



**Latvia
Lithuania**

cross border
cooperation programme
2007 - 2013



part financed by
European Regional
Development Fund

bringing neighbours closer

LATLIT NEWS

Newsletter

Summer 2009, No 5

Dear 'LatLit news' reader!

Welcome to the summer issue of "Latlit news"! We hope that you will enjoy our newsletter and find it informative and helpful. Probably you are eager to know the latest news from the Latvia-Lithuania Programme?

The 2nd Call of Proposals has been closed two months ago and now the assessment of 70 project applications received by the Joint Technical Secretariat continues until the end of September, when finally the decision on results will be taken. More detailed information about the statistics of 2nd Call received projects is presented in the article '2nd Call for Proposals is finished' of this Newsletter.

At the same time a lot of project events are happening in this summer. Check the list on the page 4. Also some tips on worth visiting events happening in Programme territory, you can find on our last page.

Do not forget to read the interview with Ramunė Vaičiulytė who is a vice editor-in-chief of one of the leading newspapers in Lithuania. Her notable advices and ideas how to approach the media can be found on page 3 of this Newsletter.

Moreover, we are happy to announce that new Project Manager Eglė Puošiūnaitė has joined our Joint Technical Secretariat team. Her profile is presented below.

Enjoy the "Latlit" summer issue!

Yours,

Joint Technical Secretariat team

2nd Call for Proposals is finished

The 2nd Call for Proposals of the Latvia-Lithuania Cross Border Cooperation Programme 2007-2013 was closed on 30 April 2009. Altogether 70 project applications have been received aimed at facilitating business, research and technology, labour market development (Priority I) and support strengthening active and sustainable communities (Priority II).

32 of the received project applications are with Latvian Lead Partners and 38 - Lithuanian Lead Partners. In addition 76 partners from Latvia and 69 partners from Lithuania are involved in implementation of the submitted project applications.

The total funding for this Call for Proposals is EUR 33.7 million: EUR 26 million for Priority I and EUR 7.7 million for Priority II. 36 project applications are submitted under Priority I with the requested almost EUR 17 million and 34 project applications under Priority II with the requested EUR 5 million from the European Regional Development Fund (ERDF) in order to co-finance projects' activities in Latvian and Lithuanian border region.

Project Lead Partners will be informed on the decision made by the Joint Monitoring and Steering Committee (JMSC) within two weeks after the meeting of the JMSC. Project Applications could be approved with conditions, it means, that within the set deadline Project Lead Partners will be requested to correct Project Application and submit it to the JTS. Only if all conditions set by the JMSC are fulfilled, Project Application will be finally approved.

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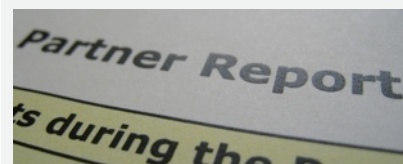
SHORT NEWS

Lithuanian phone number

The Joint Technical Secretariat can be reached calling to Lithuanian phone number +370 699 94692.

1st Progress Report

Progress Reports filled by the Lead Partner should be submitted to the Joint Technical Secretariat till 1 August 2009.



First Level Control Guidelines

First Level Control (FLC) Guidelines are approved by the Joint Monitoring and Steering Committee of the Programme.

The Guidelines are aimed at the first level controllers, lead partners and project partners and provide information on the verification process and overall scope of the controller's work. They can be downloaded from the Programme website www.latlit.eu

Results of the 2nd Call

Decision on 2nd Call projects approval will be taken by the Joint Monitoring and Steering Committee during the meeting on 24-25 September 2009.

New team member at the Joint Technical Secretariat



Eglė Puošiūnaitė

Eglė Puošiūnaitė is a new Project Manager at the Joint Technical Secretariat. She has more than 5 years of experience in planning, administrating and implementing European Union projects.

During this time Eglė carried out a number of complex and challenging tasks and delivered technical assistance to a wide range of economic, environmental and social projects funded by various sources including European Commission, United Nations as well as Lithuanian public institutions and private organizations.

