



**Project application for European Economic Area Financial Mechanism 2014–2021
 Programme "Local Development, Poverty Reduction and Cultural Cooperation" open
 call "Support for the Creation of Professional Art and Cultural Products for Children
 and Youth"**

To be filled out by the Ministry as the Programme Partner:

Project application registration number:	Nr.EEZ/2022/2/14
Project application submission date:	07.03.2022.
Round of the open call:	2

The following sections are filled out by the project applicant:

Project title in Latvian:	Valmieras multimediju festivāla mākslas un izglītības programma jauniešiem
Project title in English:	Valmiera Multimedia Festival Youth Arts and Education Programme
Project applicant:	Valmiera Municipality government

**SECTION 1 – GENERAL INFORMATION REGARDING THE PROJECT
 APPLICANT AND PROJECT PARTNERS**

1.1. Project applicant's:		
1.1.1. name (title):	Valmiera municipality government	
1.1.2. registration No.:	90000043403	
1.1.3. legal address:	Lāčplēša iela 2, Valmiera, Valmieras novads, LV-4201	
1.1.4. contact information:	Phone number	+371 64207120
	E-mail address	pasts@valmierasnovads.lv
	Website	www.valmierasnovads.lv
1.1.5. responsible official:	Name and surname	Evija Voitkāne
	Position	Executive director
	Phone number	+371 64207172
	E-mail address	evija.voitkane@valmierasnovads.lv
1.1.6. project manager:	Name and surname	Elīna Rulle
	Phone number	+371 22033707
	E-mail address	elina.rulle@valmierasnovads.lv

1.1.7. main areas of activity:	Ensures the performance of the functions prescribed by law "On Local Governments", tasks assigned by Cabinet of Ministers, according to the procedures laid down in law, and local government voluntary initiatives, observing the interests of the State and of the residents of the relevant administrative territory. It also means to provide for the education of residents and to maintain culture and development of creative folk activity.
--------------------------------	---

1.2. Project applicant's legal status:
Municipality (Derived public person)

1.3. Donor project partner's		
1.3.1. name (title):	Culture Break Borders (Kultur Bryter Grenser)	
1.3.2. Donor state represented:	Norway	
1.3.3. type (legal status):	Non-profit institution	
1.3.4. registration No:	NO913252306	
1.3.5. contact information:	Address	Postboks 2638 St. Hanshaugen, Oslo, 0131, Norge
	Phone number	+47 90645924
	E-mail address	frodebarth@frodebarth.com
	Website	https://culture-break-borders.com/
1.3.6. contact person:	Name and surname	Frode Barth
	Phone number	+47 90645924
	E-mail address	frodebarth@frodebarth.com
1.3.7. main areas of activity:	<p>Member organisation for performers and creative producers within art and culture.</p> <p>Cultural cooperation across borders between Norway and other countries: Latvia, Lithuania, Poland, Czech Republic, Bulgaria, Romania, Ukraine, Russia, Hungary, Iceland, Cuba, Thailand, Portugal and Spain.</p>	

1.4. Latvian project partner's, which is a cultural organisation operating in the field of professional art and culture and which meets the requirements set forth in the Paragraph 10 of the Cabinet Regulation No 67 of 28 January 2021 "Regulation of the EEA Grants Programme "Local Development, Poverty Reduction and Cultural Cooperation" open call "Support for the Creation of Professional Art and Cultural Products for Children and Youth" implementation" (hereinafter – Implementation Regulation):		
1.4.1. name (title):	Story Hub	
1.4.2. type (legal status):	Limited Liability Company	
1.4.3. registration No:	40103989603	
1.4.4. contact information:	Address	Hāpsalas iela 1/1-48, Rīga, LV-1005
	Phone number	+371 29343143
	E-mail address	info@storyhub.lv
	Website	https://www.storyhub.lv/

1.4.5. contact person:	Name and surname	Marta Kontiņa
	Phone number	+371 29343143
	E-mail address	marta@storyhub.lv
1.4.6. main areas of activity:	<ol style="list-style-type: none"> 1. Support activities to performing arts; 2. Performing arts; 3. Motion picture, video and television program production and distribution activities; 4. Motion picture projection activities; 5. Other amusement and recreation activities. 	

SECTION 2 – EXPERIENCE OF THE PROJECT APPLICANT AND PARTNERS

2.1. Experience of the project applicant and project partner from Latvia (information regarding the project partner from Latvia shall be completed only in cases if the submitter of the project application is a local government or local government institution):

2.1.1. Project title: Operafilm “Banuta”

2.1.2. Project implemented by: Story Hub (Latvia), Hauen und Stechen (Germany), Sansusi (Latvia)

2.1.3. Link to the project: <https://www.facebook.com/OperfilmaBanuta>

2.1.4. Project goal: To create a contemporary interpretation of the first national Latvian opera – “Banuta”.

2.1.5. Project description:

New cultural product in the field of professional art and culture created during the project

Due to Covid-19 restrictions, the opera was simultaneously developed as a live performance and operafilm.

Experience in creating cultural products for the target group (children and youth in the age group from six to 18 years old) gained in the project

One of the main target groups of the performance and operafilm was defined as youth from the age 15 to 18, focusing on youth studying music and those that are interested in contemporary culture.

International cooperation within the project

The performance and operafilm was created in collaboration with renowned German contemporary theatre collective “Hauen und Stechen”, which was represented by director Franziska Kronforh, stage and costume designer Lotta Hensch and performers Angela Braun and Gina Maiwald.

Experience in the field of audience development

Contemporary approach to the interpretation of Latvian classical opera opened doors to young audiences. Also, educational program that included videos and methodological material was created to support teachers in the process of screening the film in schools. Also, film has been screened in venues and places that attract youth audience, for example, festival “Sansusi”, Riga International Film festival. In April film premiere in Germany will take place as part of the prestigious BAM! Festival. In September 2022 also live performances of the opera are scheduled in Berlin.

Full experience of the Ltd. “Story Hub” projects relevant to the project are included in Annex 7.

2.2. Experience of the donor project partner(s) in any of these areas	
2.2.1. implementation of international projects	<p>Culture Break Borders has been involved in a number of collaborative projects with organisations and independent operators in many countries. Both as experts and collaborators.</p> <p>Few examples:</p> <ol style="list-style-type: none"> 1) Project in cooperation with the Hungarian National Association of Local Authorities TÖOSZ Böhönye Municipality and Culture Break Borders for strengthening civil society through cultural exchanges on 11 October 2017. Workshops run by experts from Norway and Hungary as well as study trips in both countries; 2) Project under the Bilateral Fund at the Programme BG07 "Public Health Initiatives", funded by the European Economic Area Financial Mechanism (EEA FM) and the Norwegian Financial Mechanism (NFM) 2009-2014. Visit of three NGO representatives in RZI-Smolyan, Bulgaria and participation in workshops and seminars for sharing experience and exchange of good practices in the field of Healthcare Management in crisis situations and presentation of Norwegian good practices. Led by experts from Norway. Preparation of 3 reports/presentations on the organisation of public health and medical crisis provision from the Kingdom of Norway and their presentation at the seminar in Smolyan on 13 October 2017. Regional Health Inspectorate Smolyan Municipality represented by Mimi Kubateva, MD, as a Project Manager of the Project Management Team and Culture Break Borders, represented by Mr. Frode Barth – Chairman of the Control Board.
2.2.2. working with the target group (children and youth in the age group from six to 18 years old)	<p>Mr. Frode Barth – Chairman of the Control Board, the founder and the general manager of Culture Break Borders (NGO) is a guitarist, composer, music teacher, and producer. Frode Barth is a popular guest teacher around the world. Separately and under organisation, he has given masterclasses and workshops for both youth and adults in Norway, Sweden, Denmark, Germany, Poland, Slovenia, Romania, Hungary, Bulgaria, Mexico, Russia, Egypt, Brazil, Cuba, Thailand, Indonesia and Ukraine.</p>

	<p>As an expert under the auspices of Culture Break Borders, Barth has completed a number of projects supported by EEA and Norway Grants:</p> <p>Project “Performance „Choices”: strengthening the values in society through contemporary art”</p> <p>In Bulgaria, the organisation carried out a successful theatre project in Sofia, Bulgaria, where Culture Break Borders presented a choreographer, composer, set designer and contribution to the script. A performance was completed which aims to appeal to young people in poor areas in Bulgaria where there is little culture, except online-entertainment and TV sets. The purpose was to show what a theatre experience can provide. The show was on tour throughout Bulgaria. In addition to making a performance, workshops were also given for the Bulgarian actors in relevant theatre disciplines. (2021)</p> <p>Project “Reflecting the state of soul via arts” (theatre – exhibitions – workshops)</p> <p>Culture Breaks Borders is a project partner with the Art Movement, Czech Republic to carry out an exciting collaboration.</p> <p>During the international interdisciplinary project “Elements”, a new theatrical performance, exhibition and a series of follow-up workshops and lectures was created. The dramaturgical and ideological basis for theatre and exhibition are “elements” - water, air, earth, fire, metal, ether, which metaphorically depict the different states of the soul. Residents of the capital city of Prague, the Central Bohemian, Liberec, and Moravian-Silesian regions, and the capital of Norway – Oslo – can look forward to new cultural experiences on The World Mental Health Day 10 October 2022.</p> <p>Project activities:</p> <ol style="list-style-type: none"> 1. Creating new theatre performances and new exhibitions; 2. Building and development of an accompanying program – workshops, lectures, seminars; 3. Capacity building of artists and cultural organisations; 4. Presentations of new performances and exhibitions in the Czech Republic and Norway; 5. Publicity of the project;
--	--

