



DEVELOPING
INCLUSIVE
AND SUSTAINABLE
CREATIVE ECONOMIES

REGIONAL CASE STUDY REPORT: LIEPĀJA, LATVIA

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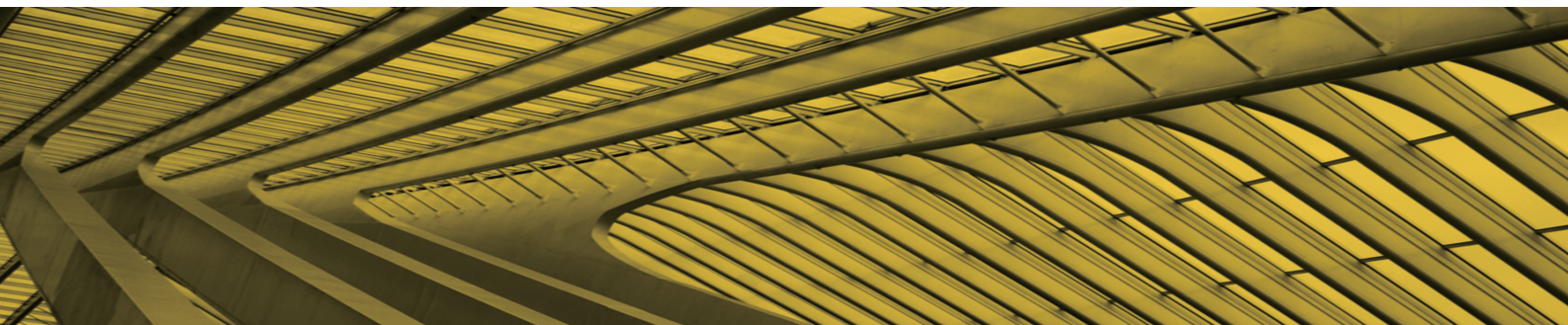
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1. Introduction

DISCE is a research project funded by the European Commission, via Horizon 2020. The overall research question that DISCE is seeking to answer is: What are inclusive and sustainable creative economies, and how can they be developed?

To answer this question, we conducted ten regional case studies across Europe. To select the case study locations, we established the following criteria as the primary basis: the locations had not been extensively studied and they were of comparable size, with population of approximately 150,000. Additionally, we sought locations that are diverse in terms of their creative economy profile and planning, ranging from cities with an established reputation for creative economy, to those for whom this is not the case.

In this document, we present a brief overview of one of our ten case study locations, the city of Liepāja, Latvia. We present key facts about the city, with a particular attention to how the ‘creative economy’ has previously been understood, based on a review of existing academic literature, publicly available data, and policy documents. In future publications we will present the findings of our own empirical work within Liepāja, comparing and contrasting our findings with pre-existing accounts of creative economy in the city.

A key feature of the DISCE research project is that we are using ‘creative economies’ with a deliberately inclusive meaning, involving creative activity outside of paid employment, as well as within paid employment. This is reflected in the range of academic texts, publicly available data and policy documents we are concerned with in this report: not only focusing narrowly on the cultural and creative industries (CCIs), but more broadly on areas such as cultural participation, and aspects of community development.

To read more about the distinctive DISCE approach to understanding and developing inclusive and sustainable creative economies, please see the publications on the project website: <https://disce.eu/>.

2. Facts and Figures

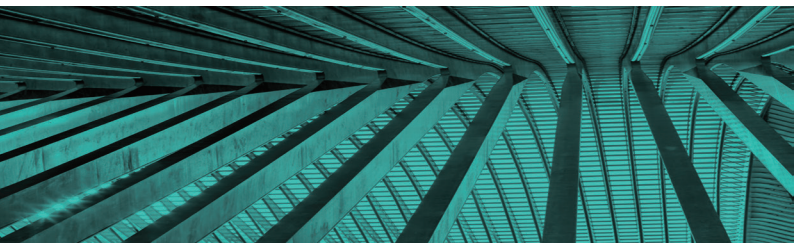
2.1. Overview of the City

Liepāja locates in the western part of Latvia, on the Baltic Sea, and belongs to the Region of Kurzeme. The resident population in 2019 was 68 569, of which 30 447 males and 38 122 females. In 2019, the resident population in Liepāja represents more than 3.5 per cent of the overall Latvian population (EUROSTAT 2021). In the whole region of Kurzeme the resident population was 240 113 in 2019 (EUROSTAT 2019).

With nearly 70,000 inhabitants Liepāja is the third largest city in Latvia. The history of the city dates back to the 17th century and since then it has become an industrially developed center of metalworking and textile industry. After World War I culture and art began to flourish, and an art school and new cultural institutions were established. The city suffered great losses during World War II and was occupied by the Soviet Union and partly turned into a closed military territory. After Latvia regained independence in the 1990s, Liepāja has worked towards transition from a military city to a modern port and tourist destination. In 1997 a free economic zone was opened to revitalize the city. Currently the most developed business sectors in the city are metalwork, textile industry, manufacturing of building materials, food processing, ship building, and freight transport.

Liepāja is also known for its cultural environment and independent artistic spirit and is called the capital of Latvian rock music. Since 2015 its cultural identity has also been shaped by the regional multifunctional concert hall “Great Amber”. Liepāja offers all levels of education, including professional training in arts and technology as well as 8 higher education institutions.

Liepāja is governed by the City Council which consists of 15 elected deputies changing every four years. The administration of Liepāja City Municipality ensures the implementation of the decisions of the City Council and provides municipal services.





2.2. Socio-Economic Profile

Several economic indicators have been analyzed to delimit the socio-economic profile of Liepāja and Kurzeme. At regional level, the gross domestic product (GDP) in 2018 was about 2578.18 million euros, which represents almost the 8.5 per cent of the national product. The city is growing quite rapidly, with an increase in the GDP in 2018 of 13 per cent with respect to 5 years before, and of 2 per cent with respect to year 2017.

Unfortunately, the GDP per capita in purchasing power standard units was €10700 (in 2018), which is far below the Latvian average of €15900 and the EU average of €44920 (EUROSTAT 2021; World Bank 2021).

The rate of employment in Liepāja for persons between 20 and 64 years old was about 89 per cent in 2019, of which 48 per cent are males and 52 per cent females. The unemployment rate in Liepāja was 6.0 per cent in 2019, which was slightly lower than the Latvian average of 6.5 per cent, and lower than the EU average of 9.1 per cent (EUROSTAT 2021).

For what concerns social aspects, the region of Kurzeme registers a median age about 44.3 years old with an age dependency ratio about 7.2 per cent¹.

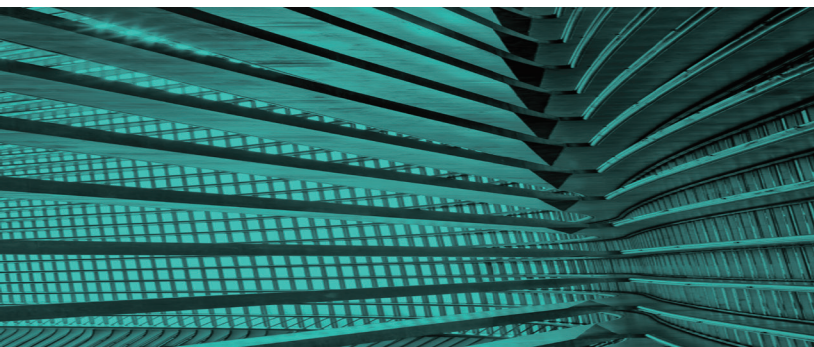
For what concerns population structure, the female population in the region is represented by the presence of 115.3 women per 100 men, which is quite below the Latvian average of 117 in 2019.

The geographical compositions of people living in the city of Liepāja is mainly nationals (79 per cent), while foreign people are almost all non-European citizens (276 EU foreigners in respect to 14304 non-EU foreigners in 2019).

In Latvia, the overall life satisfaction level is 6.7/10, which is quite below the EU27 average of 7.3 (EUROSTAT 2018).

Finally, at the city level, the proportion of population aged 25-64 qualified at level 5 to 8 ISCED in 2018 was about 32 per cent, quite below the rest of the country which shows a rate of 35.7 per cent of people having a diploma.

¹ The age dependency ratio is computed as the population aged 0-19 and 65 and more to population aged 20-64 (Eurostat, 2021). The EU average is 34%, meaning that In the EU, the old-age dependency ratio stood at 34% in 2018. This means that there were on average three people of working-age (aged 20-64 years) for every older person (aged 65 or more).



2.3. Cultural and Creative Profile

In order to highlight the main features of the cultural and creative economy of Liepāja and the surroundings, indicators related both to demand and supply are taken into consideration.

For what concerns the job market statistics, the percentage of employment (jobs) in arts, entertainment, and recreation (NACE Rev. 2, R to T) was about 4 per cent in 2019.

In 2019 the number of museums in Latvia was 115, with 3708 thousand attendees, 13 per cent more with respect to 2015. There were 27 museums in Kurzeme region which constitutes almost 23,5% of the national museum count.

The number of libraries in Latvia were 1541, almost 200 less than in 2015 but with an increasing number of visitors 814540 in respect to 807359 in 2015. In Kurzeme, in 2019 there were 250 public and private libraries. That is 16,22% of the national total.

In 2019 there were 2 theatres in Kurzeme region, and they both were in Liepāja (Kurzemes plānošanas reģions 2020). There is one municipal theatre and one multi-functional concert hall. In 2019 there were 216 theatre plays with 69,608 spectators and 251 different types of events at the concert hall. According to the Socio-economic Report of Liepāja City (2021), the 'cultural participation' rate in the city of Liepāja has increased in recent years.

All available detailed regional data is reported in Table 1.

Table 1 Available data in the region Kurzeme and Latvia

	Kurzeme	Latvia	% of the national value
Arts institutes			
Libraries (public and private) (2019)	250	1541	16,22%
Museums (2019)	32	115	27,82%
Monuments and heritage sites	1157	7385	15,66%
Number of tickets for theatres and musicals		920 000	
Number of tickets for cinema seats (2019)	195 212	2 723 000	7,16%
Number of cinemas (2019)	5	33	15,15%
Number of musical and theatre's performances		3263	

2.4. Inclusivity and Sustainability

Unfortunately, no official statistics or data were available applicable to the domain of the cultural and creative sectors. The only reliable statics were related to presence of women in the labour force or the presence of foreign people in the territory of Liepaja and surroundings.



3. Creative Economies: Research and Public Policy

3.1. Overview of Academic Studies

Boolean search was conducted in Google Scholar using keywords: Liepaja, cultural and/or creative industry and/or economy in English and in Latvian. No books were found. Remaining results were manually checked over to identify published, peer-reviewed studies with Liepaja as an explicit focus of the study.

Besides the peer-reviewed studies, a report on the socio-economic impact of the creative industries in Liepāja is included in this section. It was commissioned by the Municipality of Liepāja and implemented by the Latvian Academy of Culture in 2019.

