



ACTION PLAN

RIGA PLANNING REGION

“Protection and promotion of coastal fishing cultural heritage”



Lamprey fishermen, Photo by: Žans Graubics. Courtesy of: Latvian State Archive of Audiovisual Documents (LVKFFDA)

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Abbreviations

AP	Action Plan
FLAG	Fishing Local Action Groups
GP	Good practice
MoA	Ministry of Agriculture
MoC	Ministry of Culture
MoEPRD	Ministry of Environmental Protection and Regional Development
MoF	Ministry of Finance
OP	Operational Programme
RPR	Riga Planning Region
SH	Stakeholders
TEK	Traditional Ecological Knowledge

Introduction

This document presents the Action Plan developed by Riga Planning Region (Latvia) within the framework of INTERREG EUROPE Transnational Cooperation programme 2014-2020 co-financed project “Creating opportunities for regional growth through promoting Cultural HERitage of fISHing communities in Europe”/CHERISH. Implemented under Specific Objective 4.1. Improving natural and cultural heritage policies.

Fishery communities in the EU share the same challenges with regard to climate change, tourism pressure and the transformation of the European fishing industry. The EU recognizes the valuable role of their cultural heritage for sustainable development and stimulates increased efforts to better position and profile the fishing communities, including its intangible heritage, like myths to daily practices, traditions, ecological knowledge and crafts. Through the development and implementation of new strategies utilizing cultural assets of fishing communities’ new jobs and new products or services are created as well. Interregional cooperation and policy learning will allow exchange of experiences on the development of policy for the protection and promotion of cultural heritage in fishing communities via the integration of the lessons learnt into the regional policies.

The objective of CHERISH is to improve regional development policies to protect and promote cultural heritage in fishing communities in order to boost attractiveness of these regions for businesses, local people and tourists.

CHERISH facilitated interregional cooperation and policy learning process among 9 partners: Middelburg (the Netherlands), Riga (Latvia), Mallorca (Spain), Kavala (Greece), Alto Minho (Portugal), Paphos (Cyprus) and Abruzzo (Italy) and Snowchange (Finland) and The Coastal Union Germany - EUCC (Germany) as knowledge partners.

Local context

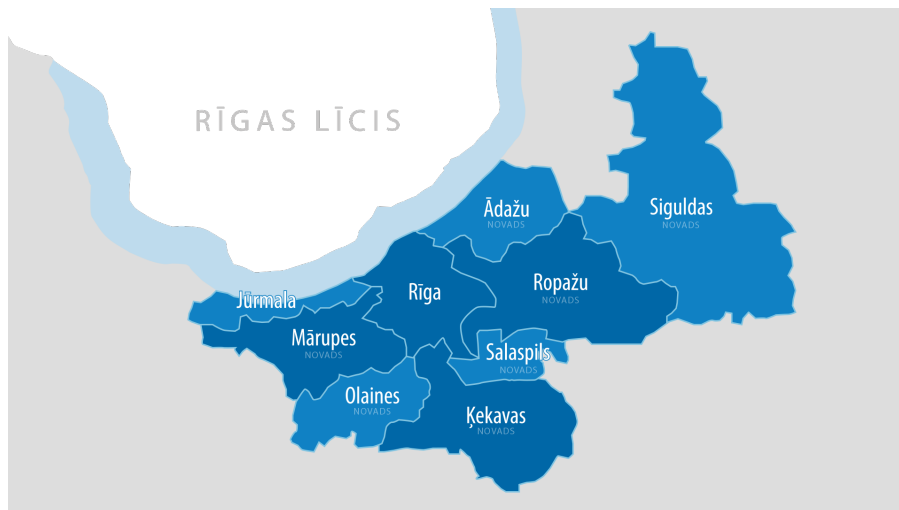
Riga Planning Region

Latvia is located in the northeast of Europe near the east coast of the Baltic Sea and its coastline extends to 494 km long, which is 0,7% of the EU's 66,000 km coastline. Inland waters in general occupy 2340 km² or 3,6% of Latvia's territory. The coastal area of Latvia is a destination to more than 2 million local visitors per year (2019 data, INTERREG BSR Programme project Land Sea Act).

Riga Planning Region (further - RPR) is a capital region, located in the central part of Latvia. RPR covers 3335,13 km² or 5,17% of the entire territory of Latvia. The population is 916 962 inhabitants or 44,72% of all the inhabitants of Latvia live in RPR. In Riga concentrates political, economic, scientific and cultural life of the country.

The Administrative Territorial Reform with consolidation of municipalities and a regional reform changing borders of the regions in 01.07.2021. has brought major changes to RPR. Now RPR the territory of the region includes the capital - Riga and a resort city - Jūrmala, and 7 municipalities - Ādaži, Mārupe, Ķekava, Olaine, Salaspils, Ropažu and Sigulda.

RPR is located at the Gulf of Riga of the Baltic Sea. RPR has a sea border of 59 km. Long coast, mild climate, four seasons change, coastal city and port infrastructure, pine tree covered dunes, landscape, mostly non-freezing Riga Gulf, unpopulated sea side are the main coastal resources and magnet to visitors in Latvia.