	<p>6. Project management.</p> <p>Project “Bulgaria – Norway Sing!”</p> <p>Foundation & Culture Break Borders are in the process of planning the “Bulgaria – Norway Sing” project in July 2022.</p> <p>It will organise professional training, rehearse new repertoire and hosting of a Norwegian Youth Choir in Bulgaria for singers and conductors who will participate in the Bulgaria-Norway Sing Festival. We will exchange experiences and make separate workshops for singers and conductors.</p> <p>A Norwegian choir with 20 singers in the age group 16-18 years together with 3 Norwegian conductors will visit the province of Burgas.</p> <p>In the course of 5 days, 8 concerts will be held in different small villages in Bulgaria together with Bulgarian choirs and conductors.</p> <p>Songs from Bulgarian folklore, classical and jazz music will be performed.</p> <p>The idea is for young singers to join and share Bulgarian and Norwegian singing tradition and culture.</p> <p>Finally, an online concert with the audience present in both respective countries will be arranged, where Bulgarian choirs and musicians in both Bulgaria and Norway share a greater concert experience. The concert will be streamed so that Norwegian choirs will be shown on screen in Bulgaria and vice versa.</p>
2.2.3. creating new cultural products	<p>The organisation carries out cultural, democratic and health-oriented projects in collaboration with foreign organisations and partners. All projects (including the ones mentioned above) involve creating cultural products, so this is an integral part of the organisation activities and the main goal while carrying out different projects. In addition to art and cultural projects with emphasis on music experiences at a high artistic level, the organisation also focuses on human rights, democracy and civil society.</p> <p>Culture Break Borders is an open organisation for performers and creative producers in the arts and cultural sector. The purpose is to organise various cultural projects involving musicians, composers, actors, painters, dancers, writers, directors, choreographers. Culture Breaks Borders is interested in new media technologies and interdisciplinary art works that can be created joining traditional forms of artistic expression and technologies.</p>
2.2.4. in the field of audience development	<p>Both projects “Performance „Choices”:</p> <p>strengthening the values in society through</p>

	contemporary art" and "Bulgaria – Norway Sing!" include activities dedicated for audience development. Target groups of the activities include both - project participants (including youth) and broader audience that's reached through artworks created within projects (e.g., workshops, lectures, seminars etc.).
--	---

SECTION 3 – PROJECT DESCRIPTION

3.1. Project implementation period:	
3.1.1. Provisional project start date	01/11/2022
3.1.2. Provisional project end date	30/03/2024
3.1.3. Duration of project implementation in months	17 month
3.2. Project implementation area:	
Valmiera municipality, Latvia Oslo municipality, Norway	

3.3. The goal of the project and its compliance with the goal of the European Economic Area (EEA) Grants, the objective of the Programme, and the objective of the open call:
<p>When looking at and evaluating new media art processes in Europe (especially in the Baltic Sea region), the following conclusions can be drawn. Firstly, many of the developments (art and technology festivals, conferences, exhibitions, etc.) are oriented towards a very narrow and specific audience, characterised by a connection to modern technologies combined with an interest in contemporary art, without contributing to the development of new audience segments. Secondly, like contemporary art, new media art is primarily accessible in Europe's major cities, which are characterised by a high level of urbanisation, digitalisation and development of the ICT sector, as well as ample funding opportunities (both public and private). Outside the cities, where a large concentration of socio-economic activity is concentrated, neither contemporary nor new media arts are "first necessities" in the cultural product basket, due to a lack of funding, knowledge, understanding and expertise in the field. Thirdly, the only regular cross-sectoral synergies take place between the high-tech, arts and science sectors in the context of education and research processes, which is also a specific and narrow field that few have a deep interest in and understanding of.</p> <p>Taking all of the above into account, we are looking at a small and, in many ways, very privileged segment of society, who have access to contemporary and new media art products, as well as the experience, understanding and knowledge base necessary to perceive works of art in terms of content and message, as well as in terms of form. Inequality in all its forms creates a snowball effect, the negative consequences of which leave deep social imprints and gaps that form between different sections of society, but it is children and young people who are the victims of the situation and the biggest losers in the long term. The education system is also out of step with the times, with major gaps in the quality of the curriculum and process, as well as a shortage of educated, competent and modern-minded new generations of educational staff and teachers, which unfortunately only makes the situation worse.</p> <p>The situation and the issues outlined raise a number of important questions. How to stimulate the creation of contemporary and new media art products, as well as to ensure the</p>

decentralisation of processes and the availability of products in economically less developed countries and regions? How to broaden and develop different audience segments and ensure the involvement of young people in cultural and artistic processes, who are both creators and consumers of future cultural and artistic products? How to promote the local and international competitiveness of both professionals and young people? What is the role and importance of new media arts in the wider social, economic and cultural context?

In search of answers to the open questions and possible solutions, Valmiera Municipality in cooperation with partners - professional cultural and arts organisations in Latvia and Norway - has developed a bilateral cooperation project "Valmiera Multimedia Festival Youth Arts and Education Programme".

The aim of the project is to create a youth programme strand of the Valmiera Multimedia Festival, providing professional contemporary media art product creation, free accessibility and implementation of activities promoting the development of different audience segments in both physical and digital environments, primarily in Valmiera and Oslo municipalities, and secondarily in other regions of Latvia and Norway. The project aims to develop the international dimension of the programme, in this case by strengthening bilateral relations - cultural, knowledge and experience exchange - between the project participants and different groups of the target audience in Latvia and Norway.

The core elements of the project "Valmiera Multimedia Festival Youth Arts and Education Programme":

- 1) MULTIMEDIA EXHIBITION FOR YOUNG AUDIENCES THAT INCLUDES:
 - a. participation of professional artists and an art curator in the project;
 - b. an innovative model of co-creation involving professional artists, mentors, field experts, young people and educators in the production of art products;
 - c. in-depth research of the young audience and contact with the target group (feedback) at different stages of the project development and implementation.
- 2) ART MEDIATION, ACCESSIBILITY AND AUDIENCE DEVELOPMENT PROGRAM THAT INCLUDES:
 - a. international cooperation, involving the exchange of culture, experience and knowledge between project participants;
 - b. accompanying educational programmes, both physical and digital, developed in collaboration with the project participants - artists and other professionals (from education, culture and other related sectors), and involving the target group - young people aged 15-18 - in various ways;
 - c. training for artists, young people and teachers;
 - d. artists' meetings and talks with the audience, as well as involvement in other communication activities of the project.

The whole project is designed to reach maximum sustainability. Sustainability strategy is based on the digital availability of the artistic products and educational programmes for at least 2 years after the end of the project, as well as mobility and re-performance opportunities both in Latvia and Norway. Furthermore, the program will set a new direction for the festival that will be continued also after the implementation of the project.

Context

Valmiera Multimedia Festival was founded in 2022 and is designed as an annual long-term initiative whose mission is to bridge the gap between people, art and technology by providing both quality new media art experiences, mediation process and development of different audience segments, as well as industry knowledge transfer and open dialogue on cross-sector synergy opportunities. The festival is part of the city's cultural strategy, which sets the vision of becoming a UNESCO Creative City of Media Arts by 2027.

The first Valmiera Multimedia Festival will take place in **February 2023**. Within the first year of the festival, already two (2) experimental multimedia art projects will be presented, co-created by young and professional artists in collaboration with the Valmiera School of Design and Art, as well as a number of audience development activities. This should be viewed as a small-scale trial of the collaboration model developed as the EEA grants programme project for **2024**. The long-term goal of the festival is to increase the scale, sphere of influence, international dimension and number of young people involved in the arts and education programme for young people. Close and regular cooperation with the county's educational institutions will also be pursued.

The EEA bilateral cooperation project, which is planned to be implemented in 2023-2024, will be a significant contribution to the establishment and development of the festival's arts and education programme for young people, allowing the youth programme to be established as a separate, independent, proportionally large and important part of the festival (not just individual art pieces during the festival, but a whole strand that includes the exchange of knowledge and experience in the production of art products for young audiences, opportunities for cooperation and involvement of young people themselves, and an international dimension, thus becoming an event of national and international significance). The development of a fully-fledged arts and education programme for young people (taking into account the scale, breadth and diversity of activities outlined above), not to mention equivalent professional cooperation and co-creation at international level, is not possible without additional funding and support from foundations. Such a project would make a significant contribution to the development of the festival, as well as stimulate faster growth and expand the possibilities and scope of fundraising in the years to come.

3.4. Programme targets as defined by the outcome and output indicators planned to be reached within the project:

3.4.1. number of people attending supported cultural events (<i>mandatory</i>)	1500*
3.4.2. number of professional staff trained in the field of audience development (<i>mandatory</i>)	72*
3.4.3. number of representatives of the target group who have participated in providing feedback, organisation of an event and other means of involvement (<i>mandatory; includes "light" form of involvement</i>)	84*
3.4.4. number of representatives of the target group who have participated in the creation of a cultural product or continue to participate after the creation of the cultural product (<i>includes extensive and multifaceted participation of the representatives of the target group. Indicator is optional; if not applicable, indicate "N/A"</i>)	14
3.4.5. number of innovative audience development methods and techniques used (<i>indicator is optional; if not applicable, indicate "N/A"</i>)	5
3.4.6. number of cultural products created in bilateral cooperation engaging the target group (<i>mandatory</i>)	6

* Counting the total amount of people involved in different activities, we have taken into account that in some activities (not obligatory, but possible) persons may be the same (e.g., teachers participating in the hackathon's jury and testing the cultural products created within the project), so all numbers presented in this chart are unique participants who don't overlap. Number of people attending supported cultural events does not include the total number of audience planned to be reached during the period two years after the completion of the project.

Norādīt informāciju gan latviešu, gan angļu valodā!

Provide information in both Latvian and English!

3.5. Project summary and description of its general idea:

LAT

Projekta "Valmieras multimediju festivāla mākslas un izglītības programma jauniešiem" ietvaros tiks radīti seši (6) jauni profesionālās multimediju mākslas produkti un pavadošā izglītības programma fiziskā un digitālā vidē, visos projekta posmos iesaistot primāro mērķa grupu – jauniešus vecumā no 15 līdz 18 gadiem (vidusskolas skolēnus). Iesaiste paredzēta gan mākslas darbu jaunradē, gan atgriezeniskās saites aktivitātēs, gan festivāla norisē un apmācībās.

Projekts paredz starpdisciplināru pieeju mākslas produktu izveidē, koprades procesā iesaistot dažādu nozaru profesionālus māksliniekus un jauniešus, kā arī citu nozaru ekspertus no Latvijas un Norvēģijas. Tāpat projekta ietvaros tiks veidota starpdisciplināra mākslas darbu pieredze gan fiziskā, gan digitālā vidē, nodrošinot visu jaunradīto mākslas darbu kvalitatīvu pieejamību gan festivāla norises laikā, gan īpaši projekta vajadzībām veidotā un pielāgotā interaktīvā digitālā platformā.

