

Latvia

Defining the path for the next 100

Ieva Stare
Latvian Institute
Jelgava, April 25, 2017



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The Latvian Institute

**The Republic of Latvia
was founded
on November 18, 1918**

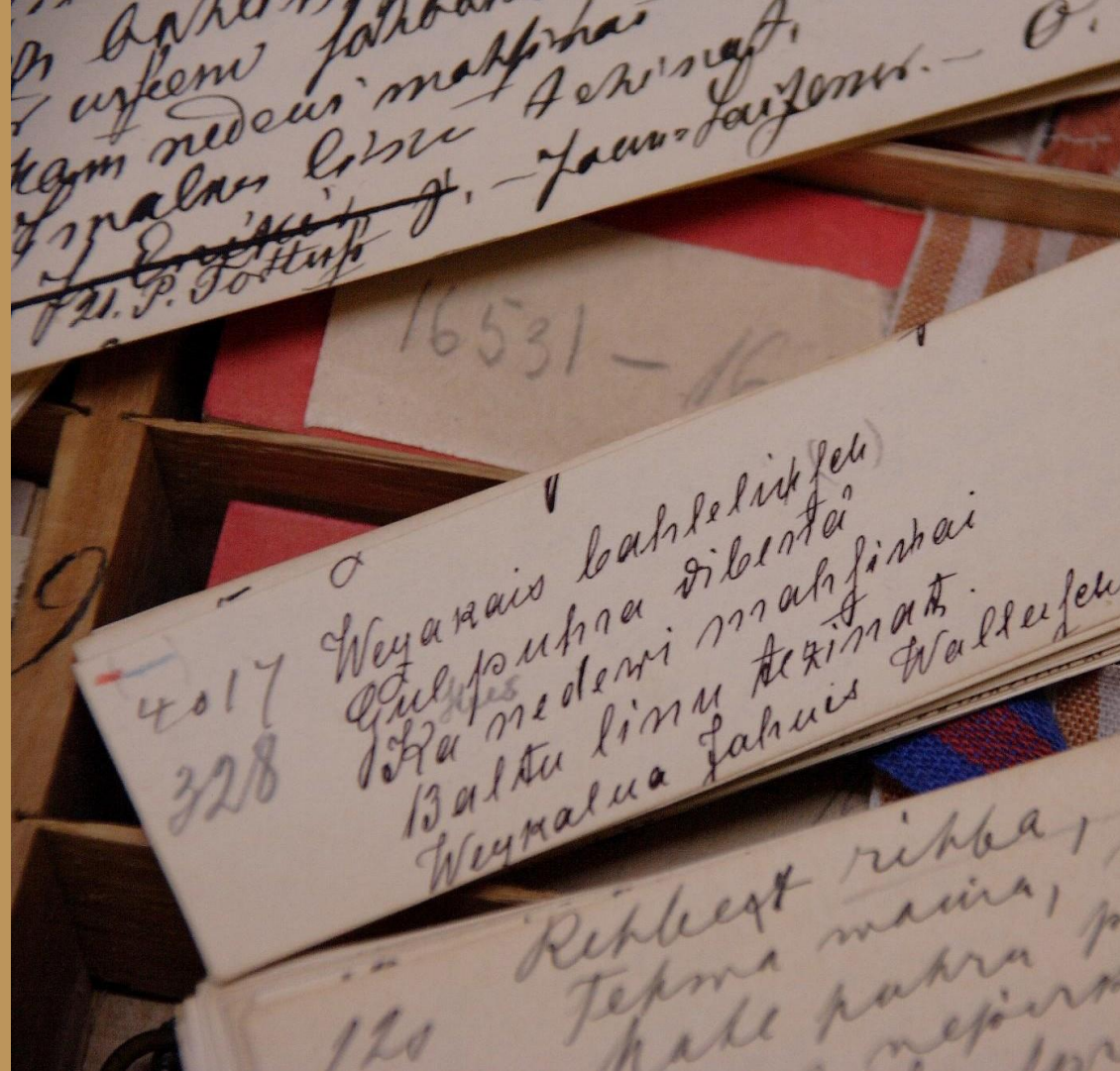


Ancient roots

More than 1.2 million Latvian Dainas, or folksongs, collected at the end of the 19th century