The aim of the research by the Latvian Academy of Culture (2019) was to develop a socio-economic impact assessment methodology for the cultural and creative industry of Liepaja city, including indicators for monitoring the development of the industry and carry out an impact assessment of the CCI sector. The main result of the study was to contribute to the sustainable development of the cultural and creative industries in the city of Liepaja (p.3). This research was based on a review of the policy documents, statistics, existing literature as well as case studies, in depth interviews and focus groups with the involved stakeholders. Several results and recommendations from this research were partly related to the DISCE approach.

For example, for planning the development of the Liepaja CCI sector, it was recommended to use an ecosystem approach that would encompass CCI and related sectors in the city. This study identifies many actions that the current Liepaja Development Program include but do not identify as CCI development measures, but in fact they can be considered as such (e.g. education, business services, attracting investors, etc.). This report suggests the municipality should have a more inclusive and wider interpretation when considering which operators belong to the CCI sector (p.76-77).

This report draws attention to the fact that the representatives of the business sector and the public sector have different understanding of what the CCI sector constitutes in Liepāja. While the representatives of the public sector underestimate the existing and potential contribution of the non-profit activities of the CCI in developing a business environment and emphasise the leisure and free time

function of these activities and have a limited view on which businesses belong to this sector, the representatives of the business sector associate CCI with creation of innovative

products, start-ups and incubators of creative industries. At the same time, some players perceive non-profit and commercially oriented activities in an integrated way, as in practice they operate as complementary processes with different functions but a synergistic effect (p.77).

The report also recommends the municipality to look for more individualized support tools for different cultural operators in both private, NGO, and public sector. The focus should be on developing excellency of human resources, starting from educational phase to providing instruments that would compensate the instability of employment in the sector (p.77). Other recommendations include facilitation of networking and collaboration among similar organisations and entrepreneurs; improving availability of creative spaces and infrastructure; improving access to cultural sector for problematic segments of audience etc. (p.78-80).

The full summary of the studies, including overview of each paper & use of DISCE key terms, can be found in Appendix 1.

3.2. . Overview of Public Policy Documentation

Policy documents tend to use some of the DISCE keywords in a similar manner while most often different variations of similar terms were identified in the analysis of the policy documents.

The closest to DISCE approach was the statement of the tasks of the Cultural Department of Liepāja: “To improve cooperation between the cultural and economic sectors for the promotion of cultural diversity and the sustainable development of the creative economy.” (Liepājas pilsētas pašvaldība. (n.d.).)

Another example of using similar keywords was in the Sustainable Development Strategy of Liepāja City Till 2030: “To improve the international competitiveness of Liepāja, it is necessary to invest in science and research, providing innovative solutions and modern technology for enterprises in Liepāja, working towards specialization and directing towards the knowledge and creativity economy.” (Liepājas pilsētas pašvaldība. (2017).)

All policy documents for Liepāja and Kurzeme region were located on the website of the Liepāja Municipality, the website of the Kurzeme Planning Region as well as through online search. All the documents are in Latvian, and they were analysed and translated by a DISCE researcher who is native speaker of Latvian. Selected ‘creative economy’ documents are listed in table 2. The documents are in Latvian, but the titles have been translated for the table.

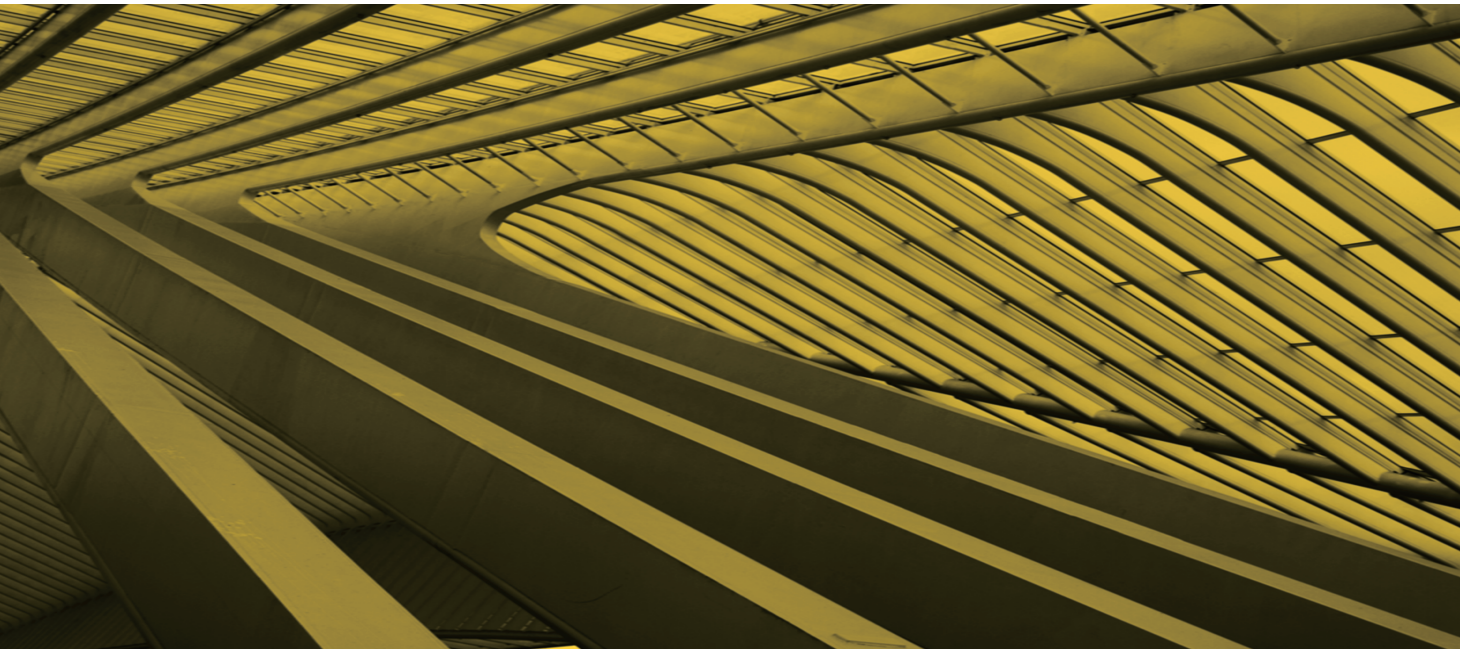


Table 2 Selected 'creative economy' policy documentation

Document	What this document is about?	To what extent creative economies are discussed in the document? ²
Ardenis, SIA. (2019). Liepāja City Development Program for 2015-2020. Mid - term evaluation.	The aim of the mid-term evaluation is to assess the progress of the implementation of the Development Program 2020 and to provide proposals for the improvement of the existing Development Program and the preparation of the new Liepāja City Development Program 2020-2027.	Creative economies mentioned
Kurzemes plānošanas reģions. (2015). Kurzeme 2020. The Kurzeme Planning Region Development Program for 2015-2020.	The Kurzeme Planning Region Development Program for 2015-2020 (Kurzeme2020) is a regional level medium-term planning document, which sets out priorities, action directions and a set of measures for the development of the Kurzeme region for the next 6 years.	Creative economies mentioned
Kurzemes plānošanas reģions. (2018). Kurzeme 2030. Sustainable Development Strategy of Kurzeme Planning Region 2015-2030.	The goal of Kurzeme's sustainable development strategy Kurzeme - 2030 is to outline the most important development directions of the region - in the long run, updating the achievements and promoting the necessary changes in the future. The strategy continues the directions set in the documents of the previous planning period to form the heredity of development planning, respecting the national development policy of the European Union and Latvia.	Creative economies mentioned
Liepājas Kultūras pārvalde. (2021). Liepāja Cultural Policy.	A short summary of the main points of the cultural policy of Liepāja from the Middle term development program 2015-2020, including the vision of the city and 10 points to implement it.	Focus on creative economies
Liepājas pilsētas pašvaldība. (n.d.). The Tasks of the Department of Culture.	The website of the Cultural Department of the Liepāja City municipality where the main tasks of the department were stated.	Focus on creative economies

² The classification includes four categories:

- Focus on creative economies
- Creative economies mentioned (e.g. culture, cultural or creative sectors or industries, creative businesses/companies, creative workers/people/class, cultural hotspots/hubs)
- Creative economies not mentioned but addresses closely related topics (e.g. innovation, innovative industries/companies, knowledge cities, knowledge-intensive sectors)
- Overall economy of the city or region (creative economies not mentioned specifically)

Liepājas pilsētas pašvaldība. (2015). Liepāja City Development Program, 2015-2020. Strategic part.	The Liepāja City Development Program for 2015-2020 is a local medium-term development planning document. It is closely related to the long-term planning documents of the city of Liepāja - the sustainable development strategy of the city of Liepāja until 2030 and the spatial plan of the city of Liepāja.	Creative economies mentioned
Liepājas pilsētas pašvaldība, SIA "Dynamic University". (2015). Liepāja City Education Sector Development Concept, 2015 - 2020.	The Liepāja City Education Sector Development Concept and a detailed action plan for 2015-2020 has been developed to to promote the development of efficient, sustainable education services based on quality and equality in Liepāja.	Creative economies mentioned
Liepājas pilsētas pašvaldība. (2017). Liepāja 2030. Sustainable development strategy of Liepāja city till 2030.	Strategy 2030 of the city of Liepāja is a long-term territorial development planning document. It defines the long term goals and the spatial perspective of the local municipality.	Creative economies mentioned
Liepājas pilsētas pašvaldība. (2020a). Thematic Working Group "Economics". Description Of The Current Situation In Liepāja.	This document is a short general overview of the economics of Liepāja that is prepared for the needs of the working group in the Liepāja municipality that is working towards the Liepāja State City and South Kurzeme Region Development Program for 2022-2027.	Creative economies not mentioned but addresses closely related topics
Liepājas pilsētas pašvaldība. (2020b). Thematic Working Group "Culture". Key Policy Planning Documents.	This section provides the main policy planning documents of the European Union, national and local level, which relate to the development of the Liepāja Development Program 2027 in the field of culture.	Creative economies mentioned
Liepājas pilsētas pašvaldība. (2020c). Thematic Working Group "Culture". Results Of The Mid-Term Evaluation Of The Liepāja Development Program 2020.	This is a part of The Mid-Term Evaluation of the Liepāja Development Program 2020, creating a summary of the results for the cultural sector.	Creative economies mentioned
Liepājas pilsētas pašvaldība. (2021a). Political Guidelines of the City of Liepāja 2017-2021.	The political guidelines of the city of Liepāja are a document that reflects the commitment of the elected municipal deputies during the term of office.	Creative economies mentioned
Liepājas pilsētas pašvaldība. (2021b). Political Guidelines of Liepāja City Municipality Council for 2021-2025.	The political guidelines of the city of Liepāja are a document that reflects the commitment of the elected municipal deputies during the term of office.	Creative economies mentioned

Liepājas pilsētas pašvaldība. (2021c). (un)rest. Liepāja 2027. European Capital of Culture. Candidate City. Pre-selection application.	A pre-selection application by the city of Liepāja to become the European Capital of Culture 2027. Document was submitted to the Ministry of Culture of the Republic of Latvia and is not publicly available but the section about creative industries was provided for the research purposes for DISCE project.	Focus on creative economy
Liepājas pilsētas pašvaldības administrācija. (2021). Socio-economic report of Liepāja city. Culture.	Statistical data on the number of visitors to Liepāja city theater, cinema and museums in 2019.	Focus on creative economy

3.3. Terminology and Stakeholders of Public Policy

What language / terms do these policy documents use?