Projekta ietvaros notiks dažādu mērķa grupu pārstāvju apmācības, padziļināta auditorijas izpētes laboratorija, jauniešu un mākslinieku ideju hakatons, prototipēšanas, uzbūves un testēšanas darbnīca, pavadošās izglītības programmas un digitālās platformas izstrāde. Kā projekta kulminācija paredzēta jauniešu mākslas un izglītības programmas norise Valmieras multimediju festivāla ietvaros, kā arī digitālās platformas atklāšana.

ENG

The project "Valmiera Multimedia Festival Youth Arts and Education Programme" will create six (6) new professional multimedia art products and an accompanying education programme in physical and digital environments, involving the primary target group - young people aged 15 to 18 (secondary school pupils) - in all stages of the project. Involvement is foreseen in the creation of the artworks, in feedback activities, in the festival and in training.

The project involves an interdisciplinary approach to the creation of art products, involving professional artists and secondary school pupils, as well as experts representing other industries from Latvia and Norway in the process of co-creation. The project will also create an interdisciplinary experience of artworks in both physical and digital environments, ensuring quality accessibility of all newly created artworks both during the festival and on an interactive digital platform specially designed and adapted for the project.

The project will include training for different target groups, an in-depth audience research lab, a hackathon for secondary school pupils and artists, a prototyping, building and testing workshop, accompanying educational programmes and the development of a digital platform. The project will culminate in a youth arts and education programme as part of the Valmiera Multimedia Festival and the launch of the digital platform.

***Norādīt informāciju gan latviešu, gan angļu valodā!
Provide information in both Latvian and English!***

3.6. Description of the professional contemporary arts and cultural product created as a result of the project:

LAT

Projekta rezultātā tiks radīti sekojoši profesionālās laikmetīgās un jauno mediju mākslas produkti:

- Pieci (5) **starpdisciplināri mākslas produkti** – mākslas programma jauniešiem fiziskā vidē, kas veidoti **kopradē ar profesionāliem Latvijas un Norvēģijas māksliniekiem un radošas profesionālās ievirzes jauniešiem (mākslas, mūzikas un dizaina vidusskolas skolēniem) vecumā no 15 līdz 18 gadiem.** Jaunradītie mākslas produkti ietilpst kategorijās profesionāla laikmetīgā un/vai jauno

mediju māksla. Projekta ietvaros jaunradītie mākslas produkti paplašina iespējas mūsdienīgā veidā apgūt izglītības saturu plašai vidusskolēnu auditorijai (mākslas produktiem ir izstrādāta pavadošā izglītības programma, ņemot vērā mācību procesa specifiku un vadlīnijas, kā arī iesaistot atbilstošus nozares ekspertus), sekmē personības attīstību (mākslas darbos ir aptverts plašs tematiskais loks - **jauniešiem aktuālas un sociāli nozīmīgas tēmas, sevis un pasaules izziņas formas, kas stiprina kritiskās domāšanas prasmes**) un mazina sociālo atstumtību (plašas bezmaksas pieejamības un iesaistes iespējas).

Pirms koprades procesa uzsākšanas, paredzētas projektā iesaistīto dalībnieku un plašākas nozares profesionāļu apmācības darbam ar jauniešu auditoriju. Tāpat notiek sistemātiska plašu ekspertu loka (piemēram, skolotāji, jauniešu pētnieki, jauniešu psihoterapeiti u.c.) piesaiste dažādām projekta aktivitātēm – apmācības, hakatona žūrija, produktu testēšana/aprobēšana u.c. **Dažādos mākslas produktu izstrādes posmos tiek īstenota arī plašākas mērķa grupas** (vidusskolas skolēni vecumā no 15 – 18 gadiem) **iesaiste un viedokļu apmaiņa** – auditorijas izpētes laboratorija, kurā tiek organizētas diskusijas par jauniešiem aktuālām tēmām, mākslas produktu un izglītības programmas testi, mākslas mediācijas programmas izstrāde un apmācības auditorijai fiziskā vidē u.c.

Tā kā ir izvēlēta inovatīva jaunrades un koprades uzsākšanas forma, tad mākslas produktu izveides process sākas ar ideju un vērtību hakatonu. Hakatona mērķis ir izveidot 5 komandas no projekta dalībniekiem, kuras vieno vēlme strādāt gan pie kādas konkrētās tēmas izziņas, gan konkrētas multimediju vai starpdisciplināras mākslinieciskās izpausmes formas. Primārais vienojošais aspekts ir interese par tēmu un vēlme par to runāt mākslinieciskās izteiksmes valodā. Forma savukārt tiek meklēta un precizēta hakatona procesa laikā, savienojot komandas profesionālo mākslinieku un jauniešu prasmes un zināšanas, kā arī piesaistot nepieciešamos mentorus un tehnisko atbalstu projekta veiksmīgai norisei, ko sevī ietver hakatona formāts un norise. Pilnīgi skaidra ideja un mākslinieciskās izpausmes forma katrai komandai ir 24 h hakatona noslēgumā, pēc kuras notiek komandu ideju prezentācijas žūrijai, kurā ietilpst arī pirmreizējā auditorijas atgriezeniskās saites aktivitāte. Darbs pie mākslas produktu izstrādes līdz pat rezultātam tālāk norit atbilstoši izstrādātajam aktivitāšu plānam.

Visi jaunradītie mākslas produkti būs **oriģināli, inovatīvi un ietvers dažādu žanru mijiedarbību. Tie būs mobili un pārvadājami**, līdz ar to **viegli izrādāmi atkārtoti (replicējami)** gan Valmierā, gan Latvijā un Norvēģijā. Digitālās mākslinieciskās jaunrades formas – XR (*AR, VR, MR un 360° pieredzes*), digitāli mākslas darbi ar, piemēram, spēles elementiem vai cita veida **interaktivitāti** u.c., fiziskās mākslinieciskās jaunrades formas – instalācijas ar **interaktīviem** un multimediju elementiem, mākslas darbi, ko darbina sensori vai programmēti robotikas risinājumi, audiovizuālas instalācijas, 3D printēti mākslas darbi u.c.

Pirmreizējā visu mākslas produktu izrādīšana paredzēta laikmetīgās mākslas telpā “Kurtuve” (Valmierā), Valmieras multimediju festivāla ietvaros **2024.gada februārī**. Visa mākslas programma auditorijai būs pieejama bezmaksas un tiks nodalīta kā vienots veselums – Mākslas un izglītības programma jauniešiem, kas norisinās festivāla ietvaros.

- Kā atsevišķu produktu iespējams nodalīt **1 (vienu) projekta interaktīvo digitālo platformu**. Digitālā platforma būs starpdisciplinārs risinājums, kurā tiks nodrošināta gan piecu (5) jaunradīto mākslas produktu, gan pavadošās izglītības programmas pieejamība (katram mākslas darbam unikāla pavadošā aktivitāte), kā arī interesantāko saistīto pasākumu video ierakstu arhivēšana (piemēram, montēti video no profesionāļu apmācībām, mākslinieku sarunām, apkopojums no auditorijas izpētes aktivitātes u.c.). Digitālās platformas pieredzes dizains būs reprezentatīvs un līdzvērtīgs mākslas produktu fiziskajai pieredzei, proti, māksliniekiem, kas izvēlēsies

strādāt ar digitāla mākslas produkta attīstību, ir obligāta prasība nodrošināt asprātīgu un mākslinieciski baudāmu objekta reprezentāciju fiziskā vidē, savukārt māksliniekiem, kas strādā ar fizisku formu, ir uzdevums pārdomāt mākslas produkta reprezentāciju 360° interaktīvā vidē projekta digitālajā platformā. Arī digitālā platforma un viss pavadošais saturs auditorijai būs pieejams bez maksas vismaz 2 gadus pēc projekta noslēguma. Saturs būs pieejams latviešu, angļu un norvēģu valodās. Platforma paredzēta kā atsevišķa vide, kas veidota tieši jauniešu mākslas un izglītības programmai, proti, skaidri nodalīta no festivāla kopējās "landing page". Lapa tiks veidota kā unikāla web adrese, ar kuru varēs dalīties un komunicēt tiešā veidā, savukārt no festivāla pamata lapas tā būs pieejama, uzklikšķinot uz mājas lapā ievietota banera. **Digitālā platforma tiks testēta un aprobēta paralēli ar 5 mākslas darbu fiziskā vidē testēšanu un aprobāciju.**

Visiem 6 (sešiem) produktiem tiks nodrošināta pavadošā **izglītības programma gan fiziskā, gan digitālā vidē, kas tiks sasaistīta ar mācību saturu un sekmēs izglītības standartā noteikto mērķu sasniegšanu.** Fiziskā vidē programmas galvenie mediatori būs apmācīti jaunieši, kas nodrošinās skolēnu (savu vienaudžu) grupu uzņemšanu laikmetīgās mākslas telpā "Kurtuve", mākslas produktu satura un formas komunikāciju, kā arī iesaistīs jauniešus dažādās fiziskai videi pielāgotās aktivitātes, kas palīdzēs izprast mākslas darbu vēstījumu un veicinās auditorijas pašizziņas procesu. Digitālā vidē izglītības programmas mediatori primāri būs skolotāji, kas projekta ietvaros tiks apmācīti darbam ar platformu un tās dažādajām satura vienībām, kā arī nodrošinātas precīzas vadlīnijas programmas integrācijai mācību procesā. Pašā platformā būs pieejama instruktāža, ko varēs izmantot gan paši jaunieši, gan jebkurš skolotājs vai cits mākslas un izglītības programmas mediators, kas vēlēties izmantot digitālo platformu darbā ar jauniešiem pēc projekta pabeigšanas (tātad auditorija, kas nebūs piedalījies apmācībās vai kādā citā veidā tikusi iesaistīta projekta aktivitāšu un mākslas produktu izstrādē vai norisē). **Izglītības programmas paredz auditorijas iesaistes formas gan pirms, gan pēc mākslas darbu pieredzes, kā arī iespējamo mijiedarbību pieredzes norises laikā (mākslas darbu multimedijālā forma var tikt veidota interaktīva, kā rezultātā 1) auditorijas refleksijas process var kļūt par daļu no mākslas darba; 2) auditorija var tik iesaistīta mākslas darba kopradē, pieredzes laikā papildinot esošo formu ar jaunu saturu.)**

Visa projekta ietvaros auditorijas attīstības kontekstā iespējams nodalīt vairākas inovatīvas metodes, kas tiek pielietotas sadarbībā ar mērķa grupu: 1) jauniešu debates kā auditorijas izpētes forma; 2) hakatons - profesionālu mākslinieku un jauniešu vērtību un interešu savienošana, komandu formēšana, mākslas darbu ideju attīstība, iesaistot mērķa grupas pārstāvjus; 3) fizisku un digitāla produkta attīstība ar līdzvērtīgu pieredzes dizainu; 4) produkta testēšana un uzlabošana, iesaistot mērķa grupas pārstāvjus; 5) 15 - 18 gadus jaunu vidusskolas jauniešu apmācības mākslas mediācijā.