RPR as an institution is a public authority, established in 2006 with the aim of ensuring development planning, coordination and cooperation between local governments and other public administration bodies. The Regional Development Law defines its tasks and functions. Planning regions of Latvia are funded from the State Budget and supervised by the Ministry of Environmental Protection and Regional Development. The decision-making body of RPR is the Riga Planning Region Development Council (RPRDC) consisting of heads of municipalities. The Administration executes tasks and functions of RPR. Three municipalities are located on the coast of the Riga Gulf– Jūrmala, Riga and Ādaži.

Lamprey fishing and cooking tradition in Carnikava (Ādaži Municipality) is a special and internationally recognized value of coastal fishing cultural heritage of Riga region. Carnikavas nēģi/Carnikava Lamprey is a registered trademark under the European

Register of Protected Geographical Indications since 2015. Lamprey catching and cooking tradition dates back to the 17th century. Every year Carnikava Lamprey festival is being organized in August to celebrate the opening of lamprey fishing season and gathers thousands of visitors and guests to enjoy a festive procession, lamprey tasting, an artisan market and a party until the morning. Lamprey catching and cooking forms a strong identity around its cultural heritage protection and promotion activities of Carnikava.

RPR will support and monitor implementation of this Action Plan as Project Partner involved in CHERISH project. CHERISH Action Plan in the projects monitoring phase will be implemented in the initial project territory including municipalities and stakeholders of fishing community.

Coastal fishing communities and activities

Fishing as one of the nation's traditional economic activities in Latvia has long and deep historical roots dating back to the 9th century. The development of the industry was primarily determined by long, thousands of years-occupied seacoast, by the large number of lakes and rivers. Latvian waters were known for cleanliness and richness in valuable fish stocks, particularly: pale, flounder, salmon, pike, lamprey, bream, whitefish, seagull, vibes, and eel also sprat, cod, herring and other fish also lived. Therefore, fishing villages were formed on the shores of the water basins, whose inhabitants inherited the activity from generation to generation.

In the 19th century and early 20th century, 10 000 - 12 000 people worked as professional fishermen in Latvia. For some of them, this was primary occupation, and for some it was the source of additional income (auxiliary employment). Others fished to provide the family with food.

The most active fishing areas were located in close proximity to the major centres of Latvia or to important transport routes located on the seaside, close to the large lakes, rivers and estuaries. Such were, for example, Liepāja and Riga, fishing villages of Kurzeme region, Salacgrīva neighborhood in Riga region.

Nowadays the fisheries sector in Latvia has three main areas of activity - fishing, fish processing and aquaculture. Fisheries, especially fishing, in Latvia have a long history and traditions. This was determined by both access to the Baltic Sea and the richness of inland waters. Until middle of the 20th century less intensive fishing gears were mostly used in fishing - nets, traps, hooks; from more effective - towed nets. Fishing in the Baltic Sea and the Gulf of Riga was limited to the coast. Fishing in the open sea began in the 20th century at the end of the 1940s, with the introduction of more powerful fishing vessels. Along with the Baltic Sea fishing fleet, the high seas fleet also developed. In 1950s of the 20th century, there were 11 fishermen's collective farms located in the largest coastal villages and cities: Salacgrīva, Zvejniekiems, Carnikava, Riga, Jūrmala, Lapmežciems, Engure, Mērsrags, Roja, Ventspils and Liepāja. With the restoration of independence, the fishermen's collective farms were abolished and the fishing fleet was privatized. Soviet times left a negative impact of preserving coastal fishing heritage, since the Baltic Sea Coast of Latvia was an external border where in some parts of it, the coast was not accessible for general population and used for military and defense purposes of the former USSR and economic activities on the coast were centralized and strictly regulated in fisherman collective farms.

According to regional analysis, the fishing fleet consists of 703 fishing vessels - 68 vessels fishing in the Baltic Sea, behind the coastal strip in the Gulf, 7 offshore vessels and 628 small-scale coastal fishing vessels. In Riga Planning region there are 40 fisheries and 870 people are employed in fishing (2019 data).

SWOT analysis of fishing cultural heritage in Riga Planning Region:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Existing fishing cultural heritage assets – historic villages, activities, parks, breakwaters, tools, nets, boats • Fisherman communities (families) • Communities start to value local cultural and natural heritage • Local fishing action groups have positive cooperation experience (entrepreneurs, NGOs, etc.) • Fish processing and production traditions • Nice and untouched nature – diverse seaside (stony and sandy beach, pine trees and other natural assets) • Culture and networking opportunities and community activities • Available EU funding – LEADER • Developed tourism infrastructure – holiday houses 	<ul style="list-style-type: none"> • High seasonality • Unemployment, low salary income • Young people tend to leave small coastal villages to larger development centres • Tourism and fishing potential unutilized • Insufficient market and selling spots • Marketing of fishing cultural heritage offer to tourists • Low innovation in fishing production, tourism offer • Quotas and fishing resources decreasing • Control of seals necessary • Tourism infrastructure needs improvement • Territories located in nature protected areas – limits on economic activities
Opportunities	Threats
<ul style="list-style-type: none"> • New job creation using local resources and assets • Development of community centres (smart villages) • Culture, sports and life-long learning • Youth involvement in fishing activities, traditions • Decreasing seasonality in fishing • Retaining cultural heritage centres • Improvement of nature and green tourism infrastructure • Sustainable use of existing cultural and natural assets • Innovative fishing tourism offer – products, services, experiences 	<ul style="list-style-type: none"> • Ageing population • Fishing cultural heritage participants and ambassadors passing away • Inability to pass fishing cultural heritage to younger generation • Lack of education and training opportunities for specific skills in fishing communities • Insufficient development of infrastructure to assess cultural and natural heritage in coastal areas • Increasing fishing production costs – losing competitiveness in the markets