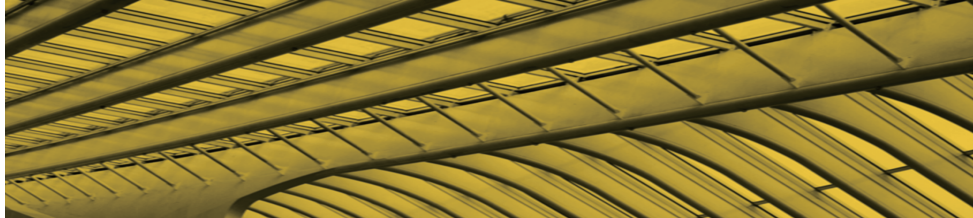
See appendix 2 for the key term usages in the policy documents.

Who is responsible for 'creative economy policy' in Liepāja?

How – and how much – 'creative economy' policy has been developed?

The Liepāja City Municipality is responsible for creative economy policy in Liepāja, creating policy documents that include the vision and strategy for developing the city in this direction. The most detailed policy document that also includes strategies for enhancing the creative economy is the "Liepāja City Development Program for 2015-2020" (2015). This program focuses on middle-term goals and the most important policies and actions to achieve them for the city in general. The Development Program was created by the Development Board of Liepāja City Municipality, including and harmonizing also the opinions of community members, entrepreneurs, NGOs, academics and other experts.

The Liepāja City Municipality holds the position of not creating separate sectoral planning documents (with some exceptions, e.g. education policy) therefore the cultural and creative sector policy is integrated in this document together with other directions of overall city development. The Development Program is based also on the long-term strategic goals of the city, described in the document "Liepāja 2030. Sustainable development strategy of Liepāja city till 2030." (2017).



The Development Program also indicates the committees and associated committees responsible for policy directions as well as the municipal and other institutions responsible for implementation of the policy actions. Depending on the direction of the policy (e.g. culture, education, economy) different committees are involved, such as the City Development Committee; Education, Culture and Sports Committee etc. The responsible institutions for the practical implementation of the policy actions vary depending on the tasks, including municipal bodies such as the Culture Department, the Education Department, the Development Department but also state-run institutions such as the University of Liepāja, Liepāja Secondary School of Music, Art and Design, or private parties such as Ltd. Kurzeme Business Incubator.

A new Development Program for 2021-2027 is being developed but during the DISCE research in 2021 it was not published yet. A Working Group on Culture in Liepāja was created of more than 30 representatives from various cultural fields that worked towards identification of the future challenges of the cultural and creative sector to be addressed in this policy document. Beyond others, one of the main aims of Liepāja in the CCI sector is to do all the possible to become the Cultural Capital of Europe in 2027, thus strengthening its cultural traditions and international contribution. Similar thematic working groups in Liepāja have been created to develop proposals in the fields of Economy, Education, Youth Politics etc.

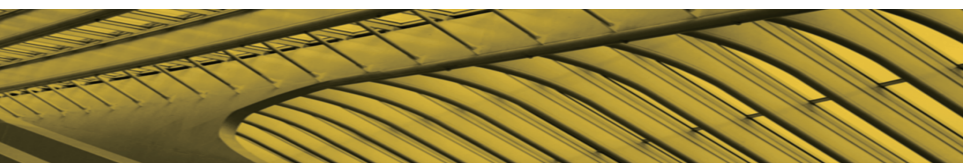
3.4. Thematic Review of Public Policy Documentation

3.4.1. Creative Economy Policy & Cultural Opportunity

What are the aims of creative economy policy in Liepāja? What does success look like?

Liepāja is envisioned as “a creative and active city by the sea, where people live, educate, work and rest to the fullest” with its main aim “to strengthen the role and recognition of Liepāja on an international scale by attracting knowledgeable and creative people, investments, tourists to the city”. The “Liepāja City Development Program for 2015-2020” (2015) is based on four main directions:

- Liepāja residents and their well-being (goal: Liepāja is a development center of national significance and a full-fledged place to live and work);
- Living environment (goal: natural values and cultural and historical heritage have been preserved and restored in Liepāja, the management of the city is sustainable);
- Economy (Liepāja has a stable operation of small and medium-sized enter-

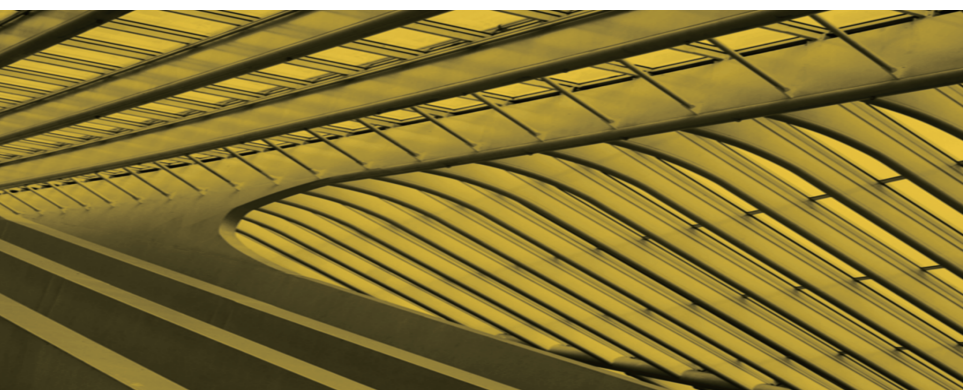


prises and modernized traditional industries);

- Reachability, recognizability (Liepāja is in many ways accessible in the Baltic Sea region).

Overall, the vision of Liepāja for 2030 includes challenges whose impacts are expected to be wider than the administrative territory of the city, and many of them directly speak of creative economy. Among other things, Liepāja aims to be an internationally known centre of professional culture and creative industries. Nationally - centre of professional culture and creative industries and residency of creative personalities. Regionally - centre of creativity and culture. Locally it has a multifaceted cultural and sports life and environment that is open for creative expressions.

Creative economy is considered an important direction of development in the long-term development vision of Liepāja. One of the main aims is to use innovation and technology to develop the traditional sectors of manufacturing and facilitate intersectoral cooperation. At the same time Liepāja also aims to improve the cultural and sports offer with high-class events and has ambitions to become



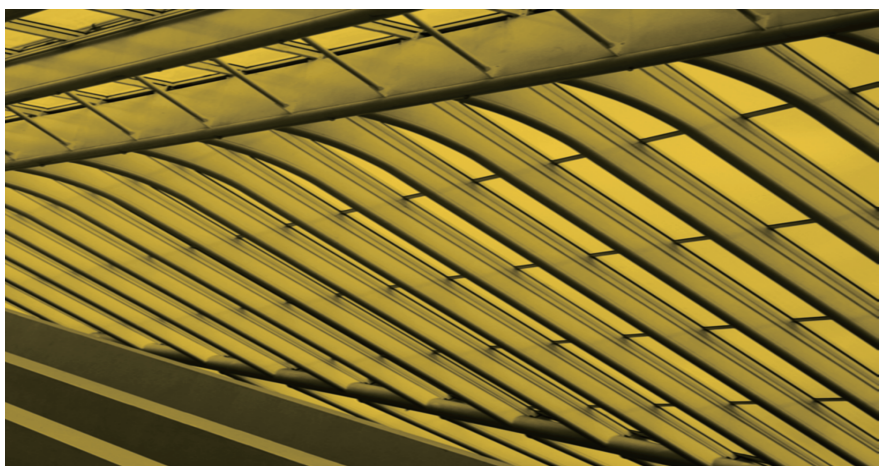
a more recognizable city of culture nationally and internationally (Liepājas pilsētas pašvaldība 2017). The cultural and sports infrastructure hosted more than 2000 events per year before Covid-19 pandemic and also today the city aims to strengthen the capacity of the cultural and sports infrastructure and

operators with annual municipal grants (Liepājas pilsētas pašvaldība 2021c).

Liepāja City Development Program (2015) states that Liepāja is a strong cultural development center. Thanks to a wide concentration of institutional, human, and financial resources, Liepāja provides a great variety, accessibility, and high quality of cultural services. Liepāja promotes the development of the cultural environment also in the surrounding municipalities and cooperates at international level. It is also important for Liepāja to implement projects that would highlight Liepāja's unique values. One of the most valuable objects to build in the future would be a Maritime Museum, which would vividly describe the identity of Liepāja as a port city. No less important is the preservation and restoration of Liepāja's cultural and cultural buildings, which characterize the city and are an integral part of it.

Liepāja City Municipality, being aware of the uniqueness of the city's cultural and historical heritage, sees the potential to promote the socio-economic use of this resource.

By investing in the city's recognizable objects, there are opportunities to promote the development of the tourism industry and create an attractive environment in the city. It affects both the historic center and individual cultural monuments, environmental sites, as well as military, fortification, and industrial heritage sites (Liepājas pilsētas pašvaldība 2015; Liepājas Kultūras pārvalde 2021).



Since Liepāja is one of the largest cities in the Kurzeme region, the regional vision of how Kurzeme is developing in terms of creative economy is also relevant. Both Kurzeme Planning Region Development Programs for 2020 and 2030 include the same aim for the region: "Kurzeme - a smart, creative, green, internationally competitive and attractive region on the shores of the Baltic Sea. Investment in education, science, skills and competences is fundamental to the growth of society and each individual. The creativity of the society and individuals is formed and supported in the society, which is expressed in the ability to create new solutions, innovations in various fields."

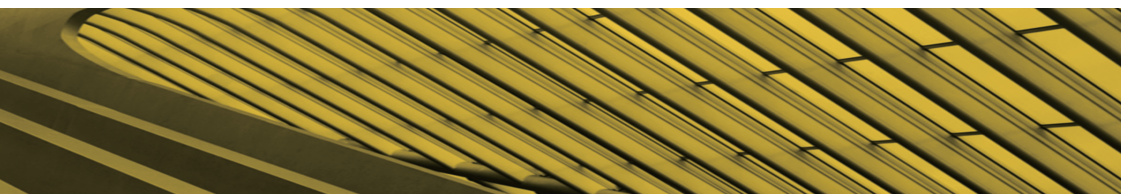
What challenges and opportunities for creative economy in this location are identified?