Clay Festival in Daugavpils

The Daugavpils Clay Festival was organised on 22-23 May in the framework of project "Development of Creative Tourism Through the Creation of Clay Art Centres in Daugavpils and Utena" and City Festival "My Castle Daugavpils". The potters from Daugavpils Ceramic Art Studio "Latgale", their colleagues and project lead partners from Utena (Lithuania), as well as potters from Braslava (Belarus) and Daugavpils national art groups and craftsmen from Daugavpils, Utena, Braslava and Vitebsk were the main participants of the Festival.

On 22 May the ceramic kiln was placed and kindled in the square near the *Vienības laukums*. In the evening the potter's wares were put in the kiln and left for the night, waiting for the transformation of clay. The firing produces the irreversible changes in the qualities of ceramic wares. Due to the concentration of heat, the temperature in kiln can rise up to 900 degrees. After the firing the potter's wares become harder than rock, can hold the water and become fire resistant as the parts of clay stick together tightly.



On 23 May at 12:00 the Daugavpils Clay Festival was started with the opening of ceramic kiln. The matured potter's wares were removed from the kiln while warm. Also spectators were welcome to help the potters.



During the festival the participants had possibility to compare how the ceramic art products of

craftsmen from Latgale differ from the Lithuanian and Belarus pottery art. Afterwards the unique workshop was provided, where skills of Latvian, Lithuanian and Belarus potters were demonstrated. All festival participants were able to try to use the potter's wheel and create the pottery by themselves. At the same time the potters taught the children how to make the whistles (*svilpaunieki*), clay figures and other wares.

The serving of food in the pottery is the tradition of many cultures. Are they Lithuanian *cepelinai*, Ukrainian *vareniki* or Latvian grey peas with bacon, all have to be served in pottery. In the Clay Festival participated all 10 national cultural societies of Daugavpils. They prepared and served in the pottery the typical dishes, as well as did their performances all day long.



In October of this year in Daugavpils the seminar will be organised to present the training programme of pottery and ceramic courses developed within the project.

After the renovation of ceramic workshop of the Museum of Regional Studies and Art of Daugavpils, starting from January 2010 the master classes of professional potters will be organised. During the master classes all with the interest to participate will be invited to learn about the traditional craftsmen skills and get the knowledge, in such a way varying of their free time. The master classes will be public - also visitors of city will be able to take part to become acquainted with the regional traditional crafts art, also by trying to make some pottery or thing. Therefore the services of creative tourism in city will be provided.



Oksana Ječmėgova, Project Manager of the Daugavpils City Council

Seat belts can save your life

International traffic accident simulators' campaign under the motto "Buckle up and survive!" has been successfully organized on 7-10 July 2009 in Latvia in the frame of the project „LATLIT TRAFFIC” part financed by the Latvia-Lithuania Cross Border Cooperation Programme 2007-2013 and led by the Latvian office of Euroregion „Country of lakes” in co-operation with project partners in Latvia: Spogi, Livani, Vilani, Malta, Rezekne, Ludza, Dagda and Kraslava.

Special transport practically demonstrated to the local traffic



participants the effectiveness of seat belts during the crash of a car in 2 types of accidents: 1) when the car is rolling; 2) when the car is hitting the wall with the speed of

just 26-32 km/h. Equipment was provided by Lithuanian traffic safety company.

Originally about 70 participants in each settlement have been planned, but the results exceed expectations - in average 160 participants in every place with the most active participants being in Kraslava town - almost 300 participants. The youngest participants were 6 years old and the oldest - 76.

Latvian state road police and local municipal police was involved in organization of traffic accident simulators' campaign as well - drivers and passengers who did not use safe belts were invited to the simulators instead of paying fine.

Traffic accident simulators' campaign on Lithuanian side will be organized on 27-30 July 2009 in co-operation with project partners in Zarasai, Visaginas, Ignalina, Utena, Kupiskis and Anyksciai.



Ilze Stabulniece, Project Manager, Euroregion "Country of Lakes"

How to spread the word about your project

Ramunė Vaičiulytė is the vice editor-in-chief of the newspaper „Respublika“. Her previous experience includes work in radio, TV, regional media. Now she makes decisions on topics that are chosen for one of the two leading Lithuanian dailies. Below you will find out, how to prepare yourself for the interview and how to make your articles interesting for the readers.