ENG

The project will result in the following professional contemporary and new media art products:

- Five (5) **interdisciplinary art products** - an art programme for young people in a physical environment, **co-created with professional Latvian and Norwegian artists and professionally oriented young people (arts, music and design secondary school pupils) aged 15-18.** The newly created art products fall under the categories of professional contemporary and/or new media art. The art products created within the project broaden the possibilities to learn educational content in a modern way for broad audience of secondary schools pupils (the art products have an accompanying educational programmes, taking into account the specificity of the learning process and guidelines, as well as involving relevant experts in the field), contribute to personal development (the artworks cover a wide range of themes - **topical and socially important topics for young people, forms of self and world**

knowledge as well as strengthen the critical thinking skills) and reduce social exclusion (wide opportunities for free access and involvement).

Before the co-creation process starts, training for the project participants and wider professionals in working with young audiences will be provided. A wide range of experts (e.g., teachers, youth researchers, youth psychotherapists, etc.) are also systematically involved in the various project activities - training, hackathon jury, product testing/approbation, etc. **Involvement of the wider target group** (secondary school pupils aged 15-18) and **exchange of views in the different stages of the development of the art products**: audience research laboratory, where discussions on topics relevant to young people are organised, testing of art products and educational programmes, development of an art mediation programme and training for the audience in a physical environment, etc.

As an innovative form of creativity and co-creation is chosen, the process of creating art products starts with a hackathon of ideas and values. The aim of the hackathon is to create 5 teams of project participants, united by the desire to work on both the exploration of a specific theme and a particular multimedia or interdisciplinary form of artistic expression. The primary unifying aspect is an interest in the topic and a desire to speak about it in the language of artistic expression. The form is in turn sought and refined during the hackathon process, by combining the skills and knowledge of the team's professional artists and young people, as well as by attracting the necessary mentors and technical support for the success of the project, which includes the hackathon's format and organisation. Each team has a very clear idea and form of artistic expression at the end of the 24-hour hackathon, after which the teams present their ideas (pitching) to the jury, which includes a first audience feedback activity. Work on the development of the art products through to the final deliverable continues according to the activity plan.

All newly created art products will be **original, innovative and** include a **combination of different genres**. They will be **mobile and transportable**, so **easily shown repeatedly (replicable)** in Valmiera, Latvia and Norway. Digital forms of artistic creation - XR (*AR, VR, MR and 360° experiences*), digital artworks with e.g., game elements or other forms of **interactivity**, etc., physical forms of artistic creation - installations with **interactive** and multimedia elements, artworks powered by sensors or programmed robotics solutions, audiovisual installations, 3D printed artworks, etc.

The first exhibition of all art products is planned for the contemporary art space "Kurtuve" (Valmiera), as part of the Valmiera Multimedia Festival in **February 2024**. The entire art programme will be free to the public and will be separated as a whole - the Art and Education Programme for Young People, which will take place within the framework of the festival.

- As one (1) separate product should be considered an **interactive digital platform of the project**. It will be an **interdisciplinary** solution that will provide access to the five (5) newly created art products and the accompanying educational programme (unique accompanying activity for each artwork), as well as video archiving of the most interesting related events (e.g., edited videos from professional trainings, artist talks, summary from audience research activity, etc.). The design of the digital platform experience will be representative and equivalent to the physical experience of art products, i.e., artists who choose to work with the development of a digital art product are required to ensure a witty and artistically pleasing representation of the object in a physical environment, while artists working with a physical form are challenged to rethink the representation of the art product in a 360° interactive environment on the project's digital platform. The digital platform and all accompanying content will also be available free of charge to the audience for at least 2 years after the end of the project. The content will be available in Latvian, English and Norwegian. The platform is intended to be a separate environment

specifically designed for the youth arts and education programme, i.e., clearly separated from the overall landing page of the festival. The page will be designed as a unique web address that can be shared and interacted with directly, and will be accessible from the main festival page by clicking on a banner on the homepage. **The digital platform will be tested and approbated in parallel with the testing and approbation of 5 art products in the physical environment.**

All six (6) products will be accompanied by **education programmes in both physical and digital environments that will be related to the content of studies and contribute to the achievement of the goals set in the educational standard.** In the physical environment, the main mediators will be trained secondary school pupils who will host groups of students (their peers) in the contemporary art space "Kurtuve", communicate the content and form of the art products, and engage young people in various activities adapted to the physical environment that will help them understand the message of the artworks and promote the process of self-discovery. In the digital environment, the mediators of the educational programme will primarily be teachers, who will be trained in the use of the platform and its different content units, as well as provided with precise guidelines for the integration of the programme into the teaching process. The platform itself will provide a briefing that can be used by the young people themselves and by any teacher or other arts and education mediator who wishes to use the digital platform with young people after the project has finished (i.e. audiences who have not received training or been involved in any way in the development or delivery of the project activities and arts products). **Education programs include forms of audience involvement both before and after the experience of artworks, as well as possible interaction during the artwork experience (the multimedia form of artworks can be made interactive, so as a result 1) the process of audience reflection can become part of a artwork experience; 2) the audience can be involved in the co-creation of the artwork, supplementing the existing form with new content during the experience.)**

Within the framework of the whole project and in the context of audience development, it is possible to distinguish 5 (five) innovative methods that are implemented in collaboration with the target audiences: 1) youth debate as a form of audience research (labs of audience research); 2) hackathon - professional artists and pupils values and interests matchmaking, teams formation, artwork ideas development and ideas evaluation together with representatives of the target audiences; 3) physical and digital products development with comparable experience design; 4) product testing and improvement together with representatives of the target audiences; 5) arts meditation training for secondary school pupils aged 15 - 18 years.

3.7. Description of project activities that contribute to the implementation of the support area “Creation of New Professional Contemporary Art and Cultural Products” as specified in Paragraph 12.1. and 13 of the Implementation Regulation:				
No	Activity title	Detailed description of the activity	Project partner involved in the implementation of the activity (where applicable)	Result of the activity ¹
1	Project management and administration	<p>General project management. Realised by all project partners – Valmiera municipality government with 1 project manager and 1 accountant, Ltd. “Story Hub” with 2 curators and 1 accountant and NGO “Culture Break Borders” with 1 project manager and 1 accountant.</p> <ul style="list-style-type: none"> • In December 2022, the selection of participants is planned, attracting 10 artists (5 from Latvia and 5 from Norway), 1 art curator from Latvia, as well as organising an open call for the selection of 7 Latvian and 7 Norwegian students studying in art, music or design high schools for participation in creation of cultural product. • In December 2022, a 6-day visit of the Latvian working group to the Norwegian partner is planned to agree on the implementation of the project activities, to meet Norwegian artists and students, to identify existing and still necessary resources. From Latvia 2 curators will participate. • In January 2023 all project members will have an online meeting - introducing the project, meet and greet with all participants, activity planning, timeline planning, artist pitches etc. <p>If necessary, but not less than once a month, online meetings of Valmiera municipality and project partners specialists (project managers, curators,</p>	Valmiera municipality government, Ltd. “Story Hub”, NGO “Culture Break Borders”	N/A

¹ The results of activities should indicate activities which are aimed to achieve in sub-paragraph 3.4. planned impact on achievement of indicators specified in Paragraph 5 of the rules of the second round of the open call.

		<p>accountants of both countries) involved in the project will be held throughout the project implementation, during which the project progress, implementation, deadlines, problems etc. will be discussed.</p> <p>Full project management description on Paragraph 5.</p>		
2	Publicity	<p>Activity realised by Valmiera municipality government Branding and Public Relations Unit in cooperation with both project managers and all curators. Municipal employees will perform these activities within the framework of their daily duties, without receiving a separate payment from the project funding. For some content creation external service providers will be involved. Those services will be financed by the project.</p> <p>Publicity activities are planned to be implemented in all available information channels - partner websites and social networks, print and digital mass media, placing informative posters at the venues, etc.</p> <p>Within the framework of the project, a separate platform (website) will be created, which will be available both as an independent entity by entering a unique link, and through the official website of the festival (an active banner on the website of the festival that leads to the project information and content website).</p> <p>In accordance with the requirements of the project, at least two (2) public communication events will be organized in cooperation with the project partners. 1) An international training event (open for all cultural industries, education and youth professionals in Latvia and Norway; communicated as one of the project's most</p>	Valmiera municipality government, Ltd. "Story Hub", NGO "Culture Break Borders"	<p>10 publications on partner's web pages</p> <p>10 unique posts on partner's social media</p> <p>6 unique press releases</p> <p>6 unique publications or reports in printed, digital media, tv and/or radio</p> <p>2 posters for project events (1 for Latvia, 1 for Norway), 1 project info board for Festival, at least 5 digital banners for different channels</p> <p>2 public events organised by project partners</p>

		<p>important activity) which will include project presentation and collaboration with media partners, and will be publicly available on project's website as part of the project's educational activities; 2) Exhibition opening event (official opening complemented by press conference and other communication activities, e.g., interviews with project participants in mass media etc.).</p> <p>Activities are planned for all 17 months of project implementation.</p> <p>Full communication plan on Paragraph 3.15.</p>		<p>At least 5 events organised by other organisations with participation of project partners</p> <p>6 videos published on partners' websites, social media channels, provides to media</p>
3	Artists and matchmaking, hackathon pupils' ideas	<p>Two days hybrid event in April 2023 - project creative teams working separately in Valmiera, Latvia and Oslo, Norway using an online communication platform.</p> <p>On the first day there will be:</p> <ul style="list-style-type: none"> • Introduction to the results of the audience research laboratory • Participants self-pitch • Values and interest matchmaking • Project ideas brainstorm • Project ideas matchmaking • Formation of teams • Work in teams • External experts / mentors challenge project ideas • Preparation for pitching <p>On the second day there will be pitching sessions. Project / artwork ideas will be judged by a specially created jury: 4 students from the target group (2 from each country), 2 teachers (1 from each country).</p>	Valmiera municipality government, Ltd. "Story Hub", NGO "Culture Break Borders"	<p>5 teams formed</p> <p>5 art project ideas developed</p> <p>14 representatives of the target group (secondary school pupils aged 15- 18 years) participated in the creation of cultural product</p> <p>10 professional artists participated in the creation of cultural product</p> <p>6 representatives (4 secondary school pupils aged 15 - 18 years and 2</p>

