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DAUGAVPILS – THE CITY OF CREATIVE ENTREPRENEURSHIP LOCAL ACTION PLAN



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Introduction

Local action plan of Daugavpils – the city of creative entrepreneurship is a policy document that can be used to respond in a concrete way to a policy challenge.

The specific goal of the Local action plan is to develop creative entrepreneurship and to attract young generation to the city development processes. The general goal of Daugavpils Gen-Y City is to retain, attract and develop talented young people. The main problem is that talented young people leave the city.

Daugavpils is second largest city in Latvia, but it has great depopulation problem and high level of unemployment in comparing with capital Riga and other largest European cities. Daugavpils city is growing city with different development spheres, which could be developed in high level. However, the problem, which crystalizes out of this is that talented young people leave the city. This factor is the basis for more other challenges. Local action plan can not solve all the problems, but realization of the action lines can attract and build strong and tolerant society.

A lot of stakeholders from different departments of the Daugavpils city council, Daugavpils University, entrepreneurs, NGOs, young entrepreneurs and youngsters took a part in the action plan development process with common aim – to make Daugavpils more attractive in several fields. In accordance with Daugavpils Development Program 2014-2020, one of the priorities is society. This priority, first of all, includes young people – satisfied with life, educated, creative and healthy residents, who are proud of their city. This is the strategic vision for 2020. The challenges to solve the problem of present plan are as follows: retain college and university graduates; attract new talents to creative fields of interest;

unite Daugavpils creative society; develop attractive and entertaining educational environment for young professionals, develop common place for creative ideas collaboration.

Any of mentioned above challenges can be Gen-Y creative talent field to reach the goal of the project for Daugavpils city. So, one of the solution kinds could be a center with the co-working idea basis. Co-working is sociable working alongside for like-minded people.

Such a solution is supported by Daugavpils Gen-Y City local action group and it has a supportive basis - “The Research on Daugavpils Creativity”. Within the project “Get into the swing of the City!” Daugavpils has learned a lot from Gen-Y City partners, who have centres of such a kind, so knowledge and good experience transfer is guaranteed. By achieving a goal of retaining the generation y in Daugavpils, the city will face a challenge to create a powerful support program of complex fields of interest to support young specialists.

Creative entrepreneurship centre could strengthen a unique community for students and adults, which is just forming in last years. In such community, they can share and develop ideas and inspire each other during the creative process. It could be a place, where creative entrepreneurs could get consultations from specialists for low fare in different necessary spheres: marketing, legislation, informative events etc. This place should be a crossroads for professionals, entrepreneurs, youth and creative people to have seminars, conferences and training. Important for this place would be to organize formal and informal events to bring different people together, to make a dialogue and cooperation. Daugavpils Creative entrepreneurship centre could become a future creativeness core of Daugavpils city, a meeting place for great specialists, designers and artists representing.



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Daugavpils

Daugavpils is a city of national importance in Latvia, the largest city in Latgale region and the second largest in Latvia. The strategic goal of the city is: Daugavpils the engine of innovative economy and the capital of well-being in the Eastern Baltics. In the future Daugavpils city plans to develop into a place with a high standard of living and quality of the environment and a high tolerance level; easy access city to international services. Municipality works actively on making city an attractive place for living and doing business. In Daugavpils city it is important to promote youth involvement in city life, by making business and popularization of the city in general. Diverse educational system, creative basis and artistic atmosphere of the city are contributing factors for the development of Daugavpils gene-

ration y. Daugavpils is striving to be a creative business oriented city of international level and desirable living place for talented youth. Daugavpils set 3 future priorities:
Happy, educated, creative and healthy people, who are proud of their city- Daugavpils. Economy of Daugavpils, in which there are developed industry and branches of it with high additional value. Esthetical and functionally designed urban environment. Project "Get into the swing of the City!" ("Gen-Y City") is implemented in the aim of European Structural and Investment Fund "European Territorial Cooperation" Inter-regional Cooperation Programme URBACT III 2014-2020. The main idea of the project is to retain, attract and develop creative competences of Daugavpils citizens.
www.daugavpils.lv
www.visitdaugavpils.lv

- Bologna
- Coimbra
- Genoa
- Granada
- Klaipeda
- Kristiansand
- Nantes
- Poznań
- Toruń
- Sabadell
- Wolverhampton

GEN-Y CITY Network

“Get into the swing of the City!” (Gen-Y City) is an Urbact III project that has been co-financed by ERDF, that is exploring how cities can develop, attract and retain GEN-Y ‘Creative-Tech’ Talent.

The main objective of the Gen-Y City network is to achieve smart, sustainable and inclusive growth, by establishing stronger forms of cooperation between science, local government, businesses and residents to improve the development, attraction and retention of Gen-Y ‘Creative-Tech’ talent (particularly Creative-Tech entrepreneurs) in European cities.

The main objective of the project is to answer the following questions:

- what makes some cities attract young, creative workers, that succeed more than others. How to prepare dedicated / tailor-made action plan for future years for the city;
- how make the creative generation "y" to stay in the city - important to the future economic development of the city. How to implement an action plan that in effect create a "modern city of the future" supporting companies operating on the basis of new business models;
- how the cities can consciously shape the policies that support the development of creative industries in cities (correct identification of the needs of this sector) based on available resources - ecosystem.

More information can be found at <http://urbact.eu/gen-y-city>





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URBACT's mission is to enable cities to work together and develop integrated solutions to common urban challenges, by networking, learning from one another's experiences, drawing lessons and identifying good practices to improve urban policies.

Generation Y (also sometimes referred to as Millennials) are the demographic group following Generation X. There are no precise dates for when this cohort starts or ends; demographers and researchers typically use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years. With the increasing shortage of 'Creative-Tech' talent across Europe, successfully developing, retaining and attracting GEN-Y 'creative-tech' talent will be important for the future prosperity of cities.