Liepāja City Development Program (2015) admits that Liepāja has a rich range of different cultural fields, and the challenges of the future are related to qualitative improvements in the provision of cultural products and services. Achieving this requires investment in both human resources and infrastructure.

Since Liepāja is seen as a strong regional cultural development center, it plays important role also for the neighboring municipalities in terms of cultural offer and infrastructure.

It is also expected that there will be a continuous decrease of population in Liepāja and the surrounding areas. However, as Liepāja is one of the regional providers of professional cultural and higher education, it is important to maintain and improve the quality and competitiveness of the offered education to attract the local students. The students from Liepāja and other cities in Kurzeme also tend to migrate to Riga or abroad to study (Liepājas pilsētas pašvaldība, SIA "Dynamic University" 2015; Kurzemes plānošanas reģions 2015; 2018).

The challenges that the traditional economic sectors of Liepāja are facing to become more internationally competitive can be improved by various innovative solutions for the production process, modern technology, introduction of innovative products and services, etc. It is necessary to promote changes in the econo-



my and motivate innovative entrepreneurs to invest in the development of new products and technologies, their introduction into production. These improvements will enable the production of higher value-added goods and increase the competitiveness of companies (Kurzemes plānošanas reģions 2015; Liepājas pilsētas pašvaldība 2015).

More recent challenges are identified by the Thematic Working Group on Culture (2020c) that are directly linked with the main municipal cultural institutions – theatre, museum, and the concert hall “Great Amber”. The results from the mid-term evaluation report highlights the challenges that are and will be posed by the decreasing number of visitors and internal competition among the municipal cultural institutions. For example, the number of theater visitors decreased significantly in 2016 and increased in 2017, however, it still did not reach the level of 2013. The Department of Culture explains this with the opening of the concert hall “Great Amber” at the end of 2015 and increased interest of spectators in the events taking place there. Although the number of theatregoers is gradually increasing after 2016, their management should look for additional ways to compete more successfully for visitors in the conditions of a rapidly growing supply of cultural events.

Another correlation in the fluctuations of the number of visitors and the importance of nationally competitive cultural offer is demonstrated in the relationship among the Liepāja museums and the concert hall “Great Amber”. The number of visitors to Liepāja museums increased by 8% in 2016 but decreased by 12% in 2017. The Department of Culture explains the increase by the fact that at the end of 2015 the “Great Amber” started its operation and in 2016 some of the city’s guests who went to its events also visited the Liepāja Museum. In 2017, both the number of museum events and the number of people attending them were higher than in 2016, but the reason for the decrease in the total number of visitors is probably that in 2017 there was no such an internationally interesting exhibition as in 2016. This shows that to increase the number of visitors, museums need to actively think about organizing exhibitions and other events that are interesting for visitors.

What opportunities for ‘aesthetic capability’ – opportunities to ‘participate’, to have cultural ‘experiences’, etc. – are identified within the documents and data?

The Liepāja City Development Program (2015) describes the ways how the cultural participation is envisioned in the city: “In order for Liepāja to continue to be a city with a strong identity, each of its inhabitants must be involved in the preservation and promotion of cultural heritage. It is the basis for various creative processes and a diverse cultural life. Liepāja develops its unique urban space by using the local cultural heritage and people’s creative potential. It is important to encourage the involvement and active participation of citizens in various cultural processes, thus discovering and developing their talents.”



In this program the cultural participation is more understood as individual opportunity to participate in folk and amateur art, thus encouraging the promotion and preservation of cultural heritage. Less is said about developing individual creativity with socio-economic outcomes, e.g. individual creative entrepreneurship. The cultural participation is understood more as an opportunity for creative self-expression or in connection to preserving cultural heritage. However, one action in the Development Program suggests the need to support the modern and creative cultural activities for the locals.

The documents states that there are some groups of society whose access to cultural participation is particularly emphasized and that are the schoolchildren and the elderly. The opportunities to receive cultural education for primary and secondary level pupils has to be increased. The city aims also that each neighborhood should provide the opportunity for the locals to spend their time to the fullest, for example, by having a multifunctional meeting center. Another group of citizens whose cultural participation is addressed separately is the minorities whose cultural traditions should be preserved, and intercultural exchange should be encouraged.

How is community engagement with creativity described, imagined, and referenced?

The community engagement with creativity is imagined both as being active constituents as well as the audience of the cultural offer in the city. The Liepāja Cultural Policy (2021) presents the main ideas combined from the long-term development strategy and the middle-term development program of Liepāja. It includes the vision of the future of Liepāja in the cultural and creative dimension where everyone has access to take part in it: "Liepāja is the capital of Latvian culture. We have rich and powerful cultural traditions, wide and varied modern entertainment opportunities, high-quality and comprehensive cultural offer, artists from all over the world and wide opportunities for everyone to get involved in shaping Liepāja's cultural life."

The document also includes 10 main tasks in the field of culture in Liepāja where some of them directly addresses the community involvement. For example, the City of Liepāja aims to support modern, creative cultural events, promoting self-expression and participation of the inhabitants; to support the preservation of cultural traditions of national minorities and to promote intercultural events; to promote the participation of the population in folk art and amateur art activities, promoting the promotion and preservation of cultural heritage; expand the offer and availability of cultural education services for primary and secondary education students.

Additional points that refer to the community's involvement in strengthening the sense of belonging to Liepāja and integration of society are proposed as the possible actions in the Liepāja City Development Program (2015). For example, the city plans to organize seminars for the public about the city's cultural and historical values, strengthening the citizen knowledge of the city and involving

residents in popularizing the city as well as to improve integration events for potential foreign students, pupils and other interest groups.

Who is involved in the creative economy? (What kinds of activities / projects, organizations, and people are understood as being involved in the creative economy?)

There are many players considered to be involved in the creative economy. The research of the cultural and creative industries in Liepāja by the Latvian Academy of Culture (2019) suggests that there are several levels of cultural operators and players in Liepāja – state level, municipal level, non-governmental level, and commercial level.

The state-run institutions in Liepāja are – Liepāja Symphony Orchestra, Centre of Competency Based Professional Education Liepāja Music, Art and Design Secondary School, Liepāja State Technical School, University of Liepāja (especially Faculty of Humanities and Arts & Art Research Laboratory), Liepāja Business Incubator (run by Investment and Development Agency of Latvia).

The municipal institutions are – Liepāja Cultural Administration (including the Liepāja Museum, Liepāja Folk Art and Culture Center and Liepāja Central Scientific Library with 5 branches). There are also five capital companies of Liepāja City Council – Concert Hall “Great Amber”, Liepāja Latvian Society House, Liepāja Puppet Theater, Liepāja Theater and Liepāja Olympic Center. Also, the municipal capital company Liepāja Region Tourism Information Office is related to the creative economy as well as the municipal educational institutions and youth centers.

The NGO sector is widely represented in Liepāja, even though some of those who are carrying out projects in Liepāja are not registered in this municipality. Some of the most active associations and foundations are connected with the cultural heritage preservation and artistic activities, folk art, cultural event organization, education, science etc. The associations “Kurzeme Creative Industry Development Center” and “Liepāja Creative Industries Cluster” have been established as support structures for creative industries (established several years ago, but there is no evidence of active activities).

The commercial sector in the sector of creative economy in Liepāja is also quite rich in the number and type of players. There are some entrepreneurs whose goal is to make profit while there are other companies whose profile is more of association or foundation. There are also self-employed persons who are working in the creative economy sector. The commercial sector represents various companies providing cultural events and entertainment, producing and selling art and handicrafts, offering advertising services, creating audiovisual and multimedia content, and running cultural spaces – cafes, clubs, bars, etc.

The city Development program (2015) suggests that Liepāja has an active business environment with a growing share of small and medium-sized enterprises, providing new jobs and diversifying the city’s economic structure. The activities of new, educated specialists in the fields of culture, tourism, new media, architec-

ture, information and communication technologies have facilitated the development of new services and products with high added value.

Who is involved in creative economy policymaking? And what processes are in place for developing creative economy policy and data?

Liepāja City Council consists of 15 representatives that are elected by the residents of the city once every four years. The council represents the interests of city residents. The work of the city council is led by the chairman of the council, who is elected during the first meeting of the council from the number of representatives initially elected in the council. The chairman has three deputies: on city development and cooperation issues, on education, culture and sports issues, and on tourism and investment issues. Independent committees ensure the functioning of the council and evaluate decision projects.

For performance of particular municipality functions, the council invites residents and elected representatives to participate in commissions or working groups together with experts. For example, as a new Development Program for 2021-2027 is being developed throughout 2020 and 2021, a Working Group on Culture was created with more than 30 representatives from various cultural fields. Similar thematic working groups have been created to develop proposals in the fields of Economy, Education, Youth Politics, etc.

Do these policy documents draw on a wide range of community voices in the process of policy planning? For example, through a formal process of consultation?

Public participation in the development of the Sustainable Development Strategy of Liepāja until 2030 (2017) and Liepāja Development Program (2015) has taken place when specialist and community member working groups were organized and information was gathered before the development of documents. The second stage of public participation took place by participating in the public consultation and public discussion of the first versions of the development planning documents.

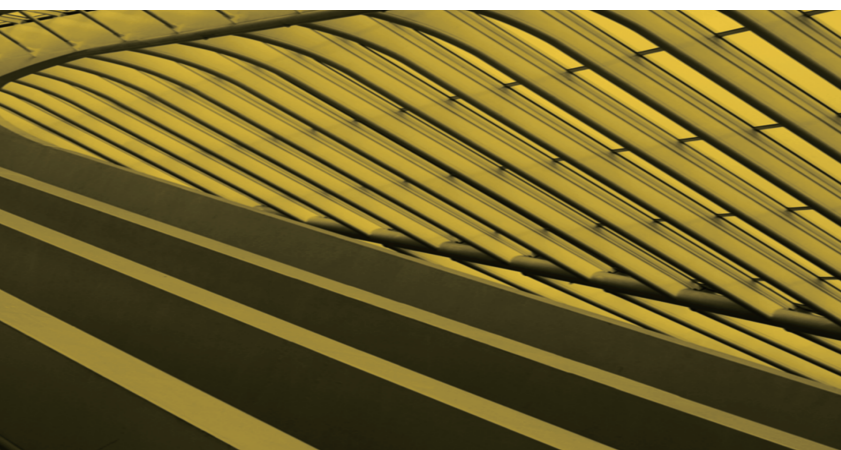
All thematic working groups were divided into nine thematic seminars, in which 179 residents actively participated. As part of the process, eight specialist seminars were organized, the aim of which was to find ideas for the strategic part of the document - goals, priorities, actions and to obtain initiatives for city development scenarios.