Part I – General information

Project: “Creating opportunities for regional growth through promoting Cultural HERitage of fISHing communities in Europe”/CHERISH.

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Part II – Policy context

The Action Plan aims to impact: the Operation Programme for EU Structural Funds and Cohesion Fund 2021-2027 for Latvia (OP)

According to the approved project application submitted in 2017, within the framework of CHERISH project, RPR **intended to address the following Policy Instrument (PI): Operational Programme "Investment for Growth and Jobs Programme " 2014-2020, Specific Support Measure (SSM) 5.5.1. "To preserve, protect and develop significant cultural and natural heritage, as well as to develop related services"**.

SSM supported cultural and natural heritage restoration and related service development and creation. SSM had 4 calls for project proposals. The 2nd call of project proposals "Investments for the development of cultural and natural heritage in local governments whose administrative territory borders the sea (except the capital- Riga)" supported investments into infrastructure and cultural heritage objects and infrastructure elements linked to fishing cultural heritage. The investments were intended to foster the economic growth, business and employment, creation of new services and linking with other public and private investment in the relevant territory. Local municipalities implemented projects involving and consulting with planning regions, cultural and natural heritage owners (associations, foundations, religious organizations, natural persons registered in legal or commercial register), SMEs, other public authorities. Selection of project applications was based on restricted selection procedure. SSM supported following activities: renewal, reconstruction and restoration of important cultural and natural heritage sites based on local government development programs and related infrastructure, construction of new infrastructure with a view to improving the services provided at the cultural and natural heritage site, and development of new services, improving the reach of natural and cultural heritage sites and exploring cultural heritage.

The Ministry of Culture implemented SSM in co-operation with the Ministry of Environmental Protection and Regional Development, the content planning was ensured in co-operation with the State Inspection for Heritage Protection.

ERDF funding allocation to the 2nd call of proposals was focusing on coastal municipalities (except the capital Riga) was 15 million EUR.

Following cultural heritage infrastructure development activities were implemented in Riga region coastal municipalities within SSM 5.5.1 and completed by middle of 2021:

- Salacgrīva Fisherman's Park: redesign and modernisation of the park, improving the surroundings of the park and improving the accessibility of the environment.
- Lauču landstone: Creating informational educational paths to Lauči Stone by beach. Establishment and improvement of the public bathing site Varian, by establishing a safe and well-established sunscreen, active recreational and child area on the beach.
- Sun shore City Neibade Park in Saulkrasti: Redesign of the park by reconstruction of an open-air stage, improving sound quality and ensuring the availability of the environment, as well as modern stage spaces for outdoor performances.

- Carnikava - Lamprey Festivals site. Construction of a new barn and shelter at the centre of Carnikava municipality local history museum where now historic fishing boats are displayed. A new open-air concert stage with visitor seats in Carnikava Manor Park constructed. Developing the infrastructure of the historic coastal village by establishing a single cultural tourism route.
- Restoration of the building by returning to it the function of the Ķemeri water tower in Jūrmala. Tourism information point established including interactive exposition and art gallery.
- Melluži Open-air stage reconstructed in Melluži, Jūrmala: Restructuring of the open-air stage and construction of the acoustic wooden roof, rebuilding of the bar building and improvement of the area.
- In Engure, a historic fishermen village, walking docks, a bridge over the Engure River built and the development of infrastructure for active but sustainable use of the beach was improved.

The implementation of funding relevant to this PI is completed in 2021. However, specific challenges remain topical and they are related to the necessity to increase the capacity of local community actors and municipal planning specialists to protect, revitalize and promote fishing cultural heritage so it contributes to identity and economic activity of communities living and working in the coastal municipalities. Cultural heritage of fishing communities used to be a strong regional identity and an important economic activity. However, nowadays, a special effort needs to be devoted to help fishing communities utilize the potential of fishing cultural heritage to address various challenges related to decreasing fish stock, depopulation in rural areas, especially of younger generation, environmental issues and others. Nevertheless, this cultural heritage is an important factor for economic longevity, attractiveness of coastal territories and identity that can be used to better market these territories for guests, attract investment and create jobs. Therefore, capacity of local coastal communities need to be strengthened to access the financial resources: ERDF, Fisheries Funds, LEADER type activities to develop and implement innovative projects for protection and promotion of fishing cultural heritage (products and services) linked to tourism. Transnational experience exchange and learning from good practice examples of other European coastal regions sharing similar challenges in protection and promotion of fishing cultural heritage was acknowledged in CHERISH project and serve as an inspiration for defining the actions of this AP.