The project is led by the City of Poznań Poland, and partners from Bologna (Italy), Genoa (Italy), Sabadell (Spain), Granada (Spain), Coimbra (Portugal), Nantes (France), Wolverhampton (UK), Kristiansand (Norway), Klaipėda (Lithuania), Daugavpils (Latvia) and Torun (Poland).

For about 15 years, the URBACT programme has been the European Territorial Cooperation programme aiming to foster sustainable integrated urban development in cities across Europe. It is an instrument of the Cohesion Policy, co-financed by the European Regional Development Fund, the 28 Member States, Norway & Switzerland.

Following the success of the URBACT I and II programmes, URBACT III (2014-2020) has been developed to continue to promote sustainable integrated urban development and contribute to the delivery of the Europe 2020 strategy. <http://urbact.eu/urbact-glance>

The URBACT III programme is organised around four main objectives:

Capacity for Policy Delivery: to improve the capacity of cities to manage sustainable urban policies and practices in an integrated and participative way.

Policy Design: to improve the design of sustainable urban policies and practices in cities.

Policy Implementation: to improve the implementation of integrated and sustainable urban strategies and actions in cities.

Building and Sharing Knowledge: to ensure that practitioners and decision-makers at all levels have access to knowledge and share know-how on all aspects of sustainable urban development in order to improve urban development policies.



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Experience from the Gen-Y-City project partners

During the project realization all project partners shared their experience of city development in different fields, youth work and urbanization processes.

Exchange of experience and best practices such as:

- working/collaborating with different institutions, NGOs, different partners.
- showcasing best practices in their cities (Nantes - FabLab, Kristiansand - Coworx, Wolverhampton - Museum of modern art and so on)
- problem-solving situations such as creative entrepreneurship center in Klaipėda in old Cigarette fabric was not as good example of what should they build. What to learn => Sometimes you need to ask people, what to do they want (survey), not to think in their place. Also bad management system can ruin good projects.
- History of buildings can give added value to realization of projects (Nantes - old shipyard now is the place of Scorpitone music festival, or Banana Ambar is a wonderful place of hipster cafes.
- Implementing good practices - in Kristiansand and Nantes there are developing "Girls in IT" movement. Our NGO "GDG Daugavpils" is popularizing it as well in Daugavpils.





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All GEN-Y CITY partners are solving one big problem - how can we retain youth in our countries. The best thing about this project is that every country is trying something different – how to solve this problem, so we can learn from each other.

Bologna is trying to combine creativity and technique to make competitive advantage for their city, so youth could retain. Initiatives, such the Festival of Technical Culture, should provide youth with information of their job possibilities in tech industries. From Nantes we can adopt their digital approach. For example, make different places, such as museums or laboratories, more interactive (e.g. FabLab) or make "Girls in IT" movement stronger.

These fields are becoming more and more popular and necessary in global world, however, Daugavpils city is not as developed as some of the cities in the network, to put all efforts in this field. But we can take some of activities and methods for working on this. Daugavpils City Council is still putting a lot of resources in the development and improvement of infrastructure (streets, roads), so just a little part goes for the development of human resources. But universities and organizations in the city are trying to disseminate the information about IT field opportunities and are organizing training and informational events to attract youth to this field.

Genoa and Coimbra partners are concentrated on very narrow niche - music industry, which actually has great potential. In our city we also have many talented youngsters, who could make money in such industry, which could be more supported. But this is mostly already done by professional schools and after school activities in Daugavpils City.

However, we have discussed about the possibility to cooperate in organizing of some international festival, because in Daugavpils there are a lot of international music festivals of different kinds - for youngsters, of accordion music, for new rock groups, open air music festivals and other.

Wolverhampton's business incubator SPARK was wonderful place for sharing experience and explanation of how new businesses can be supported. Wolverhampton is a great example of how to cooperate between municipality, university and business incubator. This cooperation triangle is perfect for the development of new professionals and retaining them in the city.

Torun has shown that cooperation between science and business could make money-making projects, so entrepreneurs should think about collaboration with universities. This kind of cooperation also is just at the beginning in Daugavpils city. There are few examples of such cooperation. Kristiansand showed us wonderful co-working places, where different population target groups can find themselves (e.g. Coworx).

Klaipėda is trying to work intensively with youth by making improvements in Youth Policy development programme, so we could implement some of their suggestions. This is very essential for Daugavpils, because one of our goals is to develop and create creative entrepreneurship centre. But, first of all we need to make a strong Daugavpils creative citizens commune, which is growing exactly from the Gen-Y City local active group enthusiasts.



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Overview of Daugavpils



Daugavpils is a city of national importance in Latvia. It is the largest city in Latgale region and the second largest in Latvia. Daugavpils city is an industrial and educational centre, as well as an important cultural, sports and recreation centre. The strategic goal of the city is:

“Daugavpils – the engine of innovative economy and the capital of well-being in the Eastern Baltics”. Its development in economics, tourism and other fields contributes a favourable location in relation to the close neighbour counties: the distance to the Lithuanian border is 25 km, to the border of Belarus is 35 km, but to the Russian border is 120 km. It is a multinational, multicultural, multi-ethnic city. Daugavpils is tolerant in its diversity. 4,3% inhabitants from over Latvia live in Daugavpils city.

Daugavpils LAP action lines are based on Daugavpils City Sustainable Development Strategy 2014.-2020. There, the strategic goal is defined as: Daugavpils city – attractive place for living and making business in East –Baltics.

In the division “Economic specialization and uniqueness” of Strategic part of the Strategy Daugavpils is defined as a city where there are developed multi sphere entrepreneurship lines: manufacture, supply of different services and export of these services, trade, specially supporting environmentally friendly spheres with high added value, as well as innovative, creative and youth entrepreneurship.

(Sustainable Development Strategy of Daugavpils City 2014.-2030, 37.p).

www.visitdaugavpils.lv



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Economy context



In the future Daugavpils city plans to develop into a place with a high standard of living and quality of the environment and a high tolerance level; easy access city to international services and economic development centre; cross-cultural, tourism, scientific and educational centre; an example of the ideal city in Latvia and Europe.