Contains the code to the Latvian ancient wisdom in all spheres of life

A part of the UNESCO Memory of the World Register





Nature

source of
strength
&
key to Latvian
identity

45% of the territory is covered in forests –
1.4 ha of forest per capita

Individual vs collective

National dress - the symbol of Latvian
centuries-old heritage

Hand-crafted and unique, every piece made
for a specific wearer, embraces and
continues tradition of the region



Power of togetherness

*National Song
and Dance
Celebration*



Melting-pot of influences

Architecture - reflection of diverse influences absorbed throughout centuries

Riga – the world capital of *art nouveau*



**Every individual
has a role**

**in forming
the nation**

The Baltic Way, 1989



What do Latvians
do?

Winter

Being active outdoors – skiing, snowboarding, skating, bobsleigh racing

Time for culture – museums, theatre, concerts, opera

Ice-fishing

Saturdays in a bathhouse
(with cooling off in an ice-hole afterwards)



Riga – birthplace of the Christmas tree

Tradition to decorate firtree on
Winter Solstice originated
in Riga, in 1510



Spring

The start of the hiking
and biking season

Bird-watching

Growing everything
fresh and green



Collecting birch sap in early spring



Summer

Summer sports – kitesurfing,
windsurfing, beach volleyball
Barbecue parties, river-boating

Festivals - Positivus,
Summersound, RojaL, GG Fest,
LABADABA. Saulkrasti Jazz

Every Latvian dreams of one's own
cottage in the countryside



More than 500 km of sandy beaches
SPAs, picnics, or solitary walks along the Baltic
Sea





Autumn

Mushrooming and berry-picking in the forests

Beginning of the new school year and theatre/opera season

Patriots' Week in November



Rīga-Gauja European Region of Gastronomy 2017

Rīga
Sigulda
Cēsis
Valmiera

www.rigagauja.lv/en/

Small is the new big

Transformations

Revival of the old to create the new:

Design & lifestyle

Pharmacy & beauty products

Innovations & business

Weaving of the unique Lielvārde belt





New era of start-ups & innovation

- New start-up law
- Government-funded business incubators
- Globally exported innovative products

Two Latvian entrepreneurs included in the Forbes 30 Under 30 list – Alise Semjonova (Infogr.am) and Sabīne Pole (Sorry as a Service)



Excellence

**3 Latvian singers in
Metropolitan Opera in one
season**

Elīna Garanča, Kristīne Opolais,
Andris Nelsons and Pēteris
Vasks are some of the most
famous Latvian musical figures
globally

Excellence

Olympic medals per
million inhabitants,
average:

Latvia – 14

USA – 8

Russia - 3



Riga Techgirls celebrate better gender balance in IT sector

44% of top management
positions in Latvia are
held by women





Where our strength lies

Foreign youth think it lies in:

- Great internet speed and wi-fi
- Good public transport service
- Four different seasons
- Clean and sandy beaches
- Knowledge of languages
- Beautiful people
- Know-how on edible mushrooms and healing properties of plants

Where our strength lies

Local youth think it lies in:

- Closeness to nature
- Pagan roots
- Clean environment and biological / eco products
- Trendy hipster communities in Riga
- Excellence in sports and music

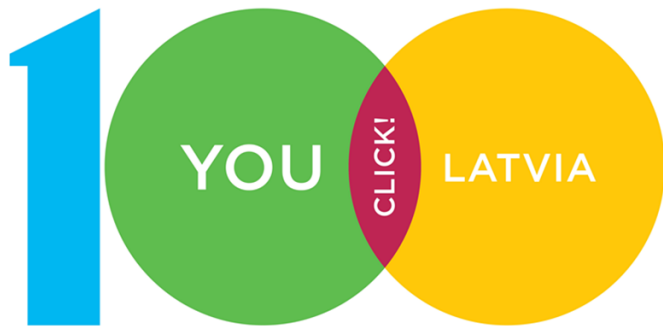


Latvija

100

In 2018, Latvia celebrates a hundred years since it became an independent state.

LATVIA CELEBRATES



YEARS!