To capitalize on investments made into the infrastructure of coastal municipalities to revitalize cultural heritage infrastructure elements accomplished within SSM 5.5.1. "To preserve, protect and develop significant cultural and natural heritage, as well as to develop related services", several challenges related to soft capacities of local community actors and municipal specialists remain to be addressed, specifically such as:

- Activating, involving, capacity building and supporting cooperation among community actors and stakeholders (local action groups, museums, tourism specialists, etc.) to develop, apply for funding and implement joint, innovative projects for protection and promotion fishing cultural heritage and using tangible and intangible cultural heritage values to improve the attractiveness of communities, creation of new tourism products and services based on fishing cultural heritage, etc. (addressed in Action 1 of this AP)

and

- Integrating fishing cultural heritage protection and promotion into local and regional policy planning documents to create policy framework allowing

definition of investment activities related to fishing cultural heritage protection and promotion into local and regional financial frameworks on one hand (addressed in Action 2 of this AP)

To ensure continuity of experience exchange and lessons learned from good practices in CHERISH project addressing PI Operational Programme "Investment for Growth and Jobs Programme " 2014-2020, specifically Specific Support Measure (SSM) 5.5.1. "To preserve, protect and develop significant cultural and natural heritage, as well as to develop related services", **this AP will address a new PI “Operational Programme for Latvia 2021-2027”**. The PI plans to address cultural heritage protection, wise management of it and promotion activities. In particular funding resources relevant to activities of this AP are planned in two Specific Support Measures: 3.4.2. “Enhancing the role of culture and tourism in economic development, social inclusion and social innovation” and 5.1.1 “Promotion of integrated social, economic and environmental development of the local territory and cultural heritage, tourism and security in functional urban areas”. SSMs will address the development of new services and functions, using scientific and technological innovations and digitalization, thus creating a wider economic, social and territorial impact on the developed area in the field of protection of cultural heritage sites and activities.

SSM 3.4.2. “Enhancing the role of culture and tourism in economic development, social inclusion and social innovation” SSM 4.3.2 will support investments in capacity building of cultural operators and development of innovative socially inclusive cultural services, with positive impact on local communities as well as on regional and urban economic development, including strengthening the role of cultural operators as local community centres and promoting job retention and job creation. Support will be given to the creation of a new cultural offer oriented towards social inclusion, while developing new approaches such as fostering cooperation between cultural, health and social operators. For the purposes of developing cultural offer, support may also be provided for necessary investments in capacity building of cultural operators, including in equipment and infrastructure.

In order to promote social inclusion of society, in particular vulnerable groups, and to reduce social inequalities through cultural experiences and services, support will be given to the accessibility of services provided by cultural operators, including accessibility for people with disabilities and other socially disadvantaged groups with low cultural participation rates, as well as to the broadening of the content of cultural services, including the integration of socially relevant topics into cultural offerings and the development of integrated cultural experiences, while supporting the wider use of digitization opportunities. Support will be given to: 1) the development of socially inclusive cultural and culturally based services, products and programs, incl. promoting inclusive cultural and cultural activities, incl. digital environment, contributing to the well-being of society, social cohesion, strengthening the foundations of a democratic society; 2) the development of services, products and programs that educate society, promote the process of social inclusion and employment, provide opportunities for lifelong learning, support the integration of artistic and cultural content and methods in the learning process, the development of skills for personal development and the labour market, especially for children and young people, support the social activity of senior citizens, stimulate the cognitive functions of senior citizens and people with special needs and preserve mental health through innovative methods of cultural education; 3) the development of services, products and programs that develop cultural skills and knowledge, contribute to improving the quality of life of communities, increase tourism flows and stimulate entrepreneurship and employment.

SSM 5.1.1 "Promotion of integrated social, economic and environmental development of the local territory and cultural heritage, tourism and security in functional urban areas".

Actions to be supported include investment in cultural infrastructure, with a particular focus on measures to improve the performance and operational efficiency of cultural facilities, creating wider economic, social and territorial impacts and areas for development. [...] The investment projects should ensure more effective use of the potential of cultural heritage for economic development and social issues, strengthening local communities, creating new social dynamics, providing an attractive environment for local people and developing an authentic tourist destination offer for tourists, thus ensuring the visibility of the region, developing local entrepreneurship and increasing municipal revenues.

Investments implemented under SSM 5.1.1 can serve as a stimulus for further investments under SSM 4.3.2, developing innovative, socially inclusive and community-oriented cultural services in the infrastructure created under SSM 5.1.1 projects. Investments should be made in areas where successful tourism strategies (part of the development program of the municipality or planning region) and successful networks already exist.

In addition, to present knowledge various INTERREG programs Latvia's regions are eligible in 2021-2027 also will support initiatives in blue growth, increasing to routes and tourism products by various societal groups, sustainable and wise management of nature resources and promotion of cultural heritage.