The priority of the city is its citizens. Municipality works actively on making city an attractive place for living and doing business.

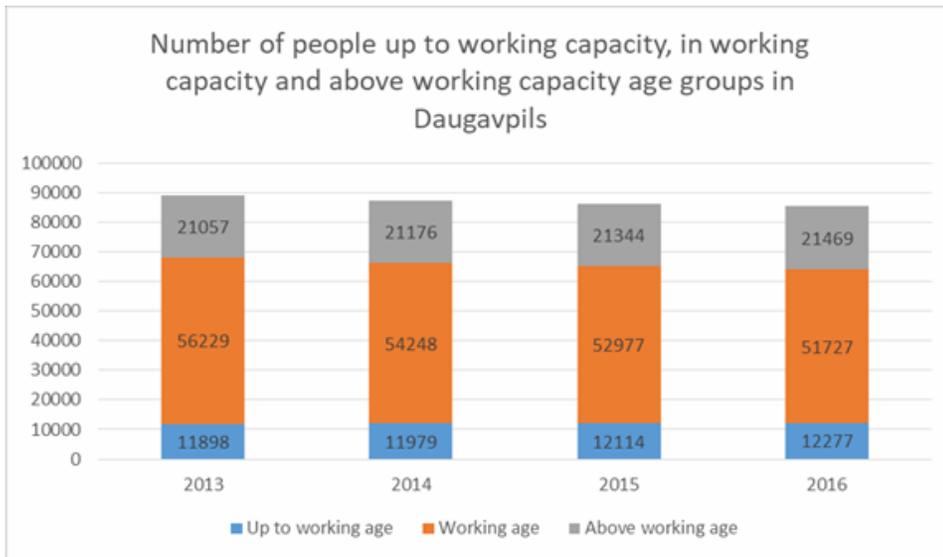
In Daugavpils city it is important to promote youth involvement in city life, by making business and popularization of the city in general.

Diverse educational system, creative basis and artistic atmosphere of the city are contributing factors for the development of Daugavpils generation “y”. Daugavpils is striving to be a creative business oriented city of international level and desirable living place for talented youth. Daugavpils set 3 future priorities:

- Happy, educated, creative and healthy people, who are proud of their city- Daugavpils.
- Economy of Daugavpils, in which there are developed industry and branches of it with high additional value.
- Esthetical and functionally designed urban environment.



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Source: www.data.csb.gov.lv

Natural migration of the population and trans-national migration are the main factors that negatively influence the changes in the population of Daugavpils. According to the Central Statistical Bureau, the number born in 2016 is 813, and the dead - 1344, showing a negative natural increase.

(-531)

There is positive statistics of up to working capacity age, that year by year is growing, however people in working capacity age and above it rapidly comes down.



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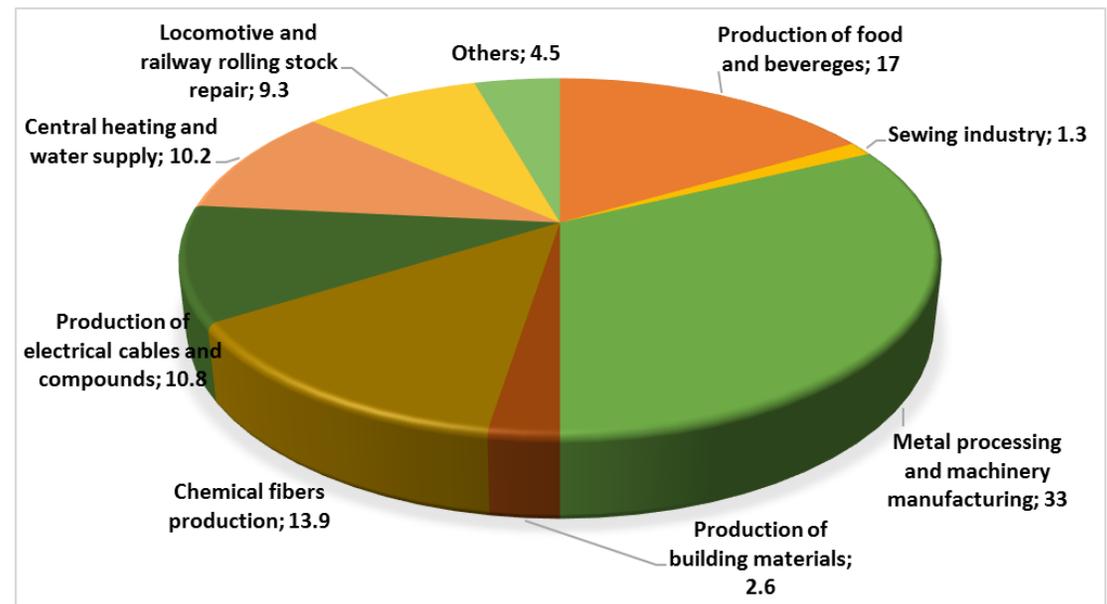
Daugavpils is important industrial center of Latgale region. The city is advantageously situated close to the borders of three countries – 25 km to Lithuania, 35 km to Belarus and 120 km to Russia. Daugavpils city is strategically intersected by 5 railway lines and important motorways. Due to these factors the city has been developing as essential center of industry, education, culture, transportation, logistic, commerce and services. Important cross-border center of industry, transportation, commerce, services, education, culture and tourism.

Historically Daugavpils has been developing as industrial city that determines its economic development nowadays too. In Daugavpils the fundamental sectors of industrial production are metal processing, locomotive and railway rolling stock repair as well as production of food and beverages.

Daugavpils is a city with a well-balanced multi sectorial economy, where foundation of employment and welfare is a small and medium business, which is based on the new technologies and produces competitive products.