		During the event, a leader is appointed for each team, whose task is to ensure the team's progress to the goal outside the official meetings and consultations till the next common event.		teachers) of the target group participated in providing feedback (programme target 3.4.3.) 1 innovative method of audience development (programme target 3.4.5.)
4	Creation of the artworks and digital platform	<p>Creative teams working remotely in Latvia and Norway. Online meetings, consultations.</p> <p>Creation / preparation of artworks, monthly update, and consultations.</p> <ul style="list-style-type: none"> • In June 2023, 2 online consultations are planned - the art curator and digital platform developers meet with all the teams. Intellectual and technical resources are being identified and planned in accordance with budget possibilities and available resources. Curators of both directions join the activity. Development of the digital platform will start in parallel with other activities from April 2023. • In July 2023, 2 online consultations are planned - identification and planning of physical resources, specification of expenditure estimates. Curators, project managers and accountants of both directions 	Valmiera municipality government, Ltd. "Story Hub", NGO "Culture Break Borders"	<p>6 online consultations</p> <p>5 multimedia artworks prototyped (programme target 3.4.6.)</p> <p>1 digital platform prototyped (programme target 3.4.6.)</p> <p>14 representatives of the target group (secondary school pupils aged 15- 18 years) participated in the creation of cultural product</p>

		<p>join the activity. Work in progress on the digital platform.</p> <ul style="list-style-type: none"> • In August 2023, 1 online consultation on the layout of the exhibition is planned. An external expert is involved. Work in progress on the digital platform. • In September 2023 the audience development activities will take place. • In November 2023, 1 online consultation is planned for participants to prepare for the “Makerspace / prototype testing” activity. Work in progress on the digital platform. 		<p>(programme target 3.4.4.)</p> <p>10 professional artists participated in the creation of cultural product</p>
5	Makerspace / prototype testing	<p>On-site building and testing of art works, digital platforms and educational programs in Valmiera, Latvia with the participation of all artists and students involved. The activity is planned for a week in December 2023. Active participation of the representatives of the target group is planned in order to provide detailed feedback.</p> <p>7 representatives of the target group participate in providing feedback for art works in the physical environment. After testing in a physical environment, 3 test groups (16 participants each, altogether 48 participants - 30 secondary school pupils and 2 teachers from Latvia, 15 secondary school pupils and 1 teacher from Norway) of the digital platform take place.</p> <p>After testing, the physical artworks and digital platform are finalised.</p> <p>The main task of the makerspace / prototype testing activity is practical testing of the technical quality and performance (not concept, artistic or creative quality) of the newly created artworks, as</p>	Valmiera municipality, SIA “Story Hub”, NGO “Culture Break Borders”	<p>14 representatives of the target group (secondary school pupils aged 15- 18 years) participated in the creation of cultural product</p> <p>10 professional artists participated in the creation of cultural product</p> <p>At least 48 unique representatives of the target group (45 secondary school pupils aged 15 - 18 years and 3 teachers) participated in providing feedback</p>

		<p>well as user experience design. The test is held in close cooperation with the primary target audience.</p> <p>This is a very important activity that is part of the IT project management cycle, which is slightly different from the classical cultural project management approach. Before transferring the solution to a wider audience, it is necessary to make sure that the audience fully understands and is ready to consume the newly created artworks. The feedback gathered during the testing phase does not affect either the concept of the artworks or the artistic solution, but technically and in communication helps to specify the details that support the perception and experience of the artworks. The copyright aspect is not affected at this moment of cooperation between the creators of the artworks and the audience, meaning that the teams of artists have the rights of final decision making and full authorship of their artwork.</p> <p>Start of the content translation and final customization of the digital platform.</p> <p>Practical activities are coordinated by the project administration and management team in order to prepare for the festival event.</p>		<p>(programme target 3.4.3.)</p> <p>5 multimedia artworks tested</p> <p>1 digital platform tested</p> <p>1 innovative method of audience development (programme target 3.4.5.)</p>
6	Festival event in Valmiera	<p>7 days event in Valmiera Contemporary Art Space "Kurtuve" within the framework of Valmiera multimedia festival in February 2024. 5 art works and 1 digital platform launch and presentation. All activities are free of charge and available for different types of audience. Other side activities (e.g., artists talks, opening night cultural programme and others) take place during the festival.</p>	Valmiera municipality, SIA "Story Hub", NGO "Culture Break Borders"	<p>7 day festival event (arts programme and side activities)</p> <p>6 art products launched and reached the audience</p>

		<p>Secondary school classes from all over the Valmiera region attend the festival's youth program as well as other groups and individuals from all over Latvia.</p> <p>The Norwegian partner team participates in the event for 3 days.</p>		<p>1500 people attending multimedia festival's youth program (programme target 3.4.1.)</p>
--	--	--	--	---

3.8. Description of project activities that contribute to the implementation of the support area “Audience Development” as specified in the Paragraph 12.2. and 13 of the Implementation Regulation:

No.	Activity title	Detailed description of the activity	Project partner involved in the implementation of the activity (where applicable)	Result of the activity
7	International training for artists, producers, creators, curators and art teachers about artistic communication, mediation and engagement with younger audiences	<p>Two day on-line or hybrid event (depending on the Covid situation) in February 2023. Representatives of both countries take part in the event, but each is in their own country.</p> <p>Event language – English. Simultaneous translation into Latvian will be provided</p> <p>The training will be attended by 6 expert mentors, at least 10 artists and 1 arts curator, 10 representatives from education and 20 representatives from the professional arts and culture sector from Latvia and at least 5 representatives from education and 5 representatives from the professional arts and culture sector from Norway.</p> <p>On the first day there will be open sections for project participants and broader audiences in Latvia and Norway:</p> <ol style="list-style-type: none"> 1) Science and recent research about youth, their habits and peculiarities of perception, 	Valmiera municipality government, Ltd. “Story Hub”, NGO “Culture Break Borders”	51 professionals trained in the field of audience development (programme target 3.4.2.)

		<p>generation Z etc. – 2 speakers from Latvia and Norway;</p> <p>2) Education (working with youth, formal & informal approach, educational process challenges) – 2 speakers from Latvia and Norway;</p> <p>3) Case studies (successful & inspiring cultural projects targeting the younger audiences) – 2 speakers from Latvia and Norway;</p> <p>4) Moderated discussion, Q&A;</p> <p>5) Participants project challenge pitches, solution training in breakout rooms (moderated and structured workflow using design thinking methods, various sessions, experts' involvement and support).</p> <p>On the second day there will be a closed section for project participants with experts. The project team has the opportunity to discuss all specific issues with experts, receive personalised advice and ask questions. The primary goal is to prepare for the further activities of the project - the target group research laboratory, which includes work with focus groups and other cognitive activities of the audience.</p>		
8	Labs of audience research	<p>Moderated discussion workshops and debate activities in Valmiera, Latvia in March 2023 with youth focus groups involving 5 professional artists from Latvia, 1 art curator, at least 2 members of the project administration and implementation staff, as well as the partner organisation from Latvia. The activity involves at least 30 members of the target group - secondary school pupils in the Valmiera region aged 15-18. The event is facilitated by 1 moderator (expert in design and creative thinking), 5 focus group debate facilitators (experienced in facilitating and organising youth debates). The results of the focus groups</p>	Valmiera municipality government, Ltd. "Story Hub"	<p>30 unique representatives of the target group (secondary school pupils aged 15- 18 years) participated in youth debates dedicated for identifying artwork topics</p>

		<p>become part of the project's roadmap and are taken into account when starting to develop the art products, the digital platform and the accompanying educational programmes.</p> <p>The audience research laboratory is designed to benefit both parties. The project team and artists have a deeper understanding of the topics relevant to young people and their language of communication, while young people develop skills that will be useful during the learning process at school.</p>		<p>(programme target 3.4.3.)</p> <p>1 innovative method of audience development (programme target 3.4.5.)</p>
9	Development of educational programmes in physical and digital environment	<p>In September 2023, 5 online consultations are planned for the development of an educational program in physical and digital environment, involving 1 education expert and 4 external experts (for example, a youth psychotherapist, personal development coach, art therapist, curator of art education programs, teacher, psychologist, etc.). At least 2 of the experts will represent Norway. Development of the educational programmes start after the consultations with all teams and external experts.</p> <p>In October 2023, work in progress on the educational programmes in physical and digital environments will take place.</p> <p>During the makerspace / prototype testing activity also educational programmes prototypes testing takes place in physical and digital environments where 7 members of the target audience (5 secondary school pupils and 2 teachers) from Valmiera region test the educational programme in the physical environment, but all together 3 test groups (16 participants each, all together 48 participants - 30 secondary school pupils and 2 teachers from Latvia, 15 secondary school</p>	Valmiera municipality government, Ltd. "Story Hub", NGO "Culture Break Borders"	<p>5 online consultation (one for each team)</p> <p>5 external experts involved in creation of the educational programmes in physical and digital environments</p> <p>2 different educational programmes in physical and digital environment prototyped and tested</p> <p>At least 48 unique members of the target</p>

		<p>pupils and 1 teacher from Norway) are involved in testing the digital educational programme.</p> <p>After testing, the educational programmes are finalised.</p> <p>Start of the content translation and final customization of the digital platform.</p>		<p>audience (45 secondary school pupils aged 15 - 18 years and 3 teachers) involved in testing the educational programmes in physical and digital environments</p> <p>1 innovative method of audience development (programme target 3.4.5.)</p>
10	Art mediators training	<p>6 specially trained representatives of the target group (secondary school pupils aged 15 - 18) are selected and trained in order to provide arts mediation for festival visitors, especially for groups of secondary school pupils.</p>	Valmiera municipality, SIA "Story Hub"	<p>6 representatives of the target group (secondary school pupils aged 15 - 18) selected and trained for arts mediation programme in physical environment</p> <p>1 innovative method of audience development (programme target 3.4.5.)</p>