In order to involve as wide and diverse a population as possible in the public consultation process, meetings were held with the following target groups:

- in Liepāja city educational institutions - with pupils, students, educational staff, including activists of Youth Houses and youth non-governmental organizations;
- with the inhabitants of the residential districts in Ezerkrasti, Centrs, North-

ern suburbs, Zaļā birzs, Karosta, and South-western district;

- with entrepreneurs in various fields;
- with representatives of non-governmental organizations, including pensioners' associations and representatives of other centers;
- with representatives of the port and Liepāja Special Economic Zone;
- with sports and health specialists;
- with staff from cultural institutions and tourism;
- with social and employment specialists;
- with city utilities;

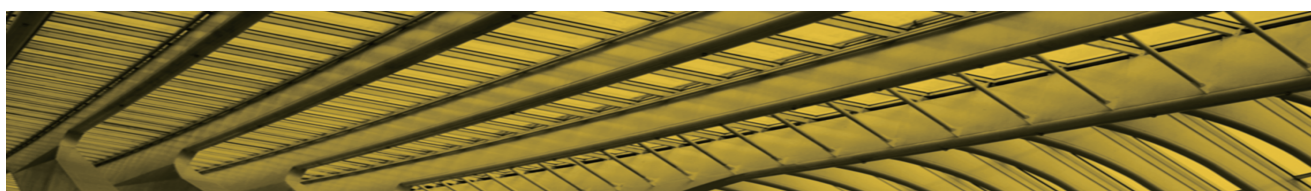


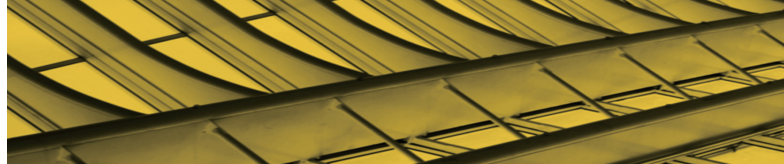
- with representatives of council commissions;
- with members of the Tripartite Consultative Council;
- with representatives of the Board of Directors;
- with experts at the Liepāja Representation in Riga;
- with representatives of the surrounding municipalities and Kurzeme planning region.

Is there any indication of how local / municipal / regional creative economy policy in this location relates to national policy?

The City of Liepāja Development Program (2015) takes into account the Europe 2020 Strategy, Sustainable Development Strategy of Latvia until 2030, National Development Plan of Latvia 2020 as well as specific policies of responsible ministries and regional development guidelines.

The Kurzeme 2020 Development Program in each sector monitors its priority coherence with Europe 2020 Strategy, National Development Plan of Latvia 2020, and Sustainable Development Strategy of Kurzeme Planning Region 2015-2030, as well as Sustainable Development Strategy of Latvia until 2030 and other EU strategies.





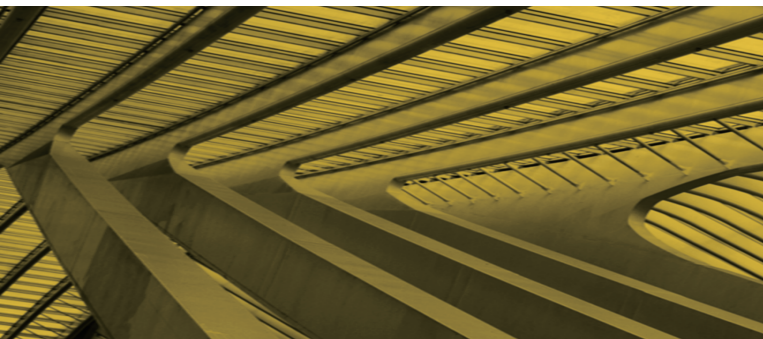
The local creative economy policy is strongly based on the national and EU creative economy policies that are a part of the abovementioned policy documents.

3.4.2. Creative Business Development & Entrepreneurship

Is there any strategy for creative businesses / entrepreneurship /self-employment for the city?

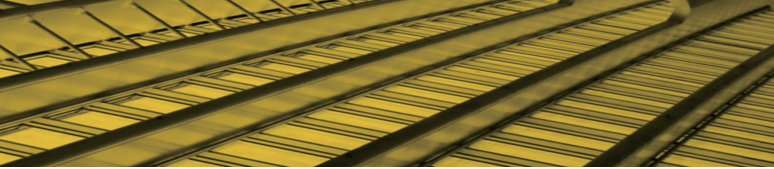
Entrepreneurship in the creative industries is often referred to as one of the prospective economic directions that the city should focus on. Liepāja City Development Program (2015) includes a section of "Perspective economic directions of Liepāja and development of their potential", where a special attention is paid to the development of creative industries. Among others, the section highlights an opinion that the activity of creative industries not only promotes the attraction of creative people to the city, but also creates a positive interest in the city among potential entrepreneurs in other sectors.

It is also said that Liepāja City Municipality is interested in providing the best possible conditions for businesses and their development. One such essential tool is the business incubator, which is an opportunity to implement new business ideas. Liepāja has been operating "Kurzeme Business Incubator" Ltd. since the beginning of 2009 and the companies that started operating within it are creating a significant positive impact on business activity in Liepāja.



Are businesses / entrepreneurship included in policy discussions of the creative economy? If so, how?

Although efforts to strengthen the traditional economic sectors in Liepāja permeate much of its economic policy, there is a certain acknowledgement of the potential that creative entrepreneurship can add to the economy of Liepāja. The Sustainable development strategy of Liepāja 2030 (Liepājas pilsētas pašvaldība 2017) has defined three categories in its economic profile: 1) Traditionally leading, strong, competitive sectors, 2) local sectors that are characteristic to Liepāja that are necessary to strengthen, 3) perspective sectors that change and diversify the economic profile of the city and facilitates the progress towards the knowledge and creativity economy. Culture, sports, and creative industries fall into the third category. Also, the tourism sector and international recognition of the city are similarly important and there are intentions to have new businesses in the perspective spa and recreation sector.



However, Liepājas cultural, entertainment, and sports offer is episodic and does not attract tourists to the city during the winter season, therefore it is important to develop tourism products that are permanent, based on Liepāja's resources and promote longer-term tourist interest in Liepāja. One of the aims is to strengthen the position of Liepāja as a resort town with a good investment environment for the construction of new tourism objects which would create new jobs.

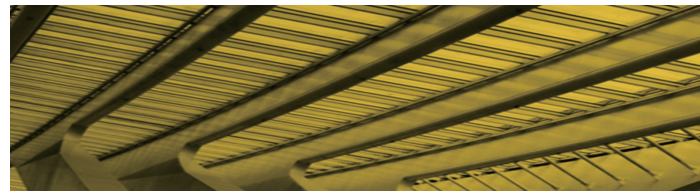
According to the Liepāja City Development Program (2015) the Liepāja Creative Industries Cluster, which started operating in 2014 (but appears to be inactive now), provided cluster members with information exchange on available financial instruments and funds, organized think tanks, and plans for international mobility and conferences. It was aimed at developing the creative industries into an exportable business sector.

Some of the actions that were planned to be taken to improve the competitiveness of the creative sector, included supporting the development of creative industries businesses in Liepāja, providing the necessary infrastructure for the establishment of creative quarters as well as promoting the development of commercial products and services in companies of the creative industries.

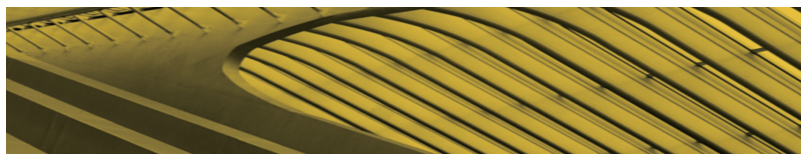
More data on the creative businesses are provided in the Results Of The Mid-Term Evaluation Of The Liepāja Development Program (2020) which suggests that the share of employees in the creative industries increased from 2.6% to 4.1% in 2016, but decreased to 3.8% in 2017. The number of employees in the sector is not decreasing, but the total number of employees across all sectors has increased, therefore the share of the sector has decreased. As the share of companies in the creative industry sector among the number of economically active companies has also increased, the development of the sector can be assessed as successful.

Are there any discussions or recommendations for attracting creative businesses / entrepreneurship to the area?

The Thematic Working Group on Culture in Liepāja (2020) has investigated the EU, national and regional level policy planning documents that needed to be taken into account when creating the new Liepāja Development Program 2021-2027 and has indicated that there are some directions which the city also should consider to improve the cultural policies and creative economy. For example, creation of a supportive environment for small entrepreneurs and non-governmental organizations in the field of culture, active recreation and creative industries (incl. exportable products and services), determining state and local government support instruments, as well as reviewing (defining, improving) NGO opportunities for economic activity.



In this document it is also stated that creating a supportive environment for professional artistic creation by implementing a remuneration system for creative persons and improving financial support tools for professional artistic creation are important. It is necessary to increase the export of cultural and sports services by popularizing the image of Latvia and promoting the attraction of consumers and investments in cultural and sports services. Systematic identification and non-loss of new talents in the field of culture and sports, involvement of experienced and internationally recognized athletes or specialists in the development of the sports industry (pupils, students) would also be a priority.



As Liepāja City is applying to become the European Capital of Culture in 2027, there is a necessity to facilitate the growth of creative entrepreneurship and that is also stated in the application. The municipality aims to help the creative industries to access the EU funding and take part in the European creative industry projects. They also aim to increase the number of companies in the creative sector with the available municipal support instruments such as project competitions. Overall, there is a necessity to advertise Liepāja as a place where to carry out creative ideas and organize exciting events. (Liepājas pilsētas pašvaldība 2021c.)

Are there any challenges / opportunities in relation to creative businesses / entrepreneurship in general?

One of the general problems that is not directly connected to the creative entrepreneurs but to all businesses, especially those involved in production, relates to the long-term economic growth of Liepāja, where one of the main challenges is to increase labor productivity. As stated in the Liepāja City Development Program (2015), higher productivity will be a precondition for development, including rising wages and rising prosperity. It is necessary to promote changes in the economy and motivate innovative entrepreneurs to invest in the development of new products and technologies. These improvements will allow the production of higher value-added goods and increase the competitiveness of companies.

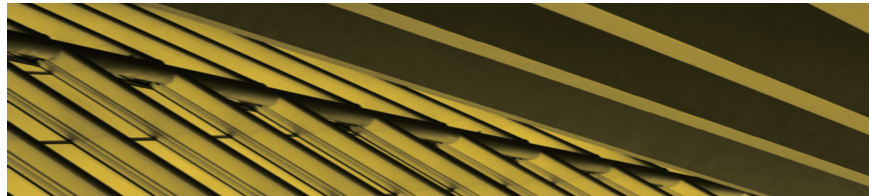
The city suggests the following actions to be taken:

- To support the formation of innovative companies in Liepāja and to promote private sector investments in research and innovative solutions, creation of new and exportable products or services.
- To stimulate the entrepreneurs of Liepāja production area to invest in the modernization of companies by increasing competitiveness and exports.
- To support the development of the “Green Technology Cluster” in the Kurzeme Business Incubator by promoting “green” production, development of innovative technologies and products.
- To promote energy efficiency measures in Liepāja companies.