Daugavpils strategic advantages are advantageous geographical position close to the borders of three countries, developed infrastructure, favorable business environment, low costs of living, educational institutions concentration and multinational environment. www.daugavpils.lv

Industrial Structure in Daugavpils City (%), 2017





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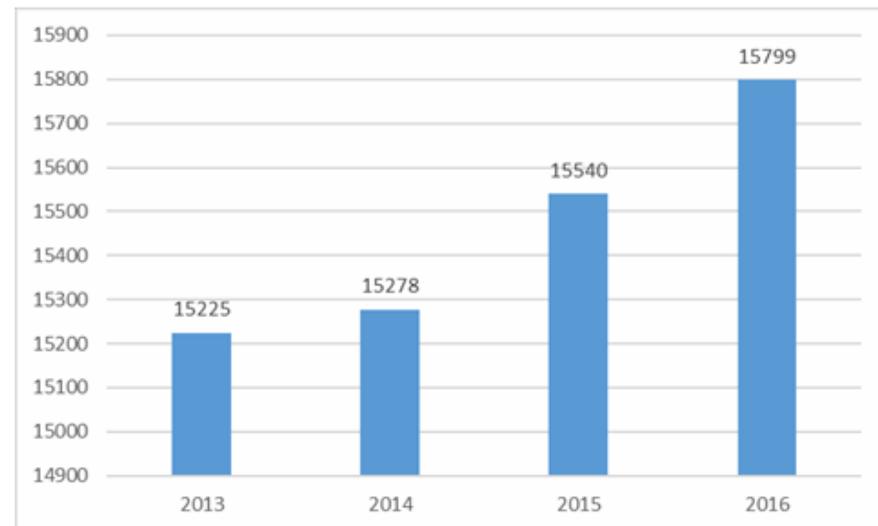


Social context

Daugavpils is one of the friendliest cities in Latvia for families and children. Families willingly move to Daugavpils, because maximum developed infrastructure, a wide range of high quality pre-school and school educational establishments, good material and technical base for the development of children, as well as a high level of social security and health care are available here (free public transportation, catering and education possibilities for pupils).

The biggest regional state university and the only university in Eastern Latvia is located in Daugavpils. Daugavpils University offers to achieve knowledge in 5 faculties and 53 study programmes. Main research disciplines of DU scientists are Literary Science, Linguistics, History, Biology, Environmental sciences, Physics, Economy, Sociology, Psychology, Education and Art. There are several creative study programmes, such as Computer Design, Information Technologies, Art Management, Music, Art. University has modern laboratories, environmental friendly study and research base "Ilgas". www.du.lv

Daugavpils is one of the friendliest cities in Latvia for families and children



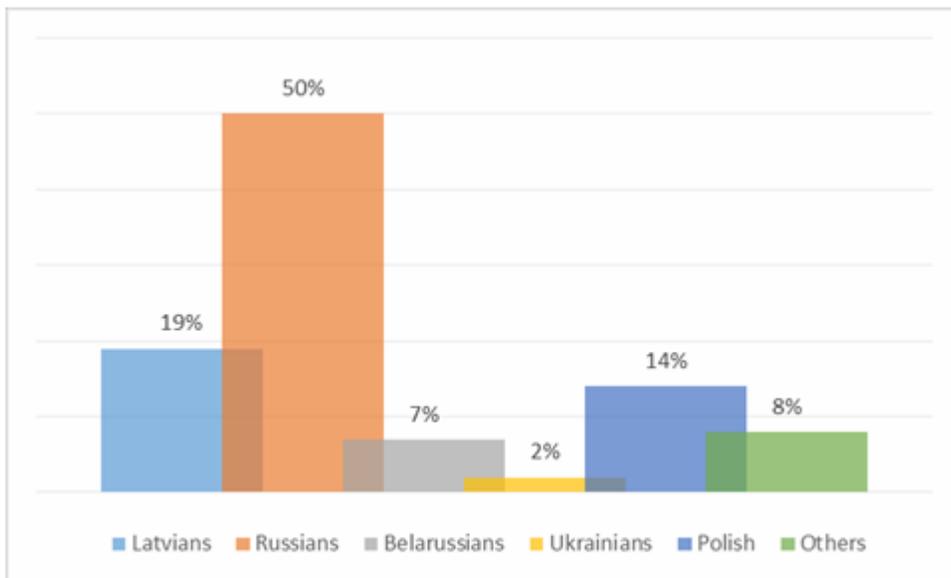
Children in Daugavpils 2013-2016, PMLP data



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Daugavpils is a home city for people of more than 70 nationalities



Office of Citizenship and Migration Affairs data, 01.07.2017

Daugavpils city council in order to support implementation of sustainable and development-oriented activities of public organizations in fields of solving social problems, health, arts, education, culture, creativity and youth policy. Every year there is announced a competition of co-financing for projects of public organizations in the city. Last year City Council received 52 project applications of solving social problems, health and healthy lifestyle promotion and 82 project applications of arts, education, and culture and youth policy sphere. In the meeting of Daugavpils City Council deputies there was decided to support 104 projects from Daugavpils city budget - program "Fund of Support for Public Organizations". <https://www.daugavpils.lv/lv/557>



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Daugavpils Design and Art Secondary School “Saules skola” is one of the leading schools in region with specific trend on art and design.

The aim of the school as a whole, modern training complex - design and art vocational education competence centre, with a contemporary, modern design technology base to ensure the prestige and quality of the knowledge-based vocational training, lifelong learning and continuing education providers. Art school has several educational programmes such as fashion design, woodwork design, photo design, interior design, advertising design and textile design. The mission is to provide a vital high quality artistic design and prepare demanded and competitive design and art professionals for the future of Latvian national economy of Latvia and international labour market. The vision of Daugavpils Design and Art Secondary School “Saules skola”- a modern and prestigious internationally renowned educational institution, one of the Latvian art and design education and innovation centres. The corpus of this school is planned to develop as a quarter of creative representatives in city centre, where to develop creative industries of the city.

www.saules.lv





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Tendencies of Creative industries all over the world

“Creative industries” is a very important part of the economy of many countries and, for sure, is an engine of employment to a large number of people. In a time of rapid globalization, many countries understand that the combination of culture and commerce of creative industries is a powerful way of providing a distinctive image of a country or a city, helping it to stand out from its competitors. All of us know popular tourism “icons” such as Eiffel Tower in France or the Taj Mahal in India which combine art and commercial activity, but there are also design studios, tech businesses, cafes and clubs which gives economy bigger income, because of it’s added value. Sometimes it’s said that where oil was the primary fuel of the 20th century economy, creativity is the fuel of the 21st century.