The defined self- performance indicator for implementing this AP is a number of innovative actions, in total ten (10), supported in fishing communities fostering economic activities and sustainability of cultural heritage.

Overall objective of the Action Plan, therefore, is a two-fold:

- **first, to strengthen the capacity of actors of coastal communities to develop new projects for the protection and promotion of fishing cultural heritage to be able to attract funding from EU funds in the period 2021-2027 and,**
- **second, to facilitate local policy planning capacity and process so it includes priorities and actions for the protection and promotion of fishing cultural heritage and creates enabling policy framework on local level.**

Part III – Details of the actions envisaged

ACTION 1: Supporting cooperation platforms of fishing communities to implement policies and use funding instruments for fishing cultural heritage protection, promotion and development of new tourism offer initiatives

(Keywords: # Fisheries # Culture # Conservation # Promotion # Tourism)

1. Relevance to the project

The inspiration in defining the action came from the following Good Practices presented during the project that were inspiration for new ideas for initiatives that can be implemented at community level involving and supporting fishing cultural heritage communities and their cooperation platforms:

- *Recording and documenting tangible and intangible cultural fishery heritage in Zeeland presented by Middelburg (the Netherlands)* implemented by the Foundation for Cultural Heritage Zeeland. The foundation is recording and documenting tangible and intangible cultural fishery heritage to preserve this knowledge and to make it available for social and economic purposes. The website www.zeeuwseankers.nl informs and inspires inhabitants and tourists discovering the province. It contains stories on tangible and intangible cultural fishery heritage dating from the earliest days, for example stories on 'allec' (a Roman fish sauce), ships, ports, oyster beds, mussel fishery, markets and auctions, craftsmanship (fishing and processing techniques and materials) and food. Heritage benefits from a sustainable and high-quality touristic disclosure, which might contribute to the protection of it. Visitors and inhabitants will benefit from a more coherent narrative about Zeeland as this will provide them with more accurate information and unexpected and surprising combinations between different heritage locations.
- *Fishing Tourism in Cyprus: an alternative way to learn traditional fishing culture* presented by Paphos (Cyprus). Region of Larnaca offers experiencing fishing tourism in a fisheries-dependent region, Zygi (a small fishing village). The main objective is to provide entertainment and awareness to residents and tourists in order to protect the natural social and cultural environment through their contact and participation in traditional fishing activities. Thus fishermen are involved in the tourism hospitality, demonstrate their work and disseminate the information on the marine environment and traditional ways of fishing. The practice included upgrading of the ship vessels to be used for fishing tourism. Fishing tours were organized to learn about the fishing activities and introduced to the history of the village and the traditional fishing activity. In addition, guests are informed about ecology and the environment of the area (bird watching, walking, etc.), and local history heritage objects. Visitors are taken on the fishing vessels and participated in traditional fishing trip and practicing traditional ways of fishing (fishing nets, rod, etc.), stories about fishing in the sea were told.
- *The Martinsicuro Ecomuseum of the Sea and of Fishing* presented by Abruzzo region (Italy) that documents and keeps fishing cultural heritage and involves local community in operations of the museum. The Ecomuseum

aims to support and empower the local community to develop and manage its own heritage, helping it to conserve its resources and traditions, while encouraging tourists and community members to enjoy visiting and utilizing Ecomuseum sites. The Ecomuseum in its activities involves three major agency groups, personnel, visitors, and local inhabitants and their interactions and relations with the Sea and of Fishing objects and heritage of the Martinsicuro community and place.

- *The “Costa dei Trabocchi” territorial brand presented by Abruzzo region (Italy).* “Costa dei Trabocchi” is the brand that identifies the Trabocchi Coast making the territory more attractive for potential visitors and tourists. The “Costa dei Trabocchi” experience demonstrated that it is possible to create synergies among public and private initiatives to combine the quality of the services with the naturalistic aspect and to articulate shared policies that give tourist value to the local gastronomic and wine excellences. The territorial brand focused on common strengths in tourism (such as cycling, wine and food traditions, natural and cultural heritage), thereby creating a recognizable profile as a tourist destination and differentiating the regional economy by linking it to tourism. The “Costa dei Trabocchi” brand also established a direct link between the top-down initiatives of the Abruzzo Region (regional laws for the valorization of “trabocchi”), of the existing public-private partnerships (FLAG, LAG, DMC, PMC) and the local activities and stakeholders (tourist information offices, hotels, city guides, etc.), which remains in any case responsible for customers. It is an excellent example how to use local tangible cultural heritage object Trabocchi fishing nets to create strong and recognizable brand of the coastal region.
- *Canned Fish – Traditional method (VIANAPESCA gourmet) presented by Alto Minho region (Portugal).* GP demonstrates the involvement of an umbrella fish processing cooperative that processes, brands and markets canned fish thus assisting and pooling catches of many small fisheries in the coast and adds value to the end product through joint brand, marketing and specially designed selling points. To intervene in the regulation of the minimum prices so that the fishermen have enough financial results to maintain their activity and thus keep the Communities Fishing alive, VIANAPESCA PO has decided to invest in the canned fish with a traditional method.
- *Aquamuseu do Rio Minho demonstrated by Alto Minho region (Portugal) a natural science and fishing cultural heritage museum.* The exposition presents and combines scientific research and education function. The exposition holds fishing tools, historic testimonies and aquarium presenting wildlife of the river. The museum is especially attractive and important for school children as water wildlife exposition is hosted in one museum that also keeps fishing cultural heritage information and artefacts.
- *GÀLIBS Project Mallorca (Spain) compiles and digitizes traditional wooden boats templates designed by current and ancient Mallorca shipbuilders.* Traditional shipbuilder trade in Mallorca is in jeopardy since the demand for new wooden boats is practically non-existent and shipbuilders work consists