We are one of the European Union Programmes and have a lot of interesting projects that aim at improvement people's life in the regions. Could you please tell us how to build awareness of the projects?

I think, where and how to spread information about any object depends on audience.

Do you often write in your newspaper about projects and good things that are done to improve the quality of life?

Of course! And we also have good news for good news makers! On Thursday our newspaper always publishes information only about good works, projects, interview with heroes and so on.



Ramunė Vaičiulytė

Why only on Thursday?

I don't mean that there is no place for good news in the newspaper on the other days. A stereotypical opinion about us is that "meat" of the media are scandals and bloody crimes. We are trying to open people's eyes and to show that this opinion is not true – newspaper can be without any scandals. Why did we choose Thursday? Because in the old times this day was called Fish day – day without meat. So, once a week our newspaper is „without meat“.

What information is interesting for media?

When you create newspaper, exists just one criteria - you are looking for the information, which is interesting not for couple, but for many people. Usually, people are interested in useful information. For example, if we have information about conference for teachers and information about new computers for library, it is obvious that we will be more interested in the second one.

How the press spoke person has to prepare himself for the interview?

He or she should take care that information would reach the right people and media channels. Also this person has to think how to make people to be interested in that information and how to keep their attention.

Can you give some advices how to do that? How to know if information is interesting for someone?

My advice will be very simple: before spreading information you should ask yourself one question – why media has to publish my information, is it interesting and relevant? When you answer that question, you cannot lie to yourself. Even if you are lucky to foolish yourself, be sure you won't foolish the ones, who are writing about you.

There is a stereotype that you have to pay if you want information to be published. Is it true?

Part of true.

Could you please explain?

Each media channel tries to spread the most important and the most interesting information for their audience.

We always pay attention to the projects, which are useful for many people and never write about those, which are just the object of praises or need publishing because of selfish aims.

Look from the point of journalist – why one has to torture his reader by uninteresting and irrelevant information? But do not misunderstand me – this information also has the right to be published. For that reason exists possibility to make reservation of articles in the newspaper. So, people, who wanted to see that information in the newspaper, feel happy, newspaper and journalists feel honest with their reader, readers see that this information was reserved and choose to read or not to read. On the other hand, that kind of information has their own pluses – person, who orders that information, can write article by himself or just to say to journalist priorities, which are important and need more attention.

And...

By my experience, I can say that the most creative projects executors usually find excellent collaboration forms with media. Sometimes they even make media as a project partners. Why not? I think, it is just the question of negotiations.

How to stand out of crowd?

We are living in a global space, where information noise exists and people do not have time. Scientists counted that one person spends maximum 17 minutes for the media per day. It is a challenge how to make people not only to choose your newspaper, but also – to read published articles till the end.

When I face question – what is more important: article or the title of it, I always reply that the most important is the whole complex. The title of article and photos have the biggest power to keep the attention of the reader, but if article is not interesting nobody will read it.

What are the most common mistakes made by people who give information about projects for media?

The biggest mistake – opinion that project does not need to be presented in public. The second – fear to collaborate with media. The third – bad public relations and lack of communication strategy. The fourth – they do not know how to present information in interesting forms. All these mistakes have one final: the budget for promoting the project is lost in a wind without any effect.

What would be your advice?

About promotion of the project you have to think at the project creation time. It is very important to know your audience and to understand how, when and where you project needs promotion. Also you should look for partners and do not relax at last step – if your information reaches media channels, try not to spoil it by your hands and always think what to talk before you talk!

Thanks a lot for the interview and your advices.

Irma Astrauskaite, Information Manager of the JTS

Project Communication

Usually questions about publicity rise during the implementation of project. There are not so many publicity rules but they are important as not observing them the expenditures can be recognized as not eligible. To avoid this, we remind you the most important things to pay attention at.