11	Side events of the festival in Valmiera	<p>Art mediators (6 representatives of the target group - secondary school pupils aged 15 - 18) work in the festival team providing the necessary support for all visitors, especially groups of secondary school pupils.</p> <p>Hybrid side events take place – opening and project presentation, artist talks, discussions on youth and artwork related topics.</p>	Valmiera municipality government, Ltd. "Story Hub", NGO "Culture Break Borders"	<p>6 representatives of the target group (secondary school pupils aged 15 - 18) worked as arts mediators during the festival</p> <p>10 artists and 1 art curator participated in artists talks</p> <p>1 discussion held on youth and artwork related topics</p> <p>At least 100 people attending side events physically and on-line</p>
12	Teachers training and active digital product distribution	<p>During the festival, a group of 15 mainly art and social sciences teachers from all over Latvia is organised to jointly attend the festival and participate in training on how to integrate the project's digital experience and education program into the teaching process. Additionally, 6 art and social sciences teachers from Norway are organised for online briefings.</p> <p>Further collaboration with teachers' networks and presentations in schools, events, seminars, conferences etc. are planned in order to work on the project distribution for the next 2 years.</p>	Valmiera municipality government, Ltd. "Story Hub", NGO "Culture Break Borders"	At least 21 representatives of the target group (teachers) introduced to art works and trained in the use of the digital platform (programme target 3.4.2.)

3.9. Time frame for the implementation of project activities:											
No.	Activity ² title	Implementation time frame and deadline for achieving results									
		Year 2022		Year 2023				Year 2024			
		III	IV	I	II	III	IV	I	II	III	IV
1	Project management and administration		X	X	X	X	X	X			
2	Publicity		X	X	X	X	X	X			
3	Artists and students' matchmaking, ideas hackathon				X						
4	Creation of the artworks and digital platform				X	X	X				
5	Maker space / prototype testing						X				
6	Festival event in Valmiera							X			
7	International training for artists, producers, creators, curators and art teachers about artistic communication, mediation and engagement with younger audiences			X							
8	Labs of audience research			X							
9	Development of educational programmes in physical and digital environment					X	X				
10	Art mediators training						X				
11	Side events of the festival in Valmiera							X			
12	Teachers training and active digital product distribution							X			

² Must coincide with the activities specified in Sub-paragraph 3.7 and 3.8 of the project application and the project implementation deadlines referred to in the rules of the second round of the open call.

3.10. Justification of the impact and necessity of the project and description of the specific target group of the project:

Different target groups of the project:

Includes strong form of involvement:

- **Secondary school pupils aged 15 - 18 years, studying in 6 creative (arts, music and design) vocational schools in Valmiera Municipality and Oslo Municipality** - project participants from Latvia and Norway who are directly involved in the creation of art and cultural products (a total of **14** secondary school pupils aged 15 - 18 years). They are reached and involved through 6 schools - Foss Upper Secondary School, Edvard Munch High School, Elvebakken Upper Secondary School (Norway), as well as Valmiera Design and Art High School, Valmiera Viestura High School and Valmiera Secondary School No.5 (Latvia).

Includes light form of involvement:

- **Valmiera region and Oslo municipality (Eastern Norway) secondary school pupils aged 15 - 18 years who are enrolled in both creative and comprehensive schools** - the primary audience of the art and cultural products created within the project as well as the accompanying educational programmes, who will experience the products in both physical and digital environments and whose representatives (a total of **81** pupils) are also involved in some project communication and feedback activities (e.g. audience research lab, testing of the physical and digital prototypes of the art products, digital platform and educational programmes, training as arts mediators etc.).

Includes both light and strong forms of involvement:

- **Secondary school teachers, youth workers and education sector representatives in Latvia and Norway** (formal and non-formal education) to serve as mediators helping to communicate and deliver the project content to the secondary school pupils aged 15 - 18 years both in Latvia and in Norway and whose representatives (a total of **24** teachers and **15** other youth and education sector workers) are also involved in some project communication, feedback and training activities (e.g., hackathon jury, training on how to integrate the digital platform and educational programme in the study process). Information and project guidelines will be delivered for a broader network of teachers, youth and education sector representatives through schools and NGOs.

Includes both light and strong forms of involvement:

- **Arts and culture sector representatives in Latvia and Norway** (professional artists, curators and producers) interested in creating art works and content for youth and whose representatives will be trained to create content for young audiences. This group of trained representatives not only include project participants in Latvia and Norway (**10** professional artists and **1** art curator), who directly participate in the creation of artwork, but also other industry professionals in Latvia and Norway (a total of **25** arts and culture sector professionals) who will participate in project training activity and gain valuable knowledge that will be useful in further professional activity in order to start or continue creating art and cultural products for young audiences.

Includes all festival visitors in the physical environment and future audience targeted in the following 2 years of project digital distribution:

- **In a broader context - additional audience** that will be reached through the Valmiera Multimedia Festival event.
- **In the long term context - Latvian and Norwegian secondary school pupils aged 15 - 18 years from all regions in both countries who are enrolled in both creative and comprehensive schools** who will be targeted as users of the digital platform and education programme during the following 2 years of product distribution. This is also the audience that will be reached in case of project physical replication in Latvia or Norway.

Justification of the need for the project, the content of the activities and the means of expression:

- Every young person today is part of the digital transformation that every developed country and its society is going through, but this process is fraught with challenges, especially in the regions, due to various factors. Limited digital literacy, heterogeneous quality of education, generation gaps and ageing of educators, insolvency, lack of foreign language skills and other factors hinder a successful, rapid and inclusive digital transformation, increasing the long-term risks of youth unemployment, social exclusion and poverty. Given the specific nature of new media arts, the sector has untapped potential to support and facilitate successful digital transformation processes, bridge social gaps and raise the overall level of digital literacy, especially among young audiences. As the world of modern technology is primarily a source of entertainment and information seeking for young people, to the exclusion of essential elements of digital literacy such as creativity, one of the key elements in raising the overall level of digital literacy is the experience a young person has of experiencing meaningful and informed use of technology solutions and platforms, as well as seeing the vast possibilities for creativity and content forms offered by the contemporary media culture content that will be produced as part of this project, ensuring youth engagement and creativity at all stages of the project.

In addition, the project complements the art experience with a curriculum adapted for integration into the curriculum, providing in-depth insights into the themes reflected in the artworks, the creative process itself and the rationale behind the technologies used from the artists' perspective. The educational programmes in physical and digital environments facilitate the building of bridges between the content of the project and the youth audience, where, for example, teachers play an important role, who can incorporate the digital experience into their lessons or choose to go with their class to experience the youth programme in person during the festival. The homework done by the project team takes the burden off teachers, i.e., they do not have to play the role of experts on issues where their competences are probably even lower than those of young people, so audience development practically takes place in both segments, as even a teacher who is weak in technology literacy will gain as much valuable experience and awareness development from the project as a young person. Project includes various forms of activities where teachers and educators will be involved in different project stages. Another dimension is culture and education sector professionals who need to open their eyes and actually "touch" the audience. Usually, professionals just want to reach out to new audiences, especially youth, but don't do their homework in order to become successful in this process. What is youth actually thinking about? What are the ways to speak their language and communicate ideas of different artworks? What do they really care about? What are the generation gaps that should be filled in order to open a dialogue? These are topics and questions that will be raised through the project and addressed in different audience development activities.

- During the development of the project (14 February 2022), a pilot focus group of young people aged 15-18 from Valmiera was organised to discuss youth-friendly forms of engagement, technology use and cultural content consumption habits, as well as current issues that young people find important and relevant as topics for arts and cultural products. All the insights expressed during the discussions were taken into account in the development of the project activity plan, which influenced the decisions of the project management team on the different activities and forms of engagement. Some of the most important messages from young people that we have taken into account in the design of the project and the diverse activity plan.
- Young people need short, concise and targeted mediation of artistic content in both physical and digital environments, which should take place simultaneously with the experience of the cultural and artistic product (shortly before or immediately after). Interest in professional culture and arts products is only sometimes generated by young people themselves, as in most cases parents and teachers are the decision-makers for young people's consumption of professional culture and arts products (including the purchase of tickets). All young people unanimously agreed that there is a distinct lack of content and art forms in the cultural and artistic environment that they find interesting and understandable. Unfortunately, many of the projects experienced at school and with family have also failed to resonate with young people or to leave a lasting imprint, leading them to look more to the entertainment industry's product offerings than to quality professional cultural and artistic events in their own lives.
- Young people are open and interested in any activities that complement education and content learning. All participants agreed that it is very valuable to discuss experiences, engage in exploring artworks and other activities, but also here the immediate involvement of young people is very important, i.e., any activity, engaging game or conversation on a topic should take place around the artwork, not the next day, all tasks should be done immediately, not as homework, etc. Therefore, the main challenge for youth project content creators is to catch the young person's attention at the moment of engagement with the art and cultural product, both in physical and digital environments.
- In terms of the artistic and cultural product itself, as well as the length of the activities of the mediation and educational programmes, the short format dominates everywhere in the youth world. In principle, neither the experience of the artwork itself nor the accompanying activities should exceed 10 - 15 minutes per unit of content. An example of the structure of an experience: 1) an introduction by the artist/mediator of 2 - 3 minutes, explaining the theme and form of the art product; 2) the art product experience itself of 5 - 6 minutes; 3) an accompanying activity for a deeper understanding of the theme (e.g., a test), which should not take longer than 5 - 6 minutes to complete. (If we are talking about the whole programme experience in a physical environment consisting of several artworks.) Another example of the structure of the art product experience as individual units: 1) 3 - 5 min introduction by the artist/mediator; 2) the art product experience itself up to 10 min; 3) discussion. The total exposure time to 1 cultural and artistic product, plus an accompanying activity such as a discussion or talk on the topic, should not exceed 40 min (1 lesson). (The length of the materials used by teachers during the lessons should not exceed 15 min.) Physical experiences definitely allow a young person's attention for a longer period of time, whereas in the digital world we are talking about minutes and seconds in which a young person wants to quickly grasp and understand everything. This understanding will help to develop both audience-appropriate content and accompanying educational programmes.