only in repairing the remaining ones (about 700 on the island). The wooden boat is the keystone of traditional shipbuilder trade. Thus, “Gàlibs” project aims to preserve part of this know-how through the compilation of templates (called “gàlibs” in local language) from wooden boats designed by shipbuilders and try to obtain as much information as possible about abandoned and structurally unsound boats. The GP demonstrates practical involvement and cooperation between experienced craftsman and younger generation working side-by-side in ship restoration workshop. Moreover, this project documents the traditional shipbuilders’ knowledge and building technologies (blueprints, designs, models), protects and transfers this craftsmanship for future generations. On the other side, the collection and recording of this information helps “to fight” against the progressive loss of the artisanal fleet since it guarantees the transfer of knowledge and design to future generations.

2. Nature of the action

The Riga region has an identifiable community of people who practice the preservation of the intangible heritage of fishing cultural heritage (e.g. coastal fishermen, Museums, fishing tourism businesses and tourism specialists) and on every day level practice the preservation of the traditional coastal landscape and environment, including the maintenance and demonstration of objects and artefacts. The above-mentioned values are already being used, as well as they have a great potential for the development of new tourism products as well as for the promotion of tourism on the coast of the Riga region in general. Intangible cultural heritage (fishing) can be used as a resource for income generation and economic development by commercializing it in the form of various products and services, including the development of tourism.

Interdisciplinary cooperation among Tourism Information Centers, museums and fisherman needs to be strengthened. Moreover, besides cooperation facilitation, the capacity of involved stakeholders should be raised enabling joint development of new projects aiming at protection and promotion of fishing cultural heritage and integration of it into new tourism products and services. From competing for funding to formulation and implementation of joint projects is necessary that can be achieved by raising awareness on available funding resources, generation of innovative project ideas leading to sustainable tourism products and services covering a wider area of coastal territory, contributing to the identity of coastal areas, further educating various groups of stakeholders about tangible and intangible fishing cultural heritage importance to keep coastal communities sustainable and attractive for local and international visitors.

Objective of the activities is to create and implement a comprehensive cooperation platform of stakeholders involved in the preservation, promotion and development of fishing cultural heritage in Riga region with capacities to attract public funding.

3. Specific activities to be implemented

Following activities will be implemented within the framework of the Action:

3.1. Facilitating a permanent cooperation network of stakeholders, experts and opinion leaders in the development and promotion of fishing cultural heritage in the Riga Region. For that a database of contact information of key stakeholders in fishing cultural heritage and promotion will be elaborated and used, incl. for implementation of other activities in both Actions 1 and 2.

3.2. Organizing an annual Fishing Cultural Heritage Day, where participants share current events, recent development, opening up cooperation opportunities and networking and exchange experiences in the implementation of activities. It can be organized on a rotation principle with a different focus. Funding sources for it could be coastal municipality, if organized by FLAG – EU Fisheries Fund or NGO's fund.

3.3. Organizing information seminars about funding opportunities in close cooperation with the Ministry of Culture, the Ministry of Agriculture, the Ministry of Environmental Protection and Regional Development and the Latvian National Culture Centre available for preservation and promotion of fishing cultural heritage.

3.4. In cooperation with the coastal municipalities and their Tourism Information Centers identification and consolidation of ideas about joint cooperation in tourism products, services and routes with a potential in the areas of fishing cultural heritage promotion in Riga region.

3.5. Providing support and involvement in activities of a Local Action group (1) of Riga region active in coastal community related to development and implementation of projects related to the preservation, promotion and development of the Cultural Heritage of Fisheries: idea generation, CHERISH GPs practice further transfer to initiate new project ideas. Development of a project idea bank, carrying out international project partner search activities.

3.6. Providing practical support for integration of fishing cultural heritage protection and promotion aspects into FLAG's local development strategy for the upcoming period.

4. Stakeholders involved:

- Ministries: Ministry of Culture, Ministry of Environmental Protection and Regional Development, Ministry of Agriculture;
- Local Community Action Groups, FLAG – Jūras Zeme;
- Municipalities 2 coastal municipalities outside urban areas: Ādaži and Jūrmala;
- Local history centres, museums in Carnikava and Jūrmala;
- Fishing community representatives;
- National Intangible Cultural Heritage Centre;
- Fishing entrepreneurs;
- Tourism service providers and information center specialists.