Logo

- ➔ Make sure, that the right version of Latvia–Lithuania Programme logo is used
- ➔ Logo is in English
- ➔ Logo consists of three elements (Programme sign, EU flag, motto 'bringing neighbours closer')

Organizing event

- ➔ Document your event (make pictures, write minutes, protocols, articles for the website, give interviews for journalists, collect articles and videos and other material published about your project.)
- ➔ Check if Latvia–Lithuania Programme logo is on the materials and presentations
- ➔ Use European Union flag in the conference room

Making a plaque or info stand

- ➔ Use Latvia–Lithuania Programme logo. It has to be big enough – 25% of the whole stand
- ➔ If other logos are published, Programme Logo has to be the first one from the left side and at least the same size as other Logos
- ➔ Check requirements of the size, they are published on the Programme's website.

Info stand with correct Programme logo and main information about the programme.



Project upcoming events

Date	Project Title	Event	Place	Contacts
15-25 July	Mid-Baltic Crafts	Wood craft workshop (promote preservation of wood crafts; Any interested visitor will have an opportunity to visit classes and to practice.).	Zasa, Latvia	Anda Svarāne, anda.svarane2gmail.com, +371 26557249
27-30 July	LATLIT TRAFFIC	International traffic accident simulators campaign	Partner territories of the project: Visaginas, Utena, Ignalina, Kupiski, Aniksciai and Zarasi in Lithuania.	Project manager Ilze Stabulniece e-mail: ilze@kraslava.lv Mob.tel. +371 29472638
25 August	Art Bridge	Panevezys Puppet Theatre Premier - N.Indriunaite "Tikra tiesa" (The truth)	Panevezys Puppet Theatre in Lithuania	Antanas Markuckis, tel. +370 687 42762, leliuvezimoteatras@takas.lt
11 August	Museum Access	Museum training seminar (exchange of experience between museum specialists)	Bauska, Latvia	Ilona Taure, taureilona@inbox.lv, 63922540
1 September	LATLIT TRAFFIC	International traffic safety campaign "Safe road to school"	Partner territories of the project: Visaginas, Utena, Ignalina, Kupiski, Aniksciai and Zarasi in Lithuania.	Project manager Ilze Stabulniece e-mail: ilze@kraslava.lv Mob.tel. +371 29472638
3-9 September	Art Bridge	International Puppet Theatre festival "Lagaminas 9" (Suitcase 9)	Panevezys Puppet Theatre	Antanas Markuckis, tel. +370 687 42762, leliuvezimoteatras@takas.lt http://www.leliuvezimoteatras.lt
3-9 September	Art Bridge	Exhibition of Puppets	Panevezys Art Galery, Lithuania	Antanas Markuckis, tel. +370 687 42762, leliuvezimoteatras@takas.lt
11 September	LATLIT TRAFFIC	International traffic safety campaign "Hurry safe!"	Utena, Lithuania	Project manager Ilze Stabulniece e-mail: ilze@kraslava.lv Mob.tel. +371 29472638
17 September	Art Bridge	Workshop on marionet creation	Klaipeda, Lithuania	Ausra Daukantaite, email: klaipedosleles@gmail.com, +37061529524, www.klaipedosleliuteatras.lt
September	Mid-Baltic Crafts	Wood craft festival (all will be organised in Rokiskis. Visitors will have opportunity to see work of craftsmen and try by themselves, to get information about project, crafts development and offered craft tourism possibilities)	Rokiškis, Lithuania	Aleksandras Melnikovas, a.melnikovas@gmail.com, +370 62256799
September	Museum Access	Museum training seminar (exchange of experience between museum specialists)	Biržai, Lithuania	Aidas Glemža, aidas.glemza@gmail.com, +370 61153723
1 October	Clay Tour	Seminar "Presentation of ceramic educational programmes"	Daugavpils, Latvia	Oksana Jacmenova +37165476798, oksana.jacmenova@daugavpils.lv
5-10 October	Art Bridge	Children Camp	Klaipeda, Lithuania	Ausra Daukantaite, email: klaipedosleles@gmail.com, +37061529524, www.klaipedosleliuteatras.lt
10 October	D-R Management	Theatre Festival "Interrampa (Specially for the festival the Rokiskis Theatre will stage a play "Count's Daughter Sofia" dedicated to the Rokiskis Count Tissengauz)	Rokiškis, Lithuania	Sabīne Šņepste - sabine.snepste@daugavpils.lv +37129342260, www.daugavpils.lv www.rokiskis.lt
13-31, October	Art Bridge	Exhibitions of children art-works (Art-works are created during the camp in Klaipeda.)	Liepaja in Latvia, Klaipeda Panevezys in Lithuania	Ausra Daukantaite, email: klaipedosleles@gmail.com, +37061529524, www.klaipedosleliuteatras.lt
23 October	Art Bridge	Panevezys Puppet Theatre Premier - V. Mazuras "Trys parsuikai" (Tree little pigs)	Panevezys Puppet Theatre, Lithuania	Antanas Markuckis, tel. +370 687 42762, leliuvezimoteatras@takas.lt
October	Museum Access	Workshop with tourism information centres „Tourism and Museum” (cooperation and networking between the museums and tourism sector)	Dobele, Latvia	Ērika Karro, erika.karro@dobele.lv, 63722366

