

RĪGAS DOME

RIGA CITY PERSPECTIVE 2014

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Riga City Council

Seminar „Creative physical space and its catalysts“

British Council Latvia

23rd – 24th March 2009

CI POLICY

- ▶ Riga City Long-term Development Strategy
- ▶ Riga City Culture Strategy 2008-2025
- ▶ Riga City Culture Strategy Action Plan
- ▶ Riga 2014 - EU Culture Capital-city
- ▶ Agreement On Support For Creative Industries - Riga City Council and Ministry Of Culture of Republic Of Latvia

IMPORTANCE

- ▶ Multiplier effect on the attractiveness of city
- ▶ Fastest growing sector
- ▶ Considerable contribution to employment and GDP
- ▶ Help develop other sectors

CREATIVE METROPOLES

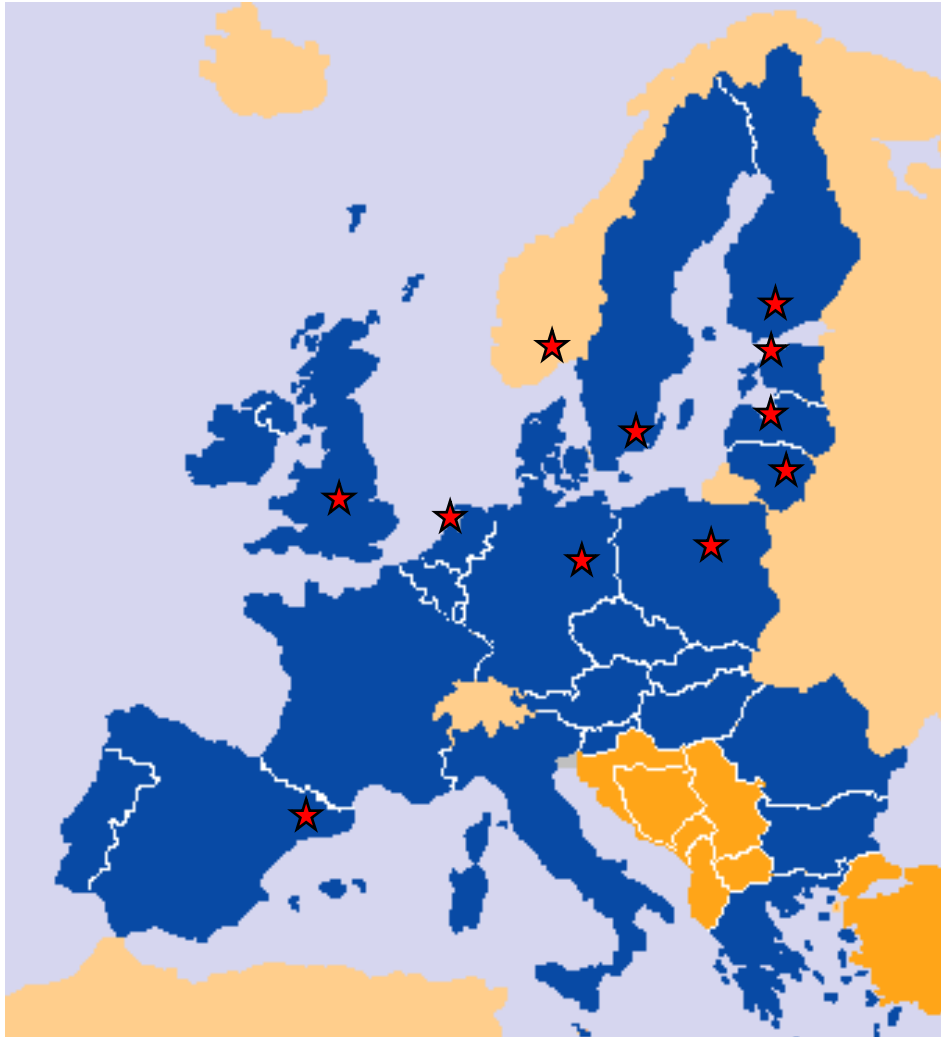
- ▶ Public policies and instruments in support of creative industries



Co-financed by the European Regional Development Fund and the Norwegian funding through the INTERREG IVC programme



BASIC FACTS



- ▶ **Funding**

INTERREG IVC

- ▶ **11 partners**

Amsterdam, Barcelona, Berlin, Birmingham, Helsinki, Oslo, **Riga**, Stockholm, Tallinn, Vilnius, Warsaw

- ▶ **Budget**

2.44 M EUR

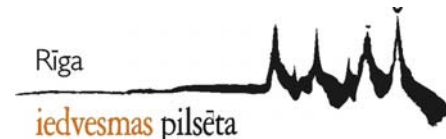
- ▶ **Duration:**

October 2008 - September 2011

ISSUES ADDRESSED BY THE PROJECT

Support system

- ▶ Insufficient understanding of the specifics of creative sector among the decision-makers
- ▶ Lack of strategic planning
- ▶ Unfocused or inefficient financial support
- ▶ Capacity at the executive level
- ▶ Insufficient dialogue with the creative economy and other support system actors - the national level, NGO sector as well as private players (e.g. banks)