- Choosing the right communication language that speaks to and is understood by young people is a key element. If the project is targeted at a specific target group, it should speak in terms that are familiar to the target group and use hooks that appeal specifically to young people.
- Young people enjoy and crave physical activities, the chance to meet, spend time together and see people. Human contact is a key factor that can ensure young people's interest and openness to almost any kind of cultural and artistic experience (that they might not otherwise have found interesting or relevant), so we have ensured that the project involves young people in as many different ways as possible, always including opportunities for physical encounters and face-to-face communication, as this can be a key factor in motivating young people to get involved and become active participants in the project.
- On topics of interest to young people, all focus group participants agreed that while climate change, democracy, social cohesion and other hot topics in the adult world that we are so keen to communicate to young people sound important and "right" to think about, they fail to generate any in-depth interest. The terminology used, the inability to relate the big problems of the world to oneself, and other factors are discouraging. Between the ages of 15 and 18, the most important process in young people's lives is self-discovery. Will I be able to find my place in society? What will I do with my life and my future, and how will today's decisions affect it? What are my skills and talents? What life path should I choose? Will I be able to find a job I love to do? Will I be able to do what I want to do and earn from it? What will the world be like tomorrow? Will I have friends and thought partners? These are just some of the many personal questions that concern young people. They all share a desire to understand themselves and their place in society and the world. In the process of self-discovery, neither esoteric approaches (e.g., astrology) nor approaches based on science or pseudo-science are rejected (e.g., young people do not look into the origin and scientific validity of a psychological test, but take them all in turn).
- All participants admitted that they are worried about the possible war (at the time when the discussion took place, Russian invasion of Ukraine was just a hypothesis) and it's a topic discussed among friends. Taking into account the current situation, we are sure that some of the artworks will talk about democracy, freedom, and ways to protect and maintain them. Freedom of choice and ability to be themselves are very important for young people, so they are deeply concerned about anything that might affect that.
- Personalisation and individualisation of the experience of art products, as well as the opportunity to see oneself in the wider context of friends or society, will be the main approaches we will use to design the art products and the accompanying educational programmes. The main thing that young people want is to measure, explore, know and understand themselves, and to compare or challenge their friends for some "growth training". In the framework of the project, this could be a vocational or psychological test to accompany a thematic artwork, or, for example, a measure of one's ecological footprint to help them perceive an artwork that speaks about climate change. There is also the possibility of immediate interaction with the art product, such as the possibility to see one's own creative impact on the audio or video track of the artwork, which immediately helps to individualise and personalise each young person's experience, etc., which we plan to use to create content and a language of communication that young people can understand.

Although some of the aspects mentioned above are more developed and elaborated in Norway (e.g., teacher's digital literacy), we can still say that both countries are facing these

challenges of audience development and reaching out to young audiences with professional arts and culture products.

Project methodology:

The whole project is built on the IT and innovation sector project management model which consists of 5 steps - research, product prototyping and design, product development, product testing and improvement, product launch and distribution.

The first step includes an innovative approach of audience research in the form of youth debates that respond to young people's interests, working and communication styles and contribute significantly to the overall direction and development of the project.

In the second step we would like to highlight the hackathon as an innovative form of creativity and co-creation, which is both a dynamic and focused approach to creative work, where an effective methodology primarily used in the ICT sector emerges, which is also very useful for the development of ideas for cultural and artistic products. This method ensures both creative freedom and the absolutely equal and democratic involvement of young people in the conceptualisation and production of artistic products.

Other innovative approaches can be identified in the way in which newly created art products are presented on a digital platform, as well as the presence of digital art products in a physical environment. In our view, engaging content has long ceased to be limited to photos, videos and printed tablets where young people can read dry, informative descriptions, so when thinking about experience design in both physical and digital environments, we have taken into account the factors that make it interesting and engaging for young people, namely that all artworks should be equally dynamic, enjoyable and experiential in both of these forms of expression. A significant role will be played by UX/UI of the digital platform (comparable with the real life experience of the art works in a physical environment) and educational programmes co-created with different experts and adapted to the form of the project experience.

There is planned involvement of different target groups in the testing and improvement phase of the art works, digital platform and educational programmes in physical and digital environments. The project will involve the target groups in different stages of the project steps, which is rare in the process of professional artistic creativity.

At the end we would like to highlight the internship opportunities offered to secondary school pupils aged 15 - 18 years, who will have the opportunity to become art mediators during the festival event (product launch and distribution phase), as well as learn behind the scenes of the festival organisation, gain a deeper insight into the process of making artworks and broader context of the new media art.

3.11. Involvement of representatives of the target group in the organisation of project activities and in the process of creating a cultural product:

The ways in which secondary school pupils aged 15 - 18 years in Latvia and Norway will be involved in the project.

1. Co-creation - involving the target audience in the creation of art and cultural products in collaboration with professional artists. Through an open call, 7 secondary school pupils aged 15 - 18 years in Valmiera municipality and 7 secondary school pupils aged 15 - 18 years in Oslo municipality from 6 different creative vocational schools (music, art, multimedia and design) are recruited to become project participants and engage in the creation of new cultural and artistic products from the moment of idea development to the festival (14 secondary school pupils aged 15 - 18 years).

2. Communication - target group research activity prior to the Ideas Hackathon - moderated discussion workshops and debate activities with youth focus groups involving 5 professional artists from Latvia, 1 art curator, at least 2 members of the project administration and implementation staff, as well as the partner organisation from Latvia. The activity involves at least 30 members of the target group - secondary school pupils from comprehensive schools in the Valmiera region aged 15-18. The event is facilitated by 1 moderator (expert in design and creative thinking), 5 focus group debate facilitators (experienced in facilitating and organising youth debates). The results of the focus groups become part of the project's roadmap and are taken into account when starting to develop the art products, the digital platform and the accompanying educational programmes.
3. Feedback activities - involvement of representatives of the target group in Latvia and Norway:
 - participation in a hackathon jury, which ensures the evaluation of artistic and cultural products in the initial phase of idea development (at least 4 secondary school pupils aged 15 - 18 years, 2 from Latvia and 2 from Norway);
 - participation in the testing of the newly created artistic and cultural products, as well as the accompanying artistic mediation and educational programmes in a physical environment (at least 5 secondary school pupils aged 15 - 18 years from Latvia) and in a digital environment (a total of at least 3 groups with an average of 15 secondary school pupils aged 15 - 18 years per each, 2 groups in Latvia and 1 Norway).
4. Training - 6 representatives of the target group from Valmiera region (secondary school pupils aged 15 - 18 years) have been involved and trained in mediation of newly created cultural and artistic products, which will involve them in MAKERSPACE/PROTOTYPE TESTING activity and in the FESTIVAL process. This process gives the young people an in-depth insight into the preparations for the festival, as well as the opportunity to benefit from a paid internship during the festival, providing opportunities for peer-to-peer encounters and communication - the young people will lead the viewing of the artworks for groups of young people.
5. Mediated participation in the festival's youth programme for a wide range of the target group - organising and planning youth groups in cooperation with the Valmiera Regional School Network to provide a quality cultural and artistic product and accompanying educational programme experience in a physical environment to the widest possible audience. Information messages and invitations to apply for experiences of an arts and education programme designed specifically for young people will be sent to other schools in Latvia, especially in the Vidzeme region.

Taking into account the specificities of the festival, venue capacity, flow regulations, etc., it is planned to reach 500 secondary school pupils aged 15 - 18 years from the Valmiera region during the festival event in the physical environment (at least 25 tours with an average of 20 visitors per group organised during the festival). In addition, we plan to reach at least 200 young people from outside the region who visit the festival site individually or in groups.

With the digital platform product, which provides access to the arts and education programme in the digital environment, we plan to reach at least 4000 target group members - secondary school pupils aged 15 - 18 years - across Latvia and Norway within 2 years of the project's completion.

The ways in which secondary school teachers, youth workers, education sector, arts and culture sector representatives in Latvia and Norway will be involved in the project.

1. Training - INTERNATIONAL TRAINING FOR ARTISTS, PRODUCERS. CREATORS, CURATORS AND ART TEACHERS ABOUT ARTISTIC COMMUNICATION, MEDIATION AND ENGAGEMENT WITH YOUNGER AUDIENCES.

The training is attended by 6 expert mentors (2 educators, 2 youth researchers and 2 representatives of the culture and art sector from Latvia and Norway), at least 10 artists from Latvia and Norway, as well as 1 art curator from Latvia and at least 2 representatives of the project administration and implementation staff. In addition, at least 10 representatives from education and 20 representatives from the professional arts and culture sector from Latvia and at least 5 representatives from education and 5 representatives from the professional arts and culture sector from Norway participate as free listeners.

2. Feedback activities with education staff in Latvia and Norway:
 - participation in the hackathon jury, which ensures the evaluation of artistic and cultural products in the initial phase of idea development (2 teachers, 1 teacher from Latvia, 1 from Norway);
 - participation in the testing of the newly created arts and culture products as well as the accompanying arts mediation and education programme in a physical environment (at least 2 teachers from Latvia);
 - audience involvement and participation in testing the accompanying educational programme in a digital environment (at least 1 teacher from Norway and 2 teachers from Latvia testing the solution, a total of at least 3 teachers during 3 lessons with a class).
3. Mentoring - audience involvement in the development of arts mediation and education programmes in physical and digital environments. Mentoring includes gathering and adapting all materials to the requirements and needs of the educational programmes which is done by 1 educational management specialist from Latvia. In addition, 4 experts are involved as mentors and support the development of quality educational programmes, e.g., 1 curator for contemporary art education, 1 art therapist, 1 psychotherapist, 1 youth specialist, in total 4 mentors, 2 from Latvia and 2 from Norway.
4. Training - during the festival a group of 15 art, social studies or interest education teachers from all over Latvia will attend the youth programme. During the visit, the results of the project are presented, the newly created cultural and artistic products are showcased, and training on how to integrate the project's digital experience and curriculum into the curriculum takes place. In addition, 6 Norwegian teachers (art, social sciences or interest education) are being trained online on how to use and integrate the digital tool into their teaching. 26 teachers in total.
5. Mediated participation in the festival's youth programme for a wide range of target groups - dissemination of information and attraction of interested audiences to both the festival's opening day programme and mediated experiences of arts and education products during the physical festival and in the digital environment after the festival. The extended audience includes cultural and arts professionals who create or plan to create content for children and young people, as well as a wide range of professionals involved in formal, non-formal and cultural education of young people, as well as members of youth organisations and youth affairs professionals. We are tentatively planning for at least 800 face-to-face visits from different target

groups in a broader context (besides 700 organised pupils as festival visitors) during the festival.