Creative industries create a number of significant spillover effects - promote social and territorial cohesion, stimulate cross-sectoral cooperation and synergy, and promote the growth of different industries. In line with the global economic trends, the Latvian National Development Plan (NAP) also foresees targeted development of creative industries, as well as "Cultural policy guidelines for 2014-2020". In general, the creative industries and related industries in the Latvian economy, like in other EU countries, account for about 8% -10% of the number of enterprises and the number of people employed, net turnover, value added and export volumes. One of the most popular industries with a tendency to grow in the past years, is IT industry. For example, in the second quarter of 2016, for the first time in Latvia, export of IT and programming services exceeded Estonia's performance.

In the second quarter, export of IT and software development services were also higher than in the rail industry for the first time. In Latvia, IT companies continue to strengthen their positions and increase the share of the industry in the country's GDP figures.

In 2016 Investment and Development Agency of Latvia opened 15 business incubators across Latvia: nine of them in national centers (Rīga, Jūrmala, Liepāja, Ventspils, Jelgava, Jēkabpils, Valmiera, Rēzekne and Daugavpils) in order to promote the development of fruitful and innovative young entrepreneurs) and six in regional centers of interest (Kuldīga, Talsi, Bauska, Sigulda, Ogre and Madona). But one of them, The Riga Creative business incubator, was devoted only for creative industries business ideas. After one year in this incubator were supported 50 projects – 22 in incubation and 28 in pre-incubation. Most popular ideas were connected with fashion and interior design, as well as music, IT and other. The Incubator is a great place, where education, science, culture and business can meet and create high added value products and services.

One of the good practices, which promotes different business projects across Latvian business incubators, is publication of “Business Incubator Customer Product Catalog”, where are represented 75 developing ideas <http://www.liaa.gov.lv/lv/liaa-biznesa-inkubatoru-klientu-produktu-katalogs>



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In Daugavpils creative entrepreneurship is not so popular yet, because there is a lack of knowledge about it, so it is planned to cooperate with Riga business incubator to share knowledge and inspire Daugavpils active people to involve more and more in this field.

Young entrepreneurs and youth with entrepreneurial spirit expressed their interest in having business incubator in Daugavpils. And now, after a one year of activities there are supported 43 business ideas from very different industries - from metal or textile manufacture till IT service for food delivery. Most popular business ideas are related with children theme - child entertainment centers or manufacturing of child products, such as infant nests. Daugavpils business incubator participants also have very unique ideas, like manufacturing of wooden pads for MacBook (brand "Jack Snipe") or creating accessories from wood and resin (brand "GiftMe"). There is great tendency for selling products not only in local market, but also export it.

IT specialists in Daugavpils city are very in-demand. Universities and technical Colleges are producing good quality programmers, so it is great environment for projects, which are related to this industry. In Daugavpils business incubator are several business ideas, that are coming from IT industry - software solution for ships, service for food order and delivery, data and statistics management software for coaches and clubs.

Because of successful cooperation of Daugavpils business incubator and Google Development Group Daugavpils such projects are created and supported.

Daugavpils municipality grant project "Impulss" several years is supporting business ideas from different industries - hairdresser's for children, clothes and furniture manufacturing, but year after year amount of projects related with IT is growing as well. Such support is very useful for upcoming start-ups.

<https://www.daugavpils.lv/lv/176/463/>



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Creative industry research in Daugavpils

A research aiming to find out the understanding of citizens and students of Daugavpils, as well as those, who work in the city, about the creative industries and the city's creative potential was carried out in the city of Daugavpils within the framework of the project „Gen-Y City”/“Get into the swing of the City!”, supported by URBACT III programme of the European Regional Development Fund.

Within the research a survey was conducted, involving 502 respondents, whose place of residence, work or study is connected with the city of Daugavpils. Daugavpils is a place of residence and work for 67% of respondents. While for 4% the city of Daugavpils is only a place of work. The highest activity was within the group of respondents within the age from 26 to 30 years – 25% of the total number of respondents. Women were twice more active than men – 70% of the total number of respondents.

During the survey, the respondents expressed their opinion about creative places and events in the city, about popular tourism sites and about future development perspectives for the city of Daugavpils. According to respondents` belief, a creative city is characterized by cultural institutions and cultural events, creative activities, communities of craftsmen and artists in the city. Respondents believe that the City Council (23 %), cultural institutions (22 %) and creative citizens (14 %) are responsible for the development of creative environment in Daugavpils. 11 % of respondents believe that any citizen or society, in general, in the city is responsible for the development of creative environment.

Respondents believe that in order to develop various creative initiatives in the city, Daugavpils city municipality should develop a more creative urban environment (14 %), provide more support to cultural events and create the centre of creative industries (13 %), as well as finance the development of small entrepreneurs (10 %).

Respondents, for example, consider Daugavpils Theatre – 20 %, cultural and tourism institutions – 17 % and Daugavpils Fortress – 15 % as creative places in the city. Libraries and cafes, where concerts, exhibitions and other cultural and educational activities not typical for such places are organized, was mentioned as creative places several times.

The following events in the city of Daugavpils were named as the most popular:

- City Festival (28 %);
- Night of Museums (15 %);
- speedway (14 %);
- events at the Rothko Centre (10 %).