How are creative businesses / entrepreneurship described, imagined, or referenced in these documents?

The most recent document that speaks of what businesses compose the creative industry sector in Liepāja is the city's application to become the European Capital of Culture 2027 submitted to the Ministry of Culture of the Republic of Latvia (2021). The section on strengthening the cultural and creative sector claims that Liepāja as a port city was developed by what are now called the creative industries, especially fashion and textile production. Also, today the creative industries are marked as important benchmark of the economic future of Liepāja. There are 207 companies in the creative industries that makes up 7% of all active companies in Liepāja with the total turnover of 18 million euros annually. In the last 5 years the number of companies in the creative industries has increased by 25% and the turnover increased by 127%.

The document includes data of what fields are considered to comprise the creative entrepreneurship in Liepāja: 29% art, entertainment, leisure, and cultural education; 25% ITC services; 20% advertising and marketing; 14% architecture; and 12% design, manufacturing and crafts.

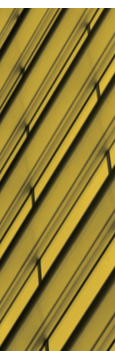


In case Liepāja would become the European Capital of Culture in 2027, the main processes would focus on three directions of core segments of creative industries – new and upcoming creative businesses; fashion and textile sector; individual creative craftsmanship.

3.4.3. Higher Education & Creative Workers

Is there a creative Higher Education strategy for Liepāja? Or is there a Higher Education strategy that includes any specific reference to creative Higher Education within it?

The Sustainable Development Strategy of Liepāja City Till 2030 (2017) envisions the city as a development center of international and national significance that wants to make full use of its economic potential and improve international competitiveness, which includes investments in science and research, providing innovative solutions in companies and introduction of modern technologies, company specialization and progress towards knowledge and creativity.

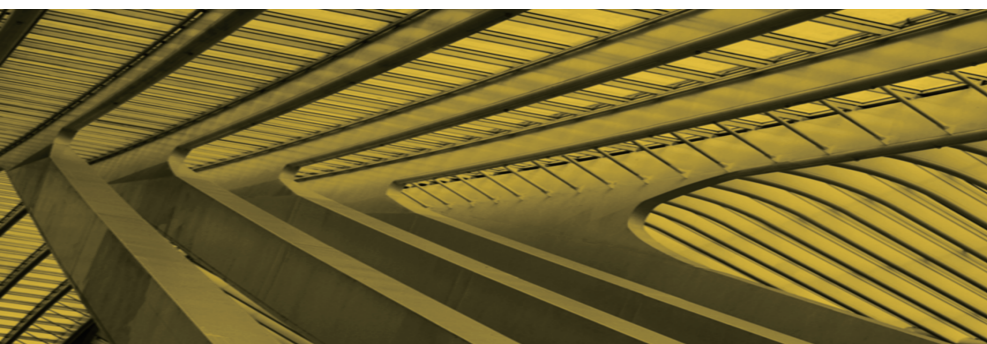


Liepāja City Development Program (2015, 28) acknowledges that “the growth of the city of Liepāja is closely related to the competitiveness of Liepāja’s higher education institutions, which will be determined by various aspects - improving the quality of studies, attracting high-level teaching forces, as well as close cooperation with the business environment, development of economic sectors and labor market demand”.

One of the 10 policy actions in the Development Program for higher education in Liepāja states the intention to develop study programs and preparation of young specialists in perspective fields of Liepāja economy (spa studies, field of creative industries - new media art, design, photo art, etc.). However, a large focus is on strengthening the natural sciences and engineering and improving the international competitiveness of the higher education institutions in Liepāja.

Liepāja City Education Sector Development Concept (2015) focuses on all levels of education in Liepāja, including higher education. However, most of the emphasis in this situation analysis is put on primary and secondary education, as schools are the direct responsibility of the municipality, while the higher education institutions in Liepāja are either state universities or established by legal persons.

Higher education is also addressed at a regional level where the Kurzeme Planning Region Development Program for 2015-2020 (2018) identifies that Liepāja and Ventspils are the most important education, research, and innovation centers in Kurzeme region. It states that Liepāja does not have such a pronounced



specialization, its business incubator provides support to a wide range of young entrepreneurs, however, a cluster of green technologies and a cluster of creative industries have been established. The creative industries cluster cooperates with textile manu-

facturers, creating products with high added value. The University of Liepāja, the Liepāja Branch of the Riga Technical University, the specifics of the vocational education institutions located in the city and the Vocational Education Competence Center of Liepāja State Technical School also determine the city’s specialization in the construction, creative and ICT sectors.

Are HEIs included in policy discussions of the creative economy? If so, how?

All references to the links between the creative economy and higher education institutions can be traced indirectly as being integrated in the overall Liepāja City Development Program (2015). It is stated that there is an aim that a “successive cultural education is provided in Liepāja - starting with the basic, secondary and higher education level, as well as in the perspective of lifelong learning”.



Although not specified across the sectors, one of the policy actions in higher education is to improve the cooperation of Liepāja higher education institutions with entrepreneurs, training of new specialists and knowledge transfer in business. Similar aims are formulated in the Kurzeme Planning Region Development Program (2018).

The Liepāja City Education Sector Development Concept (2015) refers to the long-term strategy of Liepāja 2030 where the information on the offer of professional and higher educational institutions and the existing programs was analysed in relation to the current and projected development of the city's economic sectors. The document states that there is a visible correlation between education

levels and fields of study offered by the higher education institutions in Liepāja. The 1st level professional higher education programs predominate in health care, transport services, economics, management and administration, while higher level, i.e. master's and doctoral degree programs are most widespread in education, language and cultural studies, as well as pedagogy and the arts.

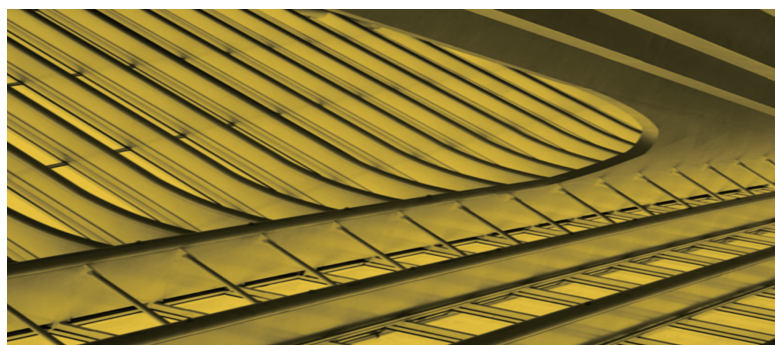
Are there specific discussions or recommendations for attracting students to the area to study creative subjects?

The Liepāja City Education Sector Development Concept (2015) suggested that by 2020 there will be an overproduction of graduates from social sciences and humanities while engineering and ICT specialists will be insufficient. Therefore, this policy document suggests developing higher level study programs (e.g. master and doctoral level) in the fields of engineering, manufacturing, construction and computer science as the demand for highly qualified specialists will be topical in the traditional manufacturing sectors of Liepāja.

At the same time this document acknowledges the Sustainable Development Strategy Of Liepāja City Till 2030 (2017) where the cultural and creative industries are accentuated as one of the perspective sectors of the future economy, therefore the overall quality and competitiveness of the study programs need to be improved at the national level, as well as the study programs need to be linked to the current needs of the industry.

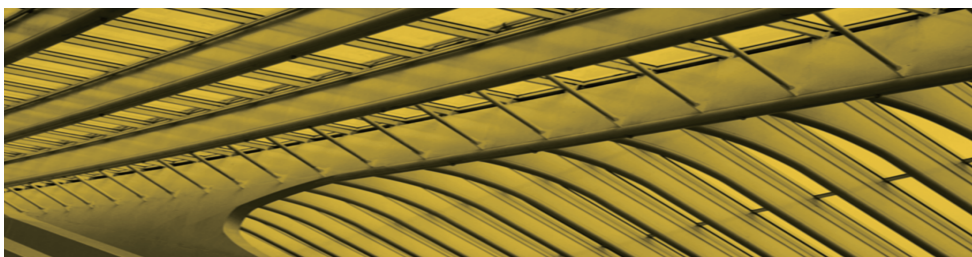
Are there any imagined or predicted challenges / opportunities in relation to students in general?

The major setback for Liepāja and Kurzeme region in general is the projected decline of the population. The current and future decline of the population has made and will gradually make the provision of education in small settlements economically inefficient.



Education facilities will be relocated to larger centres in terms of population such as Liepāja and Ventspils. This, in turn, could lead to an even greater migration of people from rural areas to larger settlements, in this case - Liepāja.

Kurzeme Planning Region Development Program 2015-2020 (2018) suggested that approximately 11.6 thousand residents of Kurzeme studied in Latvian higher education institutions, but only 5.2 thousand of Latvians study in Kurzeme; this means that the population is leaving the region already during their studies. Every 5 years Kurzeme region loses ~ 6 thousand potentially qualified employees. Yet in order to promote the development of knowledge-intensive business in the Kurzeme region, highly qualified and well-trained specialists are needed. The number of students at the University of Liepāja from 2013 to 2016 has constantly decreased (by 16% in total) and only in 2017 has slightly increased.



A more integrated strategy to keep the local students in Liepāja is suggested by the Liepāja City Development Program (2015), indicating that a closer cooperation between general education institutions and higher education institutions is needed, thus promoting the interest of young people in scientific activities. Overall, Liepāja aims to strengthen its role as a centre of education, science, and research by attraction of human resources, the exchange of knowledge and the concentration of modern educational infrastructure.

The declining and ageing population will lead to a decrease in the share of the largest target audience of the education sector - young people - thus assessing the usefulness of existing education programs and creating adult continuing education and general lifelong learning opportunities for adults in both formal and non-formal education systems. It is also important to attract additional audiences from other regions, which is possible by developing distance learning programs.

How are creative / cultural workers described, imagined, or referenced in these documents?

