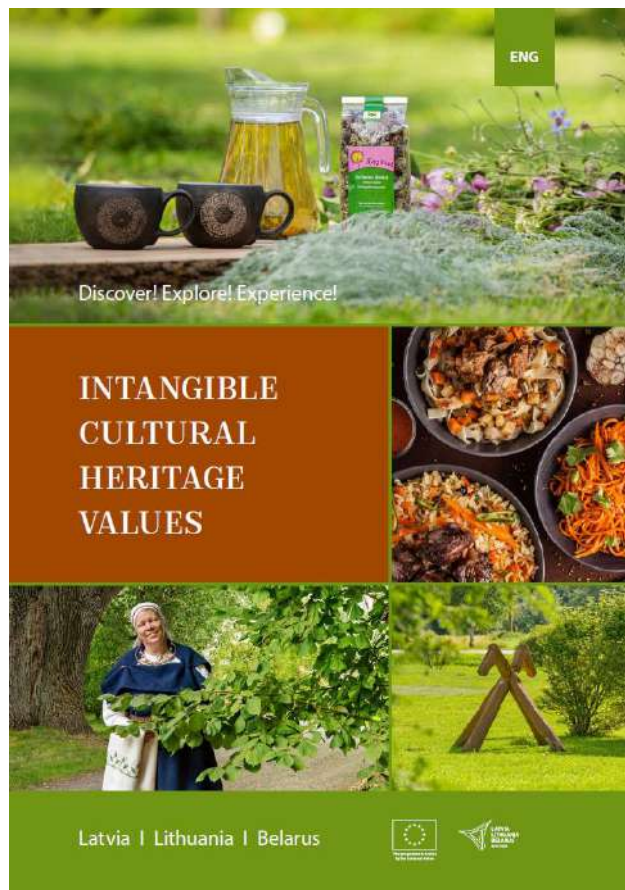
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Discover! Explore! Experience!

**INTANGIBLE
CULTURAL
HERITAGE
VALUES**

Latvia | Lithuania | Belarus



Latvia | Lithuania | Belarus

EUROPEAN UNION
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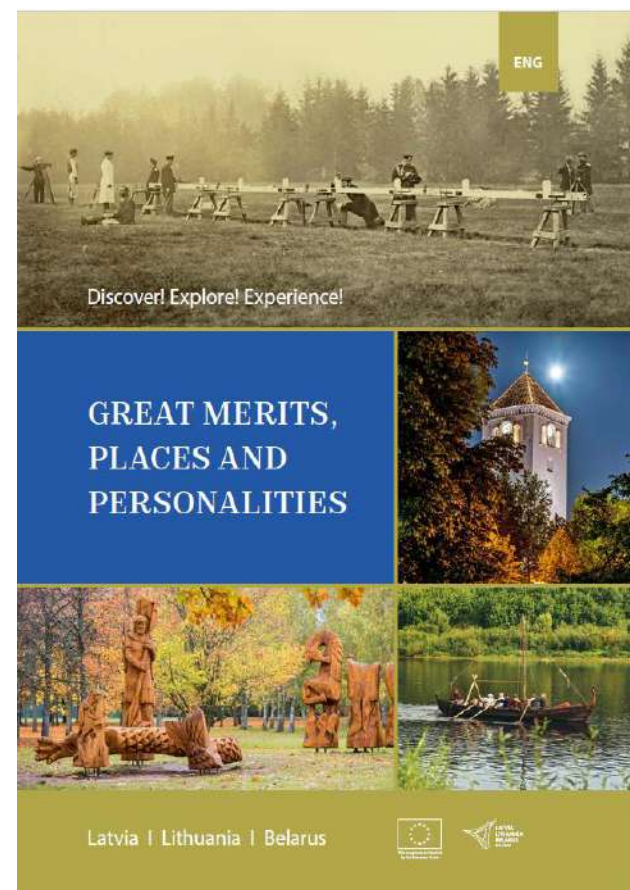
Latvia | Lithuania | Belarus

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Discover! Explore! Experience!

**GREAT MERITS,
PLACES AND
PERSONALITIES**

Latvia | Lithuania | Belarus



Latvia | Lithuania | Belarus

EUROPEAN UNION
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EUROPEAN REGIONAL DEVELOPMENT FUND

Latvia | Lithuania | Belarus

Joint tourism routes

Three new joint tourism routes:

- **Craft tourism** route in LV, LT, BY (craft traditions for tourist to explore, participate, etc.);
- **Intangible culture heritage** assets to explore in LV,LT, BY (folk, nation songs, dance costumes, traditions in regions, ethnical signs, etc.);
- **Great merits, personalities and events** to discover in LV, LT, BY (literates, composers, events, places, etc).
- Produced and printed 12 000 exemplars in 5 languages - LT, LV, BLR, ENG, RUS.
- **Publicity campaigns** in Latvia and Lithuania
- **Journalists visits** for representatives from Latvia and Lithuania





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**Thank you for your
attention!**



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