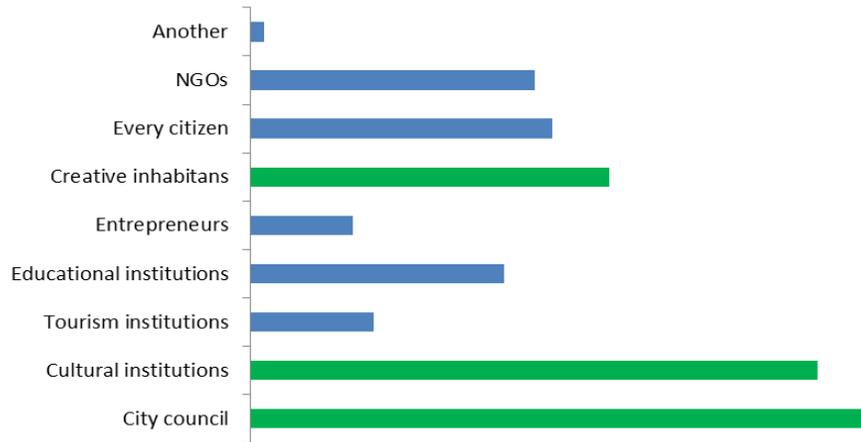
Several times respondents suggested that citizens should participate as much as possible in the development of the city, that society and municipality should be more open for cooperation and partnership.

The participants of the survey believe that the prospects for the development of the city of Daugavpils lie within the culture and art sector (27 %), tourism (24 %), as well as education and science (15 %).

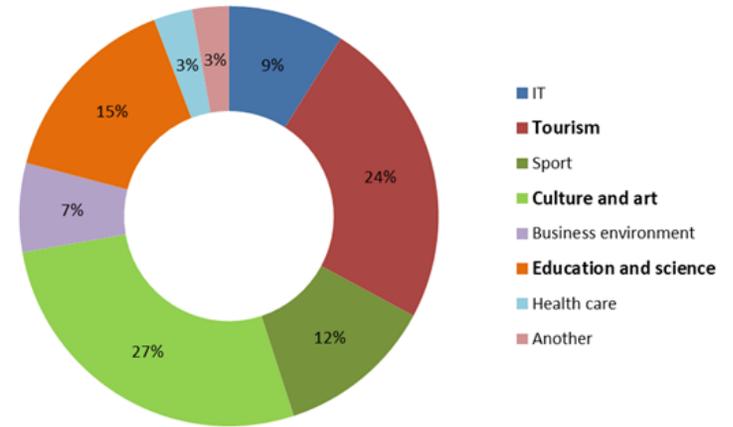
The results of the research will be integrated into the planning document of the project which is developed in order to maintain, attract and develop creative people in Daugavpils.



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The biggest part of the Research on Daugavpils Creative Industries participants think that city council is responsible of creativity development in the city.



Future development spheres, from the research participant ideas, are tourism, education, science, culture and arts.

<https://www.daugavpils.lv/lv/117> ("Get into the swing of the City!" (Gen-Y City) Iejūties pilsētas ritmā!)

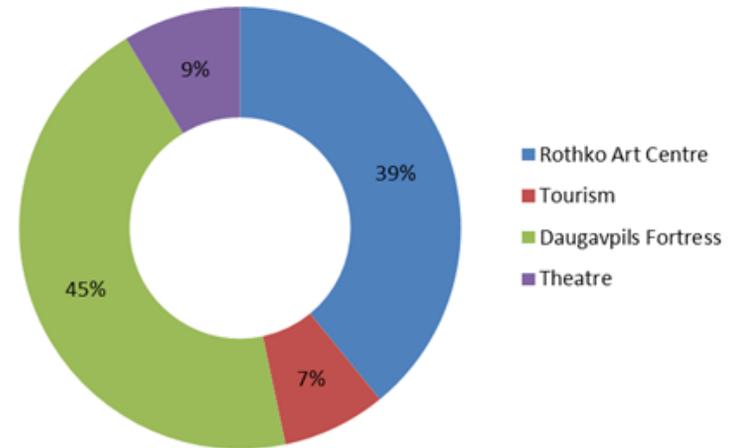


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By respondents opinion:

- creative professions in Daugavpils are artist (20%), designer and engineer (18%), actor and teacher (12%), cultural worker, events organizer, musician and architect.
- creative places are Daugavpils Theatre (20%), cultural and tourism institutions (17%), Daugavpils Fortress (15%), youth center and parks.
- most popular events in the city are City Festival (28%), Museum Night (15%), Speedway (14%), events at the Rothko center (10%).



Associated product or service with Daugavpils



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Creative entrepreneurship in Daugavpils

The creative spheres are developed and supported by such institutions as Daugavpils City Council, Daugavpils Mark Rothko Art centre, Daugavpils Art and Design School “Saules skola”, Daugavpils Theatre, Daugavpils Clay Art Centre, Daugavpils Museum of Local History and Art, Latgale Zoo, Daugavpils University.

The business field is supported by Business Incubator, Technology Transfer Centre of Daugavpils University, Latgale Business Centre, State Employment Agency – Daugavpils branch, Business Department of Daugavpils City Council, Trade and Manufacture Camera of Latvia, Confederation of Employers, Ministry of Environment Protection and Regional Development, Agency of Investment Development of Latvia. The force of art development in the city is Daugavpils Mark Rothko Art Centre - a multifunctional Daugavpils municipal cultural, artistic and educational institution that holds 6 original paintings by Mark Rothko. Rothko Centre also offers artists' residences, a video room, archive/library, conference, seminar meeting facilities, and restaurant. Activities of Rothko Art Centre – 50 expositions, 5 art symposiums a year, workshops for both adults and children and about 100 000 visitors annually helped Centre to develop as a popular place of culture and art and tourism object.





