

MEDIA RELEASE

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Minister for Culture presents the Latvian presidency's priorities to the European Parliament

Riga/Brussels, 19 January, 2015 – On Monday, January 19 the Minister for Culture of the Republic of Latvia Ms Dace Melbārde presented the Latvian presidency's priorities in the cultural and audiovisual fields to the Committee on Culture and Education of the European Parliament.

In the field of culture, the Latvian presidency is going to raise awareness of the positive effects that the cultural and creative sectors can provide to other sectors in terms of innovation, economic sustainability and social inclusion.

The Latvian presidency is looking for ways to encourage collaboration between culture, creative industries and other sectors such as the economy, technologies, research, education, heritage and social policies. The presidency is also stimulating the positive interaction between cultural heritage, contemporary architecture and design in creating high quality living-space.

In the audiovisual field, the presidency is emphasizing the need to strengthen the European audiovisual media market so that it can respond to the challenges of the fast pace of advances in technology, increasing global competition, changing consumer habits and the perceived threat to media pluralism in the current geopolitical context.

The Minister's address to the Committee on Culture and Education underlined the importance of solidarity in defending freedom of expression and the rights of artists to create freely and referred to the joint statement issued by the Ministers for Culture from all 28 Member States of the European Union on January 11 in response to the tragic events at the Charlie Hebdo editorial office in Paris on 7 January. The statement was the initiative of the Latvian presidency and the Latvian Minister for Culture Ms Dace Melbārde.

For media information: Within the framework of Latvian Presidency three conferences will be held in Riga in collaboration with the European Commission: "Strengthening the European Audiovisual Media Market - for the Development of the European Identity" (March 9 and 10), "Cultural and Creative Crossovers: partnering culture with other sectors to maximize creativity, growth and social innovation" (March 11 and 12) and "Heritage, contemporary architecture and design in interaction" (March 12 and 13).

The conferences will take place in Riga during the Annual Creativity Action Week, which is recognized as the best practice in cross-sectoral collaboration.

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