ISSUES ADDRESSED BY THE PROJECT

Industry

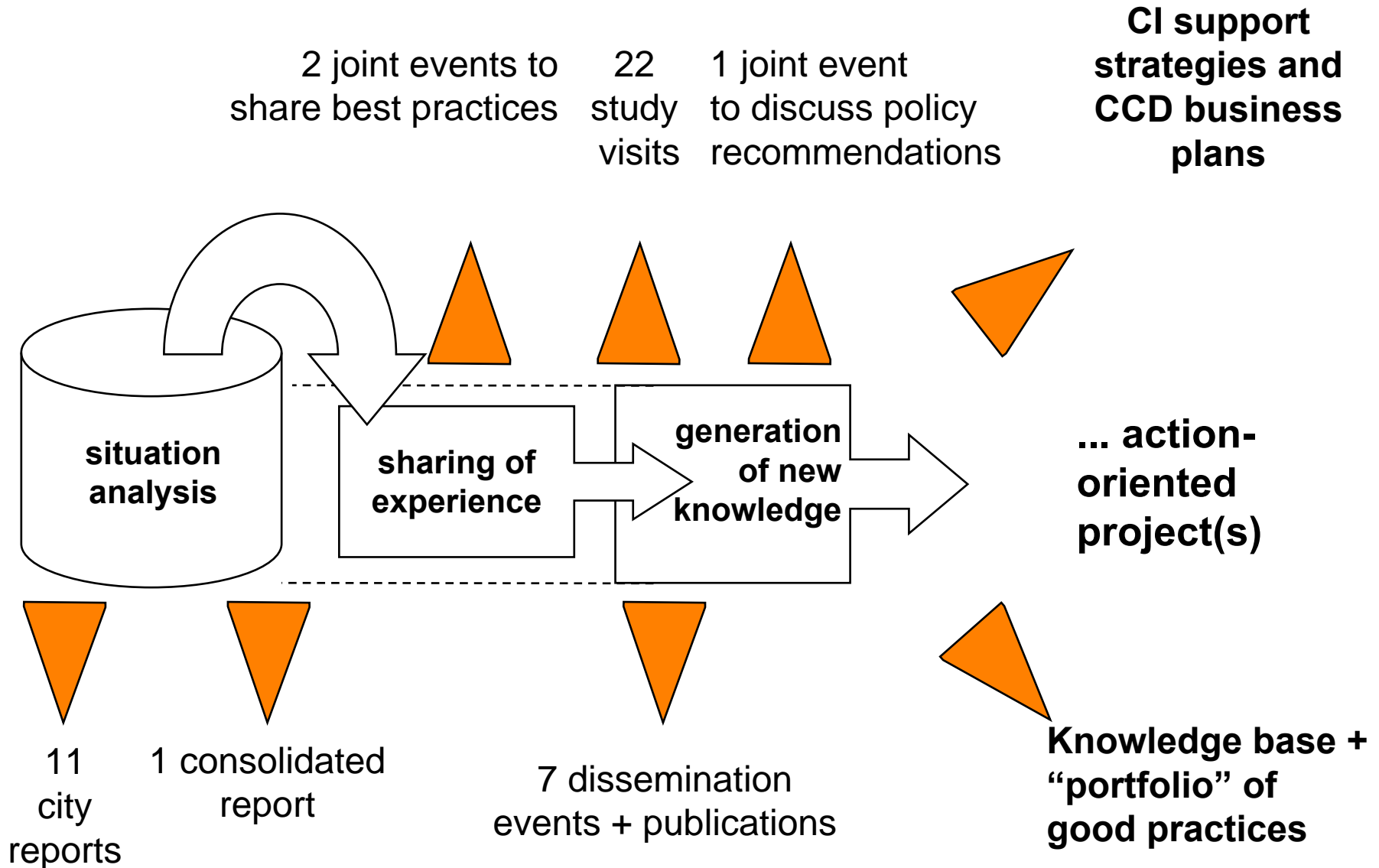
- ▶ Organisation within the sectors (e.g. industry associations)
- ▶ Business skills and development (marketing and sales capacity, scaling-up, internationalisation)
- ▶ Access to affordable space for activities and financing (grants, start-up and venture capital)

PURPOSE OF THE PROJECT

What can cities do to support the development of creative industries?

1. structure of the public support system for the creative sector
2. business capacity and internationalization within the creative economy
3. space for the activities of creative businesses and creative city districts
4. funding for creative industries
5. demand for the creative industries' products and services

PROJECT SETUP



RESULTS

- ▶ Well-informed policies
- ▶ Efficient support instruments
- ▶ Better prepared decision makers and executive staff
- ▶ Well-defined decision making in municipality
- ▶ Network
- ▶ Spin-offs
- ▶ New ideas and inspiration

FIRST NEXT STEPS

Situation analysis report

- ▶ Focus - **urban policies and practices** supporting creative industries in partner cities
- ▶ Policy analysis in 11 partner cities
- ▶ 1 consolidated report

FIRST NEXT STEPS

Project website

- ▶ www.creativemetropoles.eu
- ▶ Basic information about project
- ▶ Discussion forum
- ▶ Ready to use in June 2009

Thank you.