



**EU structural funds investment  
in cultural heritage and the  
development of the cultural  
environment**

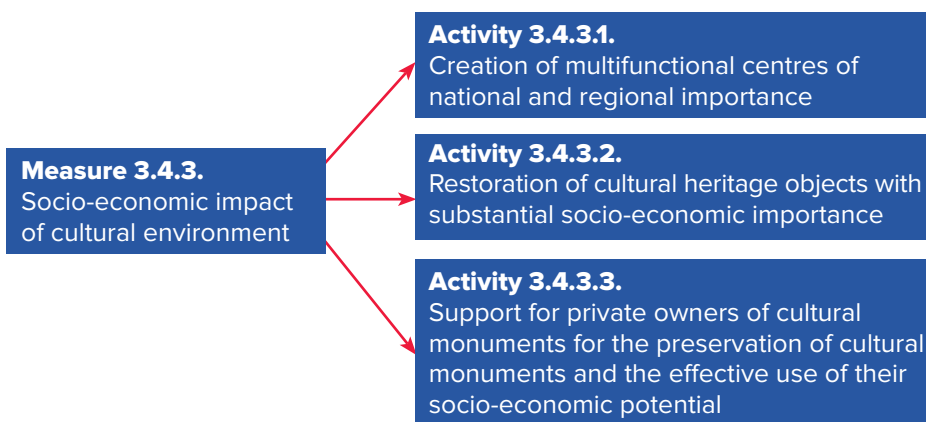
Results of impact assessment of 2007-2013 EU's structural funds' planning period Operational Program „Infrastructure and Services” measure 3.4.3. “Socio-economic Impact of Cultural Environment” and evaluation of the effectiveness of implementation of 2014-2020 EU funds' planning period (Specific Objective 5.6.1.) (bellow – SAM 5.6.1.) of cultural environment.

### Purpose of the evaluation

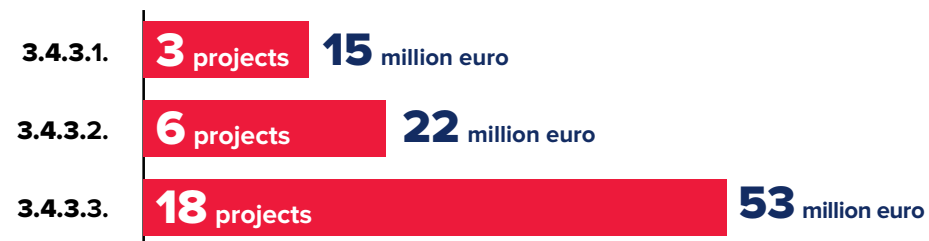
The purpose of the evaluation is to provide the socio-economic impact of EU funds in Latvia, in the EU planning period of 2007-2013 – the measure 3.4.3. within the framework of the measure “Socio-economic impact of cultural environment” and an evaluation for EU planning period of 2014-2020 SAM 5.6.1. “To promote the revitalization of Riga City by ensuring the effective socio-economic use of the territory” effectiveness of implementation of investment in the development of cultural environment.

### Summary for evaluated activities

- Total funding of the measure 3.4.3. is **90,53 million euro** that comprise 48, 87 million euro of EU funding. EU funding for the development of culture environment was compiled by supporting 27 projects (investments in 25 cultural objects) in the EU planning period 2007–2013. The cultural environment development activities of the evaluation period focused on the creation of multifunctional centres, restoration of socio-economically significant cultural heritage objects and preservation of cultural monuments and effective use of their socio-economic potential.
- Is planned that on SAM 5.6.1. funding will be not less than 67,28 million euro, that includes 57,19 million euro financed by EU funds and 10,09 million euro national public funding (example state budget etc.) for the development of cultural environment by supporting 5 projects. The cultural environment development activities of the evaluation period are focused on the revitalization of Riga city, improving the socio-economic environment and development potential of some Riga neighbourhoods.



### The funding invested in cultural activities during measure 3.4.3., million euro



### An evaluation of the effectiveness and sustainability of the measure 3.4.3

- During measure 3.4.3., investments have been made in infrastructure with high socio-economic potential, which develops tourism, employment, entrepreneurship and local cultural environment. When implemented projects sustainability assessment in the analysis of data from the promoters, concluded that the largest share of investment was invested in cultural institutions, who are unable to fully ensure its long-term functionality, so project developers should look at possible solutions for revenue increase (for example, **infrastructure use as a cultural venue** etc.)