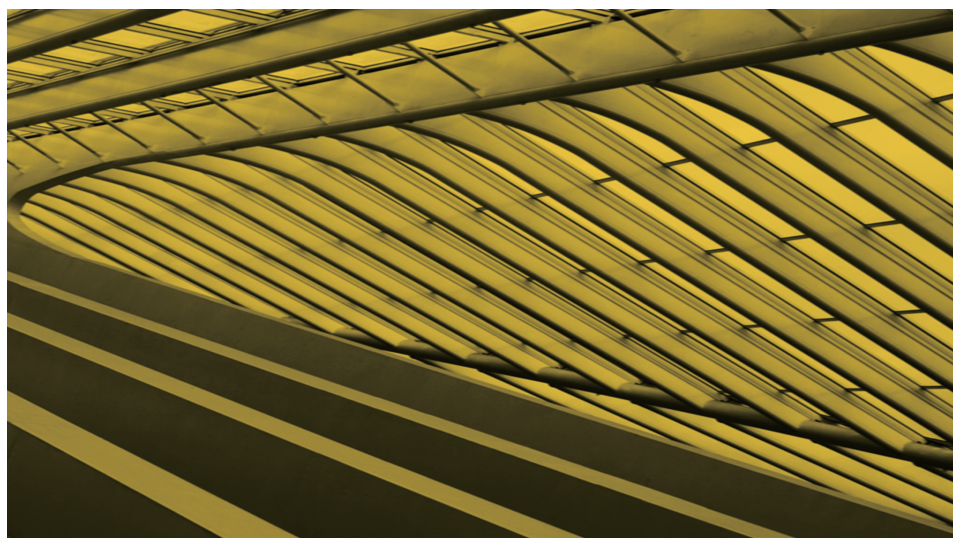
A more general term - “creative people” is more often used when speaking of the inhabitants of Liepāja. For example, the long-term strategy of Liepāja 2030 declares that one of the main aims is to strengthen the role of Liepāja and its international recognition by attracting knowledgeable and creative people, investments, and tourists. Among the 4 directions of sustainable development in the city of Liepāja one is called “Citizens of Liepāja and their welfare” that imagines Liepāja as a city of welfare - friendly to families and creative people.

The strategy also lays out the functional zones of influence of the city of Liepāja, for example, Liepāja aims to be nationally significant centre of professional culture and creative industries, and residency of creative personalities.

Some more details on how the creative workforce is referred to can be found in the Description of the Current Situation in Liepāja created by the Thematic Working Group “Economics” (2020). This document mainly speaks of art, culture, and events as being part of the tourism sector. The document provides statistical data that in 2018 the arts, entertainment, and recreation sector employed 2.4% of Liepāja working population, which is 0.4 percentage points less than the share of employees in the country as a whole. In the arts, entertainment, and recreation sector, gross wages, and salaries in Kurzeme in the period of 2012-2018 increased by 46% and for 2018 averaged 712 EUR. This is 17 percentage points less than the average salary in the Kurzeme region.

Do these policy documents include input from the creative/cultural workforce? If so, whose voices are included?

The city policy documents include input from experts and professionals in different spheres, including the cultural and creative sector. For example, the Liepāja City Development Program (2015) states that it is based on a broad consensus of citizens, professionals, non-governmental sector, entrepreneurs, academics, and experts. This document has a special section on the public participation in creating these policy directions. It was said that at least 240 members of the society were involved in the policy making. In addition, 8 specialist seminars were carried out. In order to involve as wide and diverse a population as possible in the public consultation process, meetings were held with a wide range of target groups, including, education institutions, students, youth organisations, local communities in different districts of Liepāja, entrepreneurs, NGOs, employees of cultural institutions, and tourism etc.



For the purposes of creating a new City Development Program for 2021-2027 several thematic working groups were formed in Liepāja during 2020 and 2021. Those whose tasks would mostly be connected to the creative economy are Working Groups for Culture, Education and Economics.

A Working Group on Culture was created of more than 30 representatives from various cultural fields that worked towards identification of the future challenges of the cultural and creative sector to be addressed in this policy document. The Working Group on Economics included both local entrepreneurs and economists and representatives of related industries - IT, education, tourism, culture, logistics, hospitality, business incubators, and other specialists. The Working Group on Education heard the views of the representatives of business, employees of municipal institutions and structural units, non-governmental sector, organizations, and specialists of various levels of education.

Also, the Kurzeme Planning Region Development Program (2015) has a section about the public involvement in the consultation process. There were 5 thematic seminars organized inviting local experts, ministries, non-governmental organizations, industry associations, environmental organizations, creative industry representatives and experts from different disciplines, as well as being open to the members of the public. Separate seminars were organized for culture and creativity, tourism and recognizability (54 participants) and business and research, education, and labor market (47 participants). A creative work contest was organized for pupils inviting them to imagine the future of Kurzeme 2020.

Both the Development Program and the Sustainable Development Strategy of Kurzeme Planning Region 2015-2030 (2018) were created in the same framework, and both based on similar consultations with various stakeholders.

The Liepāja City Education Sector Development Concept 2015 – 2020 (2015) also used several research methods to provide a more in-depth analysis of the situation with education in the city. That included interviews with experts from different institutions, e.g., the University of Liepāja, municipal departments for education and development as well as entrepreneurs to learn more about their experience with the workforce and the most urgent issues to be solved in the educational system.

4. Conclusions

4.1. Headline Findings from the Preceding Analysis

The preceding review of existing studies, policy documentation and data provides an important analysis of how creative economy is currently imagined, managed, and governed within Liepāja. This provides a set of key insights that DISCE's research speaks to, as we offer new understandings and possibilities for creative economy in Liepāja – with our detailed empirical findings, conceptual innovations, and policy recommendations to be published at the end of the project, in 2022.

Our analysis of the existing academic and policy documents related to 'creative economy' in Liepāja leads to the following conclusions:

1. The few academic studies on Liepāja that exist, equally highlight the potential of Liepāja for fostering creative and cultural initiatives and the absence of structural and institutional framework for nurturing and sustaining these initiatives into industries. The understanding of what constitutes the CCI sector in Liepāja varies between the representatives of the public sector and the private sector, therefore, a more inclusive and broader understanding of it would be necessary.
2. As the city municipality holds the view of not having separate development strategies for individual sectors, then policies related to the creative economy can be identified at various degrees in the general planning documents. However, there is little terminological consistency in the existing documentation regarding creative economy and creative economy policy in the city. Several terms are used when referring to the cultural and creative sector, while the term "creative economy" appeared rarely. The terms 'cultural and creative industries' or 'creative industries' or 'cultural sector/field' are used more frequently, as well as a number of related terms.
3. Liepāja envisions itself as an active and creative city, however, policies towards facilitating growth of the creative economy are quite fragmented. This sector is seen more in terms of leisure and free time activities, with a large focus on tourism and cultural and entertainment offer. The inclusion of the local community in the creative economy is mostly revolved around it being an audience to the professional cultural events or engagement in the folk and amateur arts, thus preserving the cultural heritage. Less is said about opportunities of involvement in creative entrepreneurship although it is seen as a prospective sector that could bring changes for the city and turn it towards knowledge and creativity economy.

Educational strategy of Liepāja is mostly targeting the primary and secondary schools, also in terms of cultural education, while for the higher education there are concerns of overproduction of graduates in humanities and a lack of specialists in the natural sciences and engineering. Yet the general threat to all fields of education is the dramatically declining number of students in Liepāja. That is also connected with the general decline of population in the region (and country) which causes even stronger competition for audience in the cultural sphere in Liepāja.

4. As Liepāja participates in the competition to become the European Capital of Culture in 2027, more focus is put on assessing, defining, and promoting the cultural and creative sector in the recent years. This might enable more development and growth of the creative economy in Liepāja.

In the context of these conclusions, we look forward to offering a range of new insights based on our fieldwork in Liepāja. This will include providing new accounts of the what the 'creative economy' in Liepāja consists of, what range of 'value' it generates (and for whom), and what are challenges and opportunities – beyond those identified above – for developing a distinctively 'inclusive and sustainable' creative economy in Liepāja.

4.2. DISCE's Approach & Next Steps

Our distinctive methodological approach challenges and expands prevailing accounts of creative economy, offering new insights into how creative economies can be supported to develop inclusively and sustainably. Our approach to the creative economy is deliberately very inclusive: involving not only people who work in the 'creative industries' and those who do creative jobs outside of the creative industries. We also include people involved in creative activities outside of paid employment. This is integral to our 'ecological' framework, in which we emphasize the interconnections and interdependencies between cultural and creative activities of many kinds, including 'everyday', amateur and community creativity.

We have therefore been very mindful about how we reach and recruit our research participants: ensuring our recruitment is not constrained by relying on a small number of gatekeepers. In Liepāja, an important part of the recruitment process was the use of Asset Based Community Development (ABCD) workshop, in which a diverse range of Liepāja citizens helped us to 'map' where creativity takes place within the city, and who is involved. In keeping with the inclusive, participatory approach to conducting research, factors such as the timing, location, and accessibility of venues for the ABCD workshop were considered. The workshop thereby helped us to identify populations that we had not already reached by existing networks and internet search. In this way, the mapping was part of our data collection and an important part of the participant recruitment process – ensuring a deeper investigation of where the creative economy takes place, beyond the most visible sites.

Building on the the ABCD workshop, we conducted 25 semi-structured interviews in Liepāja, including a snowballing approach to recruit a deliberately wide range of people involved in the creative economy in the city. This diversity of participants in our research will be reflected in the distinctive insights into Liepāja's creative economy to be published in 2022.

To keep up to date with these publications, please sign up to the DISCE project email list via our project website. Here you can also read reports providing more detail on the distinctiveness of DISCE ecological approach to studying and developing creative economies: for example, in our case study framework (2019) and our initial policy briefing (2020). These and other DISCE publications can be accessed here: <https://disce.eu/publications/>.

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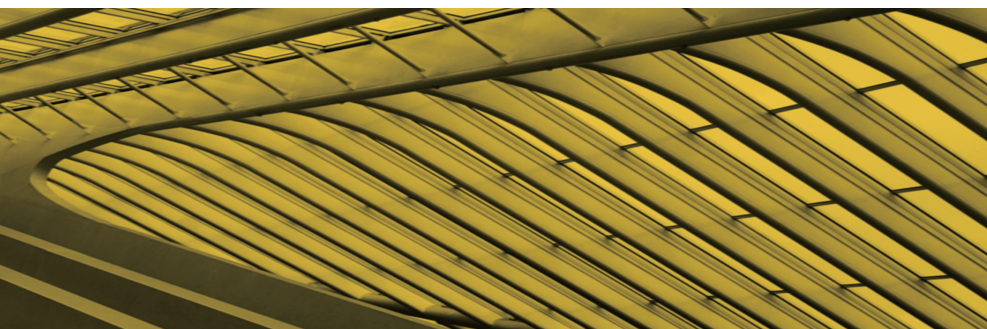
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Appendices

Appendix 1 – List of academic studies: including overview of each paper & use of DISCE key terms

Publication	What the paper is about	Key arguments	DISCE keywords
Eglins-Eglitis, A., & Lusena-Ezera, I. (2016). From industrial city to the creative city: development policy challenges and Liepaja case. <i>Procedia Economics and Finance</i> , 39, 122-130.	The paper is about applying the framework of urban development by Frey and Zimmer (2001) to measure ecological, economic, social and administrative factors in Liepaja's development, and to then compare these to 'common urban development tendencies' (p. 123).	Liepaja displays features of a 'creative city' (p.129) but lacks the requisite economical and policy structures to support it's development as a creative city.	