5. Timeframe (please specify the timing envisaged for action 1)

December 2021-December 2022

6.Costs (please estimate the costs related to the implementation of action 1)

Costs include:

Staff costs – 2000 EUR (RPR); Meetings and events – 3000 EUR (various sources, RPR incl.)

7. Funding sources (please describe how action 1 will be financed. Is it through the policy instrument(s) indicated in part II):

Financial resources to implement the activities mentioned will be provided from the resources from Riga Planning Region. For organization of events, various sources, incl. those of the stakeholders, will be used.

ACTION 2: Strengthening the capacity of coastal communities for integration of fishing cultural heritage support activities into local policies and measures

(Keywords: #Fisheries #History #Support #PlanningDocuments)

1. Relevance to the project

The action is inspired by following good practice examples and experiences gained from transnational experience exchange of CHERISH project:

- *Fishing tourism regional law n. 23 5/6/2012 shared by partner of Abruzzo Region (Italy)* that encompasses The Regional Law on fishing tourism that regulates activities related to the sea, contributing to diversification of fishing activities and integration of fishermen's incomes. The Regional Law on fishing tourism regulated for the first time in Italy (but also in Europe) activities related to the sea, such as tourism and fishing tourism, with the favorable opinions from regional operators in the fishing world. The legislation, in fact, besides providing the possibility for tourists to be guests of the boats, also allows the creation of refreshment points on the ground, with the concrete possibility of enhancing local traditions. The Law set the operational bases to allow the implementation of important activities of diversification of fishing activities and integration of fishermen's incomes including Fishing Tourism and the so-called "Hospitality on board during the ordinary exercise of Fishing", which allow to host on board subjects other than crew, for mere purposes of observation and knowledge of fishing methods, during the ordinary course of fishing activities with the systems authorized by the license held. The consultation process involved mainly private actors such fishermen.
- *"Borghi -Viaggio Italiano" an interregional initiative among 18 Italian Regions* for the qualification of tourism offer and development of sustainable tourism shared by partner of Abruzzo Region (Italy). The partner regions experiment a model of qualification of the tourism offer and development of sustainable tourism in order to promote and enhance the natural, cultural and social heritage of the seaside villages, also based on the active participation of the various participants (public and private) with which to share common strategies for developing sustainable tourism based on the characteristics of the territories, on the natural and socio-cultural heritage that characterize the local contexts of the Mediterranean seaside villages. The GP is enabled by the fact that Abruzzo region has a special regional policy for on fishing tourism that regulates activities related to the sea, contributing to diversification of fishing activities and fishermen's incomes. Regional Law allows more active exploitation of fishing as a tourism product and linking it with coastal heritage, increasing visibility of coastal communities, diversifying local fishermen's activities and income opportunities as well as enacts creation of cooperation platforms for synergies in implementing sustainable tourism offer on the coast.

- *Two GPs: “Responsible fishing”* on organizing and labeling fishing activities in protected areas and *“The protection of the marine environment through the education of fishing communities”* (Kavala, Greece) are inspirational for Riga region. Kavala addresses similar challenges to the situation in Riga region with, on one hand, with fishing cultural heritage protection, and, on the other hand still maintaining economic activities of fishing communities in a sustainable manner to keep coastal identity for tourism potential. Moreover, similar to Riga region, local fishing communities are located in nature-protected areas where fishing activities need to be balanced with nature protection considerations.

This AP will facilitate capacity building of fishing communities on new approaches and ideas for projects for sustainable fishing heritage protection and promotion and linking with economic activities, both good practices are of particular interest in terms of acquiring practical knowledge of creating cooperation platforms in (1) involving fishermen in monitoring fishing resources (part of TEK aims), practical actions involving fishermen and communities in decreasing pollution of the sea resources, etc., creating and implementing education programs for fishermen on ecosystem of fishing and benefits for its sustainable use and (2) creating and maintaining platforms for a dialogue among fishing communities and policy makers, research institutions, municipalities and business sectors for a sustainable use of the sea resources – responsible fishing.

2. Nature of the action

The cultural heritage of fisheries is part of the coastal identity of the Riga region, which largely characterizes not only the way of life in local communities, but also determines the economic profile of concrete territory. On one hand there are objective changes in the socio-economic situation in coastal municipalities (regulations that limit fishing activities, decreasing fish stock, inability to generate sufficient income only from fishing activities, etc.) that threaten the coastal population's opportunities to maintain and practice traditional lifestyles and activities. On the other hand the preservation of the region's fisheries cultural heritage has so far been positively influenced by a number of factors such as existence of local strategies of local municipalities that addresses protection and promotion of fishing cultural heritage, activities targeted at integrating fishing identity into tourism and economic activities, strategies of local action groups (such as FLAGs), existence National nature parks aiming at preservation of special nature values and species., etc. Therefore, it is of utmost importance that territorial development specialists in coastal municipalities are familiar with the necessity to integrate fishing cultural heritage into development planning documents and local policies that specifically target protection and promotion of fishing cultural heritage. Thus, there is a policy framework available on the local level that is coordinated and reflects priorities and support measures of ERDF: Operational Programme 2021-2027, the EU Fisheries Fund and others.

