



## Development of the centres for culture and creative industries in Rāpina, Vilaka and Pechory

### PROMOTING HERITAGE

**Priority 2** Common challenges

**Measure 2.3** Preservation and promotion of cultural and historical heritage and support of local traditional skills



## Short summary of the project

The inhabitants of the border regions of Estonia, Latvia and Russia have an urgent need for the physical conditions (buildings) which will serve as the Centres for preservation of historical heritage, preservation and rehabilitation of cultural traditions and skills and for application of the skills into business development in cross-border regions of Russia, Estonia and Latvia, maintenance of know-how and local traditional skills. There is also need to develop a creative entrepreneurship culture in society and to promote understanding about the nature, structure and potential of creative industries.

To preserve the cultural heritage and traditions of the region, which are often kept by elderly people, activities aimed at promoting those values and sharing them with wider audiences, also cooperation among people working in the field of culture on each side of the border will be promoted thus contributing to better understanding of neighbouring nations.

## Overall objective

To utilise potential of the border region of Rāpina, Pechory and Vilaka for its cultural, economic and social development. To that end, the partners from three countries will be working together to preserve jointly the objects of cultural heritage, to contribute to the preservation and promotion of the local traditions and skills, to improve the quality of life in the border regions and to build the sustainable partnership network based on shared values and tolerance in multicultural environment.

To promote the equal opportunities, access to the projects' results will be made available for all, including disabled people.

## Specific objective

- ✚ Support the activities that promote local culture and traditions
- ✚ Support the development of local infrastructure and preservation of the historical heritage in regions
- ✚ Promote the benefits of rural life and maintenance of the traditional skills
- ✚ Acknowledge the good practices and local initiation for the development of rural areas and solving the problems in local level
- ✚ Create the appropriate support system for rural entrepreneurs (creative sector), take into consideration the needs of different target groups and branches of entrepreneurship

## Beneficiary

**Rāpina Municipality Government** (Estonia)

## Partners

- **Administration of Pechory District** (Russia)
- **Municipal Culture Institution "Culture Centre of the Pechory District"** (Russia)
- **Vilaka Municipal Council** (Latvia)





## Expected results

- + Improved **accessibility to cultural and historical heritage** for inhabitants and visitors (amount of infrastructure investments - 1 940 210 EUR, total reconstructed space: approx 2815m<sup>2</sup>):
  - o **Centre for Creative Industries in R pina** will be reconstructed (the historical building of the barn of the former R pina Manor, built in 1830);
  - o **Centre for preservation and rehabilitation** of material and immaterial cultural traditions in cross-border regions of Russia, Estonia and Latvia in the town of **Pechory** will be reconstructed (historical building of the Estonian Defence League, built in 1926-1928);
  - o **Centre for Creative Industries in Vilaka** will be established (the historical building of the former capuchin monastery, built in 1936 – 1940);
- + **Equipment** is purchased and installed in all centres;
- + **Folklore expeditions** in Pechory district - 3 groups of volunteers (12 persons in total) x 5 days. **3 master classes** organized, each with 10 participants. **ICH conference** in Pechory with 50 participants;
- + **Enhanced skills and knowledge** of cultural actors and handicraftsmen;
- + **New information** available to public **on cultural heritage** and **local traditions** (1500 booklets on the folklore expedition results, handouts at the conferences - 170);
- + **Increased interest** to local traditions, new contacts and networks. **Increased number of visitors** in the regions (visitors' statistics, 1 year after the end of the project the growth in visitors' number - 5% as average in the project regions);
- + **Better conditions** and physical environment to **carry out workshops, classes** etc. (amount of investments for equipment and supplies - 71 014 EUR).

## Final beneficiaries

- + Local inhabitants including students and younger generation
- + Local artisans and handicraftsmen
- + Elderly people and unemployed people
- + Beginning enterprisers
- + Ethnic minorities
- + Practitioners of traditional culture, masters and their successors
- + Arts schools teachers and students
- + Participants of amateur art groups
- + NGOs , SMEs and other organizations active in the traditional culture field

## Duration

**24** months

## Budget

Total budget: **2 200 067,85** EUR

Programme co-financing: 1 980 060,30 EUR (90%)

Project co-financing: 220 006,70 EUR (10%)

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