All public events of the projects can be found on the Programme's website www.latlit.eu

Baltic Assembly invites to celebrate the 20th anniversary of the Baltic Way

On 6 December 2008 the Baltic Assembly announced the year 2009 as the year of the 20th Anniversary of the Baltic Way in the "Resolution on the 20th anniversary of the Baltic Way"



The Baltic Way was a phenomenon which showed how three small countries - the Baltic States, regardless of their unique individual national characteristics, created a cross-cultural spiritual synergy both internally and between the Baltic States in the name of a common goal - to overcome the consequences of World War II and to destroy the totalitarian regimes. The Baltic Way is a historic symbol that is alive in the collective memory, enriching the understanding of the sense and values of solidarity and freedom of expression.

More about planned events please read on page 6 and official website of this event: www.balticway.net.

Baltic Sea Region Strategy

On 10 June 2009 the European Commission adopted a Communication on the European Union Strategy for the Baltic Sea Region. Main facts about the strategy should help you to get an idea, what it is and how it will be implemented.

Why is a Strategy needed?

Since the European Union (EU) enlargement of 2004, challenges facing the Baltic Sea Region have increased. Such problems as escalating environmental threats, gaps in economic development and poor transport accessibility can only be addressed through better coordination and joint action. Actions to create a strategy were taken by EU.

What is it?

It is a comprehensive strategy at the level of a 'macro region'. The strategy takes the form of communication and an action plan with list of 80 flagship projects, some of which have already been launched. Action plan will be reviewed regularly.

What are the aims of the strategy?

The Strategy aims at coordinating actions by Member States, regions, the EU, pan-Baltic organizations, financing institutions and non-governmental bodies to promote a more balanced development of the region.

Who will benefit and how?

The Strategy will improve many aspects of daily peoples' lives:

- ➔ cleaner seas (environmental, leisure and tourism benefits)
- ➔ better transport systems
- ➔ more secure energy supplies through better networks
- ➔ more efficient business and economy (taking advantage of the region's integration into the EU market)
- ➔ safer maritime traffic.

Countries

Sweden, Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland



Cross Border Programmes in the Baltic Sea Region

Examples of projects

- ➔ The 'Rail Baltica' will connect Warsaw to Tallin by 2013 with a target speed of 120 km per hour.
- ➔ A 'Baltic Energy Market Interconnection Plan' will be implemented to better connect Latvia, Lithuania and Estonia to European networks'

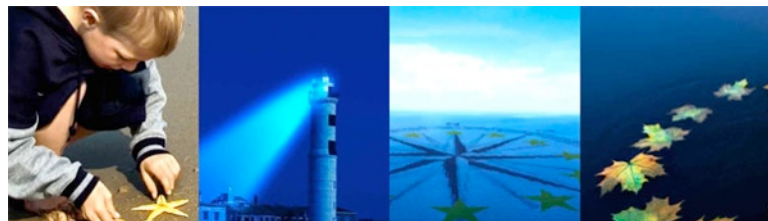
What happens next?

The proposal is now being discussed by the European Parliament and Member States. Agreement is expected by the end of the year. It is also one of the priority issues for the Swedish EU Presidency (second half of 2009).