Given the growing population of the region's coastline (More and more people want to buy real estate near the coast) and the growing number of people visiting the region's coasts for tourism, it is increasingly difficult to maintain a balance between traditional coastal lifestyles and urban development trends: new real estate projects, intensive tourism flows, etc., including economic pressure, it is especially important to more actively involve coastal community actors in the development of planning of their communities.

Objective: To promote knowledge and strengthen coastal communities so that they can implement high-quality advocacy to reflect their needs and visions in municipal and other

planning processes for the preservation, promotion and use of fisheries cultural heritage, strengthening local identity and economic activities on coast, tourism including

Actions:

2.1. To organize an information and partnership building event for the representatives of the coastal municipalities of the region on the Instruments of the new Programming Period 2021-2027 (Structural Funds and Other Funds) for the Preservation and Promotion of the Cultural Heritage of Fisheries - for the Development of Tourism in close collaboration and involvement of line ministries and using their expertise.

2.2. Further developing coastal Traditional Ecological Knowledge (TEK) example (lamprey tradition) and using of it for educational and environment awareness rising activities to different target groups in communities, youth and children including, as well as using TEK to promote tourism in the region locally and abroad.

2.3. Continue an active collaboration with the region's Coastal Fisheries Action Group – Jūras Zeme (1 FLAG operating in the territory after the Administrative Territorial Reform in the region) to better reflect the needs of coastal communities in the Locally Driven Development Strategies 2021-2027.

2.4. Engaging into and providing opinion of Riga region in the process of the development of regulations for implementation of EU Structural Funds activities 2021-2027 to reflect the aspects and development needs of fishing cultural heritage protection and promotion activities to the ministries of the Republic of Latvia, which develop the Operational Policy of the respective areas (Structural Funds, EMFF, etc.)

3. Stakeholders involved

- Development planning specialists of coastal municipalities;
- Ministries involved into EU Structural Funds implementation regulations: the Ministry of Finance, the Ministry of Culture, EU Funds Department, the Ministry of Environmental Protection and Regional Development, Ministry of Agriculture;
- Local Fishing Action Groups – Jūras Zeme, Local Community Action groups
- Latvia Rural Forum;
- Research organizations for mapping, documenting and story development for fishing cultural heritage;
- National Intangible Heritage Protection office.

4. Timeframe

December 2021 – December 2022

5. Costs

Staff – 2000 EUR; Meeting costs – 2500 EUR

6. Funding sources:

Financial resources envisaged will come from the resources from Riga Planning Region.

Monitoring during Phase 2

The implementation of the proposed actions will be monitored by several indicators for both actions:

- Number of stakeholders involved in awareness raising about OP 2021-2027 funding opportunities related to local community development in coastal areas;
- Number of permanent contacts in coastal development stakeholders database;
- Number of local and regional strategies reflecting fishing cultural heritage and tourism promotion;
- 1 idea bank developed for project ideas;
- Number of visitors in local history centers and museums of coastal municipalities promoting fishing cultural heritage;
- Number of joint activities organized with local action groups.

Potential risks affecting implementation of AP

Main risk associated with the implementation of the AP is availability of open calls of proposals where projects focusing on protection and promotion of fishing cultural heritage and tourism related development actions can be submitted by local action groups, municipalities, NGOs, entrepreneurs and other beneficiaries.

According to recent consultations with the Ministry of Culture regarding of the progress of development of planning document and regulations for SSM 4.3.2. and SSM 5.1.1. and the Ministry of Agriculture regarding planning documents and regulations of the Fisheries Fund and other relevant financial instruments, the responsible representatives reconfirmed that funding in open calls for the fishing and local communities and other stakeholders involved in cultural heritage development and other coastal economic activities could be open starting from 2023. Implementation framework for funding instrument for “Operational Programme for Latvia 2021-2027” will continue in 2022.

Major efforts of the responsible national authorities are targeted at implementation of the “Recovery and Resilience Facility” to support reforms and investments in Latvia to mitigate the economic and social impact of the coronavirus pandemic.

The fact that implementation of “Operational Programme for Latvia 2021-2027” will be postponed infringes opportunities to attract funding for fishing cultural heritage and coastal development that is a key outcome of monitoring activities of the AP.

Another risk is associated with a number of initiatives that will be practically possible to generate during the monitoring phase. Following the Administrative Territorial Reform completed 30 June, 2021, the consolidation of municipalities and regional reform, the territory of the coastline for Riga region has decreased from 187 km to 59 km, hence, instead of 4 FLAGs and number of stakeholders involved in Phase I of CHERISH project, the Phase II will be implemented with a fewer number of stakeholders and 1 FLAG – Jūras Zeme. Empirically stating, the fringed numerical capacity of stakeholders involved in fishing cultural heritage communities, may also have a negative impact on the numbers of new projects and initiatives.

Date: _____

Name of the organisation(s) : :

Signatures of the relevant organisation(s): _____

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