2018



COMMUNICATING LATVIA'S CENTENARY

With festivities at home and around the world, Latvia 100 presents the best in culture, lifestyle and innovation.

We start on May 4, 2017, with the culmination on November 18, 2018.



LATVIA CELEBRATES
100
YEARS!
2018

INGREDIENTS FOR IDENTITY

What ingredients define an identity in today's globalized world?

What are the roles of individual and collective identities in the context of the future of Latvia and Europe?



LATVIA CELEBRATES
100
YEARS!
2018

GREENOVATIVE

New business models for sustainable development

Synergy of nature and innovation in various fields of economy

Clean environment as a prerequisite for good quality of living and healthy society

Nature as the source of inspiration in art and culture



GRASS-ROOTS POWER

Society's ability to organize itself to do big things

Grass-roots activities to solve collective problems – democracy platform MyVoice /manabalss.lv/, charity platform Ziedot.lv, street sports movement Ghetto Games, the Big Clean-up campaign

New lifestyle trends – eco food clubs in cities, cycling culture development in Riga long before appropriate infrastructure was designed



LATVIA CELEBRATES
100
YEARS!
2018

FUEL FOR SOUL

Culture and spirituality as balancing elements in the era of consumerism and materialism

Culture: the answer to economic crises. New concert halls and art centres in Latvia's regions – boost for local economy and society

Search for spirituality – peaceful co-existence of different religions throughout centuries.



KEY PROJECTS (I)

The Latvian School Bag – offers Latvia's schoolchildren personal experience of theatre, music, visual arts, dance, architecture, cinema, literature

A National Costume for Everyone – to raise awareness about the traditional Latvian folk dress and to inspire everyone to acquire one's own folk costume by 2018

Latvian Films for Latvia's Centenary – 16 feature-length films of diverse genres highlighting the history of Latvia, its statehood and national identity



KEY PROJECTS (II)

TuEsi.LV (YouAre.LV) – 100 inspirational video stories of young people living and working in Latvia, encouraging the rest of us with their example to pursue one's dreams regardless of location

Jog Latvia in the World – initiative invites everyone to run or walk a route resembling the geographic shape of Latvia, leaving virtual imprints of Latvia around the world



LATVIA CELEBRATES
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YEARS!
2018

KEY EVENTS

Official opening of Latvia's Centenary celebrations – on May 4, 2017

Embrace Latvia – opening event when we will plant 100 oak trees around the border of Latvia, for strength and protection. Followed by the White Tablecloth Celebration.

Song and Dance Celebration 2018 – the culmination of LV100 Programme



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YEARS!
2018

KEY EVENTS

The Big Talka (or Clean-up) – April 2018, making Latvia cleaner and greener for its 100th jubilee on November 18, 2018

LV100 international programme – concerts and performances of the best Latvian performing artists around the globe

Latvia.eu

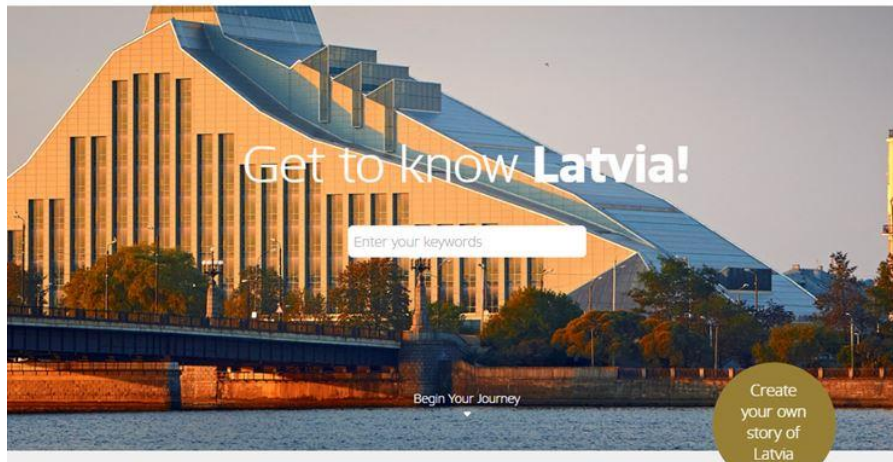
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