### The effectiveness and impact assessment of the measure 3.4.3.

- The number of museum visits, in spite of the reorganization in the number of museums, has increased as a result of both investment in museum infrastructure development and museum promotion activities such as Museum Night, ticketing and internet marketing, and other measures. The annual number of visits to the improved museums was ~430 thousand, which is **~12%** of all museum visits in 2016. The technical condition of cultural monuments within the planning period has significantly improved, however, the impact of the measure under assessment is relatively small. The creation of multifunctional centers has not had a significant impact on the increase of attendance at cultural events. Population changes affect the number of visits to museums, cultural monuments and multifunctional centers.
- Cities and regions where investments were made under the measure 3.4.3. during 2009-2016, have had different **developments of socio-economic indicators** (tourism, business, employment).

### Socio-economic benefits analysis

- Three projects were implemented in the activity 3.4.3.1. “Creation of multifunctional centres of national and regional importance”. The total investment amount was 53,43 million euro, which resulted in a total short-term impact of 11,50 million euro and long-term impact of 45,4 million euro.

## Investment in the cultural environment

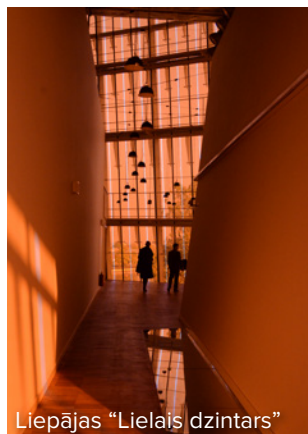
## Implemented projects 2007-2013







Cēsu Koncertzāle



Liepājas "Lielais dzintars"

- In the activity 3.4.3.2. "Restoration of cultural heritage objects with substantial socio-economic importance" 6 projects were implemented in five sites (4 museums and 1 art centre). The total investment amount was 22,03 million euro, which made a total short-term impact of 17,11 million euro and long-term impact of 0,81 million euro.
- Socio-economic analysis of the churches shows that the investments made in the reconstruction of the churches have a relatively small socio-economic impact. Essential restoration works for churches require external financial resources, because the size of churches is different and often not proportional to the resources needed to finance restoration works. Although the primary purpose of churches is to use them for religious activities, to invest in the restoration and preservation of sacred cultural heritage, more attention needs to be paid to increasing their socio-economic potential.
- The socio-economic analysis of the objects of cultural monuments owned by merchant's (manors, castles etc.) shows that the economic benefits of investing in cultural properties owned by merchants **exceed the value of investments**.

## Obstacles and problems

As a result of the projects implemented within the measure 3.4.3., the identified development problems and obstacles (such as the underdeveloped cultural environment) where investments were made have been reduced in the cities and regions where investments were made.

In the coming years additional funds would be needed for further restoration and preservation of cultural monuments at national and regional level, as well as for creation of new national cultural structures. In order to determine the impact of an action on the development of the cultural environment, it is necessary for policy planners to define the characteristics of the developed cultural environment (number of objects, number of events, type of genres represented, etc.).



Bauskas pils



Latgales vēstniecība GORS



Vecā Sv. Ģertrūdes baznīca

During the intervention period, the impacts of investment in the development of the cultural environment on most of the horizontal priorities mentioned in the Operation Program (such as balanced development of the territory, macroeconomic stability) are observed.

## Revitalization of Riga city

During the project planning during SAM 5.6.1., a long-term strategy was developed, with the participation of a representative of various ministries and institutions. Projects combine key needs for successful organization of operations. Thus, **multi-functional use** of infrastructure is ensured in the projects.

Until 2018, SAM 5.6.1. project "Reconstruction of VEF Culture Palace" and project "Creation of Culture and Sports Quarter in Grizinkalna District" (first stage) have been implemented.

The project "Realization of prototyping workshop, "Riga Makerspace"" at 13A. Briāna Street, "Performing Arts decorations workshop and rehearsal halls complex establishment 80



VEF kultūras pils



Daugavas stadions

Lubana Street, Riga” and “Interdisciplinary educational, cultural and creative industries support center “TabFab”” at real estate 58a Miera street, Riga continues.

## Recommendations for the development of the cultural sector

Priorities in the cultural sector should focus on **developing creativity and innovation**, for example by planning support for creative quarters, incubators, planning events for digital cultural products, and building collaboration between traditional sectors such as museums and digital companies for new product development for museums. Cultural development projects cover a wide range of areas, including the development of infrastructure, thematic content and competencies development. Each of these areas may use its own source of funding or a combination of them, such as EFSI, Creative Europe, INTERREG, EEA and Norwegian Financial Instruments, etc.

The main conditions for project planning for the next planning period are to provide an **integrated planning approach** for all project partners, types of projects and funding mechanisms. It is important to take into account the necessary competencies for the preparation and execution of each phase of the project and to identify possible sources of funding, as well as to provide the necessary support to the Ministry of Culture.

Evaluation was carried out by SIA Enviroprojekts in cooperation with SIA CSE COE

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Kultūras ministrija



Finanšu ministrija

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