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Every place has its own spirit, colors and people. Richness of Daugavpils city is in its multinational population and Daugavpils Fortress, which is a unique cultural and historical architectural monument of national importance. A total area of the Fortress is almost 2km². It is the last bastion-type fortress in the world. 80 buildings in total and 10 wide streets named in accordance with historical events have been preserved until now. Daugavpils Fortress is also strategic contact point of culture, history, business, art and citizens. Thanks to Festival of the Military Reenactment Clubs and excursions, recognition and popularity of Daugavpils Fortress have increased in Daugavpils city, in Latvia and in foreign countries. People, activities and place by itself has made a special magic of Daugavpils Fortress.



Since 2016, Latvian Centre for Contemporary Ceramics in cooperation with Daugavpils Mark Rothko Art Centre launches Latvia International Ceramics Biennale - the most significant event in the field of contemporary ceramics in Baltic region. The event invites artists worldwide to develop and strengthen the role of contemporary ceramics in Latvia and the Eastern Europe region.

The Martinsons Award – a biannual international contemporary ceramics competition within a framework of Latvia International Ceramics Biennale held in Daugavpils Mark Rothko Art Centre is a proof of vitality of ceramics art and a tribute to Pēteris Martinsons, the great Latvian artist of ceramics.



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Generation Y in the Daugavpils city

The Gen-Y City project main idea is to explore how cities can develop, attract and retain GEN-Y 'Creative-Tech' Talent.

GEN-Y movement process from the Daugavpils city has several causes such as:

- no corresponding working places in accordance with graduates education;
- no entrepreneurial knowledge after university graduation (secondary school graduation);
- no attractive and useful meeting place of non-formal kind for young people;
- no affordable housing in good parts of the city;
- no trainings in modern fields of interest (IT, marketing, design thinking);
- no local entrepreneurial event/festival of national/international importance;
- city's policy is not stimulating creation of businesses with higher added value;
- low salary in comparing with capital and other EU biggest cities.

The main problem in Daugavpils is that talented young people leave the city.

During the project Daugavpils local action group find out several challenges for the city:

- more young entrepreneurs in creative fields;
- retain college and university graduates;

- attract new talents to creative fields of interest;
- unite creative thinking young people;
- develop attractive and entertaining educational environment for young professionals;
- develop common place for creative ideas, collaboration;
- attract big companies in creative industry sector to increase number of workers/working places in creative industry sector.

Target group where the city can start to attract GEN-Y are post university graduates and students of last courses in secondary schools and gymnasiums.

Daugavpils city is developed enough for the good life opportunities in comparison with another cities in Latgale region:

- employment opportunities;
- continuing education;
- proximity to family, friends;
- good infrastructure (kindergartens, schools, clinics, hobby schools, parks, sports activities ect.);
- for families friendly municipality (support programs, free public transports ect.).

Key institutions to help to do this all – LAG members (Daugavpils University, Art school "Saules skola", Youth department, enterprises, NGOs).



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LOCAL ACTION LINES

Daugavpils in accordance with Latvia 2030 and Latgale 2030 is:

Provider of polycentric development, mental and economic bridge between East and West.

ACTION LINE	Creative entrepreneurship centre				
Expected result:	To retain youth by making creative entrepreneurship centre, which is planned as a future basis place for a variety of events, activities and ideas of creative citizens of Daugavpils - generation "y". It will attract entrepreneurs and young professionals to foster Daugavpils city economic development. One of the possible places, where the centre could be located is Daugavpils Fortress, because this neighbourhood is continuously developed by municipality and state and local artists. This centre should have enchoere IT companies, such as Draugiem Group or Accenture, so it would be place for youth to work and not leave the city.				
Activities	Lead Actor or Agency	Key Partners	Timescale	Resources per annum	Output indicators
Development of creative entrepreneurship centre	City council, NGO sector, self- employees	Private entrepreneurs, municipality	7 project years, 2024	EU funds, private financing, municipality budget	One center of creative entrepreneurship.
Attract large companies (affiliates) in creative entrepreneurship centre	NGO sector, Development department	Development department	7 project years, 2023-2024	Individual initiative from different institutions	At least 3 new companies in the city.
Development of creative education possibilities	City council	Municipality, Art school	2 years, 2019	EU funds, municipality budget	New modern educational and training building/laboratories at Art school.



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It is planned that such centre could be developed in Daugavpils Fortress area, which is creative place with great history and special atmosphere. However, the place is not so important as the idea. If the idea will work, people will go to any place.

Creative entrepreneurship centre with the main function to collect together creative representatives from different fields.

The Centre could provide an exciting state of the art facility for extensive range of Art & Design, Digital Arts, Games Design, Media/Interactive Media, Music/Music Technology and Photography courses, all delivered by passionate and inspiring lecturers. This thriving centre could offer a 3D workshops, design studios, TV studio, music studios and a mixture of studios and classrooms designed to enhance the creative learning experience. A gallery space for exhibitions and performance enables creative representatives' work to be show cased adjacent to an art café providing a social hub for the centre.



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ACTION LINE	Support young professionals				
Expected result:	To attract and retain the existing young entrepreneurs and young professionals for the city development and young generation of the inhabitants.				
Activities	Lead Actor or Agency	Key Partners	Timescale	Resources per annum	Output indicators
Housing fund program for young professionals	Housing department, City council	Private entrepreneurs, public industries	Every year	Municipality budget	Renovated 80% of 100 items of municipal housing till 2025

Daugavpils city council already has a housing fund program for young professionals, in accordance with Daugavpils city council regulations No 44, November 12, 2015.

There is professional's priority list, the aim is to supplement list with specialists every year.

Housing fund is good basic step to get young professionals come back to the city and to use their skills for local market development.



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ACTION LINE	Events for retaining young talents				
Expected result:	To develop knowledges and competencies of young people.				
Activities	Lead Actor or Agency	Key Partners	Timescale	Resources per annum	Output indicators
Thematic trainings (IT courses, creative thinking and marketing workshops, ect.)	NGOs, entrepreneurs	NGOs, active youngsters, private companies	At least 2 activities per year	Funds, private financing, municipality budget	2 educational trainings per year.