<p>Latvijas Kultūras akadēmija. [Latvian Academy of Culture]. (2019). Pētījums par Liepājas pilsētas radošo industriju sociāli-ekonomisko ietekmi. [Research on the socially economic impact of the creative industries in Liepāja.]</p>	<p>This research was ordered from the Liepāja Municipality. The aim of the research was to develop a socio-economic impact assessment methodology for the cultural and creative industry of Liepāja city, including industry development monitoring indicators and carry out an impact assessment of the CCI sector. The main result of the study is to contribute to the sustainable development of the cultural and creative industries in the city of Liepāja. The study was planned to be implemented in two stages. The tasks of the first stage were:</p> <p>1) to analyze the significance of the use of the concept of cultural and creative industries in the EU, Latvia and Liepāja in the context of urban development planning;</p> <p>2) to develop an evaluation methodology of the socio-economic influences of the cultural and creative industries of Liepāja city.</p> <p>This report includes the results of the first phase of the research,</p>	<p>In Liepāja CCI sector development planning, it is recommended to use an ecosystem approach that encompasses CCI and related sectors. In this study, they have identified many actions that the current Liepāja Development Program include, do not identify as CCI development measures, but in fact can be considered as such (education, business services, attracting investors, etc.). This report suggests having a more inclusive view of categorizing which operators belong to the CCI sector.</p> <p>Representatives of the business sector and the public sector have different understanding of what the CCI sector constitutes in Liepāja. While the representatives of the public sector underestimate the existing and potential contribution of the non-profit activities of the CCI in developing business environment, emphasise the leisure and free time function of these activities and have a limited view on which businesses belong to this sector, the representatives of the business sector associate CCI with creation of innovative products, start-ups and incubators of creative industries. At the same time, some players perceive non-profit and commercially oriented activities in an integrated way, as in practice they operate as complementary processes with different functions but a synergistic effect.</p> <p>The report recommends the municipality to look for more individualized support tools for cultural operators of different scales on both private, NGO or public sector. The main focus should be on developing excellency of the human resources, starting from educational phase to providing instruments that would compensate the instability of employment in the sector.</p> <p>Other recommendations include facilitation of networking and collaboration among similar organisations; improving availability of creative spaces and infrastructure; improving access to cultural sector for problematic segments of audience, etc.</p>	<p>Ecosystem approach</p> <p>Inclusive approach</p> <p>Sustainability of cultural and creative industry.</p>
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Vaļivahina, S. (2017). The non-implemented vision" Karosta-Culture Port". Landscape Architecture and Art, 10, 49-58.	A historical case study of the K@2 cultural centre.	Demonstrates impact of nascent, grassroots cultural initiatives on development of creative and cultural ecosystems.	
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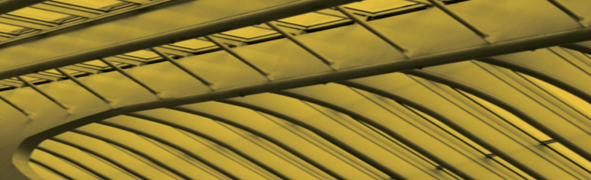
Appendix 2 – Use of Terms Related to ‘creative economy’ in Existing Policy Documentation

1) Policy documents use the following terms when speaking about topics related to “creative economy”:

- Creative economy (Liepājas pilsētas pašvaldība. (n.d.); Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015).)
- Knowledge and creativity economy (Liepājas pilsētas pašvaldība. (2017).)
- Creative industry/ies (Liepājas pilsētas pašvaldība. (2017); Liepājas Kultūras pārvalde. (2021); Liepājas pilsētas pašvaldība. (2015); Liepājas pilsētas pašvaldība. (2021a); Kurzemes plānošanas reģions. (2015); Kurzemes plānošanas reģions. (2018); Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015); Liepājas pilsētas pašvaldība. (2020b); Liepājas pilsētas pašvaldība. (2020c); Ardenis, SIA (2019).)
- Cultural and creative industry/ies (Liepājas pilsētas pašvaldība. (2017); Liepājas Kultūras pārvalde. (2021); Kurzemes plānošanas reģions. (2015); Liepājas pilsētas pašvaldība. (2020c).)
- Cultural sector/field - (Liepājas pilsētas pašvaldība. (2017); Kurzemes plānošanas reģions. (2015); Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015); Liepājas pilsētas pašvaldība. (2020b).)
- Professional culture - (Liepājas pilsētas pašvaldība. (2017).).

2) Term “inclusive” is used in the following ways but not necessarily in the contexts of “creative economy”:

- Inclusive growth (Liepājas pilsētas pašvaldība. (2015).)
- Inclusive education (for school children) (Liepājas pilsētas pašvaldība. (2015).)
- Socially inclusive society (Kurzemes plānošanas reģions. (2015).)



- Social inclusion (Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015).)
- Special and inclusive education, inclusive and ergonomic educational environment (for school children). (Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015).)

Another term used in the context of “inclusion/inclusivity”:

- Broadminded and tolerant society (Ardenis, SIA. (2019); Liepājas pilsētas pašvaldība. (2015).)

3) Term “sustainable” appears in the following ways but not necessarily in a connection with the “creative economy” (mostly used when addressing general development of the region, economy, urban management, environmental issues):

- Sustainable development (strategy) (Ardenis, SIA. (2019).; Kurzemes plānošanas reģions. (2018); Liepājas pilsētas pašvaldība. (2015); Liepājas pilsētas pašvaldība. (2017).)
- Sustainable growth (Kurzemes plānošanas reģions. (2015); Liepājas pilsētas pašvaldība. (2015).)
- Sustainable use of natural resources (Liepājas pilsētas pašvaldība. (2015).)
- Sustainable use of natural and cultural resources (Kurzemes plānošanas reģions. (2015).)
- Sustainable infrastructure (Liepājas Kultūras pārvalde. (2021).)
- Sustainable industrial base (Liepājas pilsētas pašvaldība. (2015).)
- Sustainable Latvian society (Liepājas Kultūras pārvalde. (2021).)
- Sustainable lifestyle (Ardenis, SIA. (2019); Liepājas pilsētas pašvaldība. (2015).)
- Sustainable urban management (Liepājas pilsētas pašvaldība. (2015).)
- Sustainable operation of educational institutions (Liepājas pilsētas pašvaldība. (2015).)
- Sustainable education services (Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015).)
- Sustainable cooperation (Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015).)

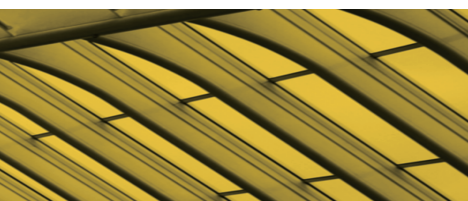
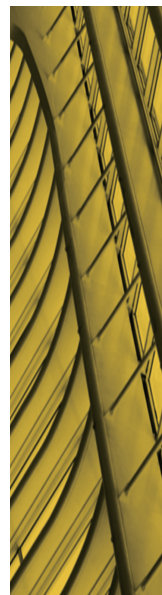
4) Terms used in connection to “cultural participation”:

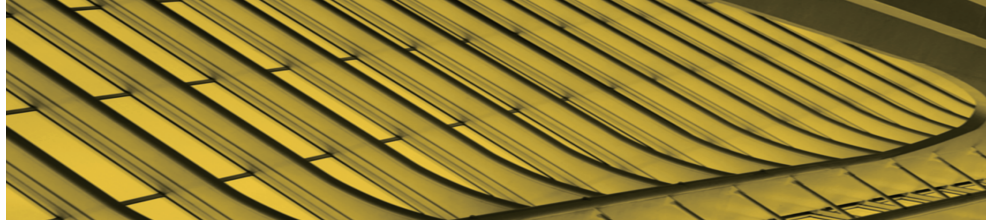
- Multifaceted cultural and sporting life (Liepājas pilsētas pašvaldība. (2017).)

- Environment open to creative expression (Liepājas pilsētas pašvaldība. (2017).)
- Accessible, diverse cultural program (Liepājas Kultūras pārvalde. (2021); Liepājas pilsētas pašvaldība. (2015).)
- Public participation in folk art and amateur art (activities) (Liepājas Kultūras pārvalde. (2021); Liepājas pilsētas pašvaldība. (2020c).)
- Developing creativity and talent (Liepājas pilsētas pašvaldība. (2015).)
- Citizen involvement and active participation in cultural processes (Liepājas pilsētas pašvaldība. (2015).)
- Citizens' self-expression and participation (in modern, creative activities) (Liepājas pilsētas pašvaldība. (2015); Liepājas pilsētas pašvaldība. (2020c).)
- People's participation in cultural and sporting activity (Liepājas pilsētas pašvaldība. (2020b).)
- Public participation in formation of cultural processes (Liepājas pilsētas pašvaldība. (2020b).)
- Participation in public processes. (Ardenis, SIA. (2019).)

5) Terms used in connection to “(cultural/creative) higher education”:

- Successive and competitive cultural education (including basic, secondary, higher and lifelong learning perspective) ((Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015); Liepājas pilsētas pašvaldība. (2015).)
- Internationally competitive higher education (Liepājas pilsētas pašvaldība. (2015).)
- Quality professional and higher education (Liepājas pilsētas pašvaldība. (2021a).)
- Cultural studies, arts (Liepājas pilsētas pašvaldība, SIA “Dynamic University”. (2015).)
- Study programs in the prospective fields of Liepāja economy (incl. creative industries) (Liepājas pilsētas pašvaldība. (2015).)
- Developed research and commercialization of its results (Liepājas pilsētas pašvaldība. (2015).)
- Development of educational programs demanded in the labor market (Liepājas pilsētas pašvaldība. (2021a).)
- Continuing education for the creative industries (Kurzemes plānošanas reģions. (2015).)





Mostly policy documents speak of cultural/creative professional education which is obtained through vocational training after the general basic education or cultural education that is connected with the general basic education of the school children:

- Cultural education (Kurzemes plānošanas reģions. (2015).; (Liepājas pilsētas pašvaldība, SIA "Dynamic University". (2015); Liepājas pilsētas pašvaldība. (2015); Liepājas pilsētas pašvaldība. (2017); Liepājas pilsētas pašvaldība. (2020c); Liepājas Kultūras pārvalde. (2021);
- Competitive and contemporary cultural education (Ardenis, SIA. (2019).)
- Secondary professional cultural education (Liepājas pilsētas pašvaldība. (2015).)
- (Professional) Cultural education competence center (Kurzemes plānošanas reģions. (2015); Liepājas pilsētas pašvaldība. (2015).)
- Professional cultural education (Kurzemes plānošanas reģions. (2015).)
- Multilevel cultural education system (Kurzemes plānošanas reģions. (2015).)

Some documents speak of informal education options:

- Informal education to involve in cultural activities (Liepājas pilsētas pašvaldība. (2020b).)
- Education of interests (Ardenis, SIA. (2019); Liepājas pilsētas pašvaldība. (2020c).)