Several convergence, competitiveness and co-operation programmes are co-financed from the European Regional Development Fund (ERDF) in the Baltic Sea Region in the period 2007-2013.

Where to find more information?

http://ec.europa.eu/regional_policy/cooperation/baltic/



Baltic Way - 20

The Baltic Way brought important changes to the history of the world. This was achieved through social unity and through the joint commitment and confidence manifested by every individual in pursuing the common goal. Below is a list of happenings available to visit during this event.

Baltic Chain Run

On 22-23 August 2009 Estonian, Latvian and Lithuanian motorcycle clubs organize "Baltic Chain Run" following the route of the Baltic Way from Vilnius and Tallinn to Sigulda where an evening programme with speeches and concert will take place. The event is organized

by Estonian Motorcycle Club Association (EMCA). More information can be found on the website <http://www.balticchainrun.emca.ee>.



Opening of symbolic Baltic Way in Mini-Europe park in Brussels

On 23 August 2009 at 14:00 a symbolic Baltic Way will be opened in the Mini-Europe park in Brussels. The event is organized in co-operation of and financed by Tallinn, Riga and Vilnius city administrations.

Celebration of 23 August in Vilnius

On 23 August 2009 the Speakers of Estonian, Latvian and Lithuanian Parliaments meet in Vilnius and a public concert will be held to commemorate the 20th Anniversary of the Baltic Way.

More information on www.balticway.net

Worth to visit

Summer is a perfect time for traveling. Usually when going somewhere you are also looking forward to visit some interesting events. To help you, we prepared a short list of events happening during the summer time in Lithuania. Check them out and probably some you will find worth to visit or they can be well combined with some other sightseeing trips. See you in Lithuania!

KLAIPĖDA

'Europeade'

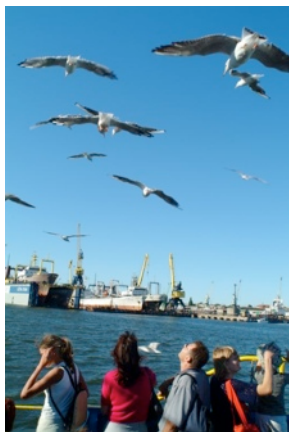
22-26 July

Almost 5000 participants from all European countries will come to the European folk culture festival 'Europeade'. Festival is being organized since 1964 and every year takes place in a different country. During five days the festival participants present their culture - dances, songs, hand made things.

Sea Festival

31 July - 3 August

The largest festival in Klaipeda of national significance has tradition since 1934. Over three days more than 100 various most interesting cultural events for all age groups are held throughout the city. Klaipeda is full of music, attractions at that time.



The Tall Ships' Races Baltic 2009

31 July - 3 August

Three days of wonderful program for the city guests and the fleet of the most prestigious world regatta of historic sailing ships with several thousand young trainees on board. Klaipeda is the finish port of the Races. The entertainment program will be exclusive since the Race is dedicated to the MILLENIUM OF LITHUANIA!

III Festival of Modern Music 'The Music of Change'

17 September - 7 October

Three weeks with the best contemporary music concerts. Also creations of the 20th century are performed.

ANYKŠČIAI

Anykščiai Town days, St Anna day's celebrations

24-26 July

It is one of the best times to experience town days and visit the largest Lithuanian stone which is close to Anykščiai. It is 150 years since famous Lithuanian poet A.Baranauskas created a poem about Anykščiai. So there will be special events organized to mark it.



Youth ethnic culture and folk festival 'Folk-virus'

14-15 August

ŠIAULIAI

'Šiauliai town days 2009'

14-15 September

Fourth largest town of Lithuania is full of folk artist markets, concerts and celebrations at that time. Usually some famous Lithuanian stars perform on the stage and most of events are free of charge.

PLUNGĖ

All summer

Every year one Lithuanian town gets a title of Lithuanian capital of culture. This time it is Plungė, a lovely town in the very heart of the Samogitia. There is a range of cultural activities (new literature, history, art roads) organized. Just go and find out by yourself.

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You can download newsletter from the website www.latlit.eu or subscribe it by sending us a short message to email: info@latlit.eu

Information for the newsletter is prepared by the Joint Technical Secretariat.