JAVA courses

To develop IT skills, was organized unprecedented project for Daugavpils city - "Intensive course "JAVA BASIS" in Daugavpils". The topic was as relevant as ever, because many young people thought about programming, but, probably, threw this idea away because of the lack of time, since these kind of courses last for months. Such kind of course are also very expensive and youngsters cannot afford them. This course was ideal for beginner programmers and all those, who want to learn JAVA programming language. The minimum of theory and the maximum amount of useful practice allowed participants to study the basics of Java syntax and its basic structures in THREE days. Around 20 youngsters were studying JAVA programming language during three intensive days. Feedback of this course was amazing, because most part of participates decided, that programming - is what they would like to do in the future.



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Activities	Lead Actor or Agency	Key Partners	Timescale	Resources per annum	Output indicators
Thematic events	City council, NGOs	NGOs, active young inhabitants, Daugavpils University	At least on event per year.	Funds, private financing, municipality budget	Thematic events increase up to 30%.

There were several events initiated and organized by local active young persons and supported by Daugavpils city council and local entrepreneurs. Some of these events are going on in the city for several years – Heyday, YouthPower.live and LAVKA. Events have become very popular and awaited. These are good practice examples of local initiatives, which should be supported in the future.

Discussion bench „LAVKA” is an event, which encourages people to develop their knowledge across variety areas of life. In an informal setting the participants have the opportunity to meet with entrepreneurs and representatives of other professions who share their experiences on the progress made. In addition, LAVKA holds workshops, that are dedicated to Daugavpils city current problem solving. One of organised workshops, “About advertising magic”, was about creative thinking, teambuilding and opportunities, that could be found in daily life by cooperation of different people and organisations. More than 40 participants created ideas for Daugavpils city, which could be used for Daugavpils city development.

In 2017 were organized several benches of discussions - “Daugavpils LAVKA”, “Tourism LAVKA”, “Breakfast LAVKA” and “Career LAVKA”. During these events, participants discussed on different topics, got understanding about necessary professional skills in different working spheres, got contacts and found open - minded people. At the beginning, events were visited by at least 40 participants and afterwards – up to 170 participants, which shows great interest in such activities.





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“**Heyday**” is a long-term project with an ambition to encourage development of creative industries in Daugavpils. “Heyday” aims to serve as an effective platform for discussions and networking, and the project’s team regularly brings together professionals of creative industries with inspiring stories not only from Latvia, but from other countries as well. Organization “Heyday Latvia” started cooperation with Gen-Y City project team and Daugavpils ULG to develop common projects. One of them was dedicated to present co-working space in Daugavpils Fortress. That was something extremely new for the city - the first co-working space in Daugavpils, where could be developed community of creative people and IT professionals, who believe that Daugavpils is a good place for living and working, and for creating successful new enterprises together. This co-working space idea could be implemented in cooperation with the brand of Riga co-working space “The Mill”.

YouthPower.live is a regular event in Daugavpils, Latvia for young people and people who feel young made by NGO “Darītājiem”. This is a daylong experience exchange experiment. Ten people with the unique background share their life experience with an audience and discuss about connected themes live. YouthPower.live is also the platform for sharing ideas, learning and just getting closer to each other in order to develop local community through high quality educational and cultural content!





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Activities	Lead Actor or Agency	Key Partners	Timescale	Resources per annum	Output indicators
"Young business minds" festival	NGO sector, entrepreneurs	Developments department, Business department, private entrepreneurs	3-5 project year	Funds, private financing, municipality budget	One in two years

"Young business minds" - the main idea of festival is inspire people to create their own enterprises. During the festival there will be invited speakers from different business spheres with their good practice stories or bad practice stories – to give useful advices. Before the festival there will be organized contest, where young entrepreneurs can present their ideas, so on the festival day the best ideas could be awarded in special ceremony.



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Summary

Goal of the Local action plan is to develop creative entrepreneurship and to attract young generation to the city development processes. The general goal of Daugavpils Gen-Y City is to retain, attract and develop talented young people. The main problem is that talented young people leave the city.

During the survey, the respondents expressed their opinion about creative places and events in the city, about popular tourism sites and about future development perspectives for the city of Daugavpils. According to respondents' belief, a creative city is characterized by cultural institutions and cultural events, creative activities, communities of craftsmen and artists in the city, as well as Culture and art are the most perspective areas of the city's development. Respondents believe that in order to develop various creative initiatives in the city, Daugavpils city municipality should develop a more creative urban environment (14 %), provide more support to cultural events and create the centre of creative industries (13 %), as well as finance the development of small entrepreneurs (10%).

Local action plan has several action lines with different expected results. Action lines come out from the all project activities, Local action group meetings and research which have been done during the project.

Local Action Plan has been developing for 3-7 years, depending on activities, within the framework of the project „Gen-Y City“. In order to develop various creative initiatives in the city, local activists need a place to meet and develop their creative potential. At the meeting of the project's local initiative group, the idea of creating a creative entrepreneurship center has emerged. Daugavpils Fortress is planned as a place for the establishment of a creative business center, as it has proven to be and develop as a touristic, cultural and creative arts block. The atmosphere in the Fortress – special magic, existing tourism and business offers, as well as the creative entrepreneurship center will fit in a united initiative ensemble that will promote development of the creative and entrepreneurial potential in Daugavpils. It is important for Daugavpils to promote the involvement of young people in urban life by doing business and promoting the city as a whole. The diversity of the education system, the creative foundation and the artistic atmosphere dominate in the city and are the key factors that contribute to the development of Daugavpils "y" generation. The city strives towards the promotion of creative business at the international level, and seeks to attract talented and creative people to stay and develop in the city of Daugavpils. Daugavpils future priorities: Satisfied with life, educated, creative, active and healthy residents, who are proud of their city; Economics, in which the industries with high added value are developed; Aesthetic and functionally arranged and developed urban environment.



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**Let's make Daugavpils a city, whose residents have diverse perception,
a city with stylish ambience, a city, where its vibration can be heard in the streets!**