6. Communication - presentation of the project and communication of the results 2 years after the end of the project at events, conferences and trainings for educators and cultural workers (in cooperation with cultural and educational NGOs, as well as state and municipal educational agencies and cultural institutions). We plan to reach at least 1000 more people representing a broader audience through the digital communication channels and project platform within 2 years of the project's completion.

3.12. Project risk assessment:

No	Risk description	Risk assessment		Description of risk management
		Probability (low, medium, high)	Impact (low, medium, high)	
	<p>MANAGEMENT RISKS - related to project management, project administration, to successfully implement the project regarding the programme, and national regulations:</p> <ol style="list-style-type: none"> 1. Partners concentrate on their areas of interest and might ignore other tasks; 2. Insufficient collaboration between partners; 3. Staffing and recruitment problems; 4. Delays in implementation of the activities and deliverables. 	low	medium	<ol style="list-style-type: none"> 1. Partner responsibilities were discussed in detail; the content of project activities has been designed by all partners to reflect their field of specialisation; 2. Frequent meetings and e-meetings will be held to maintain communication links and to support collaborative work; 3. Partners will apply the experience of their current staff; 4. Implementation of an effective project management structure, leaders will closely track the consortium functioning to detect delay risks and will take adequate measures
	<p>FINANCIAL RISKS - related to project activities and project budget, that can affect project implementation:</p> <ol style="list-style-type: none"> 1. Project's implementation, dissemination, and result exploitation may take more resources than planned; 2. To ensure sustainability of the project, additional 	medium	high	<ol style="list-style-type: none"> 1. Administrative/financial management will not be limited to reporting but also include monitoring as to constantly assess the financial health of the project and identify early signs of concern; 2. Continuous on-line liaison between the Partners on their use of resources, previous relevant experience of

	resources will be needed; 3. Inaccurately planned project finances and budget. Not all costs could be foreseen.			the Partners, will ensure that this does not occur.
	<p>IMPLEMENTATION RISKS - related with project scope and project activity implementation in order to achieve successful results:</p> <ol style="list-style-type: none"> 1. Some of the partners of the consortium leave; 2. Artists and students' teams' self-management problems; 3. The implementation period is longer than expected and performance/activity results differ from those initially planned. 	low	high	<ol style="list-style-type: none"> 1. All of the project partners have committed to this proposal and they have been involved in the project development from the first day; 2. Project message will be designed carefully to communicate the benefits that the project provides; 3. Project management team supports regular "update" meetings and planning; 4. Each project team has a designated team leader that is responsible for the workflow apart from official meetings and activities described in the project; 5. External experts have to closely follow the implementation plan of the project.
	<p>COMMUNICATION RISKS - related to the delivery of the communication plan.</p> <ol style="list-style-type: none"> 1. Due to a high amount of culture related news, it might be difficult to gain media attention, especially from traditional media channels - tv and radio. 	medium	medium	<ol style="list-style-type: none"> 1. Detailed communication plan with well-developed media list will be prepared well in-advanced 2. Media will be contacted personally 3. In case of crowded media space, other communication channels will be strengthened, i.e., social media and information channels of the Municipality
	EXTERNAL RISKS (for example, spread of infections (COVID 19), warfare, geopolitical situation, infrastructure etc.)	medium	high	<ol style="list-style-type: none"> 1. Most of the events can be held online if they cannot be held in person due to the spread of infections or

				<p>other reasons. Current information will be regularly monitored in order to make timely decisions on the necessary changes in the course of the events.</p> <p>2. It is planned to purchase the mandatory civil liability insurance of the event organizer to avoid any possible losses.</p>
	ARTISTIC QUALITY RISKS	low	medium	<p>1. Artists and experts with long-term experience in creating and exhibiting large multimedia art objects will be attracted to the implementation of the project. Selection requirements are listed in the project application section 5.2.</p> <p>2. The art curator will supervise the work of artists so that the final product handed over to the visitors is of high quality.</p> <p>3. High requirements will be set in the selection of involved experts (graphic designer, scriptwriter etc. listed in the project application section 5.2)</p>

3.13. Impact of the project on a local, regional, national or international level:

The project plays an important role at regional, national and international level.

At the regional level, this means both the involvement of the direct target audience in the creative processes through the region's art schools and the opportunity for a wider youth audience to participate in other project activities (audience research lab, testing of newly created cultural and artistic products, etc.), and the experience and accessibility of the newly created artistic and cultural products in the physical and digital environment during the festival and in the long term. Teachers and other various cultural and educational stakeholders in the region are also involved and trained in the different phases and activities of the project.

The city of Valmiera has set a future vision to become a UNESCO Creative City of Media Arts which correlates with many activities done by the city in the past few years in order to reach this goal by 2027. These activities also include a launch of the new Valmiera Multimedia Festival tradition in **2023**. This project both contributes significantly to the expansion of the audience of the festival programme in **2024** and helps to implement the

long-term mission of the festival - audience development and segment expansion, as well as the promotion of interdisciplinary synergy in the processes of artistic creativity. The implementation of this project will strengthen the international dimension of the Festival, help to raise quality standards and serve as a springboard for further progress in the coming years, strengthening and developing a permanent and independent programme strand offering quality cultural and artistic products specifically for young people.

The project also contributes to the regional development context by strengthening the creative industries segment in Valmiera, which has the most direct link with two strong educational institutions in the region - Valmiera School of Design and Art (VDMV) and Vidzeme University of Applied Sciences (ViA). The Valmiera Multimedia Festival is based on the resources, talents and knowledge available at the VDMV and ViA, which ensures the possibility of a full cycle of education and scientific research in multimedia fields, from high school to doctoral dissertation. Unfortunately, educational opportunities are the only thing that currently shapes the new media sector in the region. There is a distinct lack of cultural and artistic events, as well as entrepreneurial forms or activities of non-governmental organisations that complement the number of creative professionals in the region, providing internship, work and artistic creation opportunities, and the development of the sector as a whole. After graduation, there is an outflow of talent and industry experts, which correlates with the lack of job opportunities and the relatively low level of arts and creative industries infrastructure and creative entrepreneurship development. Young people lack the opportunity to both create and experience the media and art forms that are on the agenda of their studies. There is also practically no continuity of education (VDMV students do not continue their studies at ViA). Both those who want to go in the direction of art and those who see other opportunities and forms of entrepreneurship in the new media industry have to look for opportunities outside the territory of the region, which is why the Valmiera Multimedia Festival is an event that will take care of both the involvement of future professionals in creative processes, opportunities for expanding knowledge and developing interdisciplinary competences, and the accessibility of media art products to a wider audience of young people who otherwise remain far outside the radius of distribution of these art forms.

At the national level, this means the involvement of Latvian contemporary artists in the creation of art products, opportunities for international cooperation and co-creation, as well as the availability of the newly created art products to the target group in physical and digital environments. The issue of regional development is also relevant at the national level, therefore we would like to stress that the cultural strategy developed by the City of Valmiera and the long-term goals set are also part of the national interests. The Valmiera Multimedia Festival intends to reach audience segments that are bypassed or excluded by other multimedia art events in Latvia. Neither education nor arts mediation programmes are available to help build bridges between audiences, art forms and related sectors (e.g. tourism, entertainment, etc.). The issue of the quality and accessibility of culture in the regions is one that has been discussed at national level for years, but we can still only talk about systematic and quality access to contemporary art content in Riga, while elsewhere in Latvia these are isolated and occasional events. The international dimension of the festival creates a strong and competitive quality bar, which materialises both in the artistic programme and in the development of the festival's engaging events and educational programmes. The festival is designed as an event that will bring Latvia and Valmiera to the attention of an international audience, with a particular focus on the Baltic Sea region.

The project team's task is to develop a national communication campaign and to reach out to students, teachers, culture and education professionals across Latvia, which the project team is committed to do and implement as part of the project's publicity campaign. However, we would like to underline our rational and realistic approach to the quantitative indicators that we have highlighted and summarised in the project. We can guarantee and accurately

measure audience engagement and responsiveness within the Valmiera region, where we can 100% eliminate all communication and organisational risks that may hinder the accessibility of the product to the target audience. At the national level, we are committed to communication and proactive outreach, but it is only possible to quantify and guarantee the audience's responsiveness in approximate numbers and units. During the festival, the arts and education programme will be available free of charge to all interested parties for 1 week, while the digital platform will be available and communicated periodically (both in relation to the festival events and other thematically related events in the culture and education sectors, such as industry conferences) for at least 2 years after the end of the project. A satellite event in another Latvian city is planned for the duration of the festival in 2024, where all the artworks created within the project will be re-exhibited.

At the international level, this means the involvement of Norwegian artists and young people in the creation of artistic products, opportunities for international cooperation and co-creation, ensuring a transnational process of cultural and experiential exchange, as well as the accessibility of the newly created artistic products to the target group in a digital environment. After the project is over, opportunities will be explored with the donor partner to show the artworks in Norway. Collaborations will also be developed with the festival's international network of partners and within the UNESCO Creative City of Media Arts network to offer occasional presentations at industry events and showcase the artworks at other cultural and artistic events internationally. The Norwegian city of Hamar has also recently joined the UNESCO network and we plan to start communication and cooperation with them during the project in 2023.

In addition, participation of Norwegian experts in project activities (e.g. training) will be ensured, as well as working on an audience outreach strategy by involving Norwegian teachers in various project activities, e.g. training at least 6 Norwegian teachers on the platform. The participation of Norwegian and Latvian experts in the main activities of the project provides a high quality and in-depth exchange of culture, experience and knowledge between experts from different fields. A joint and equal learning process as well as involvement in the development of the project's artistic and educational products will be ensured on both sides of the partnership.

3.14. Project sustainability plan for two years after the completion of the project:

To ensure the sustainability of the project, the following activities will be implemented:

- 1) The results of the project will be made available on an interactive digital platform (website), which will provide both the experience of the artworks, the content of the accompanying educational programme and additional information and recordings on the most important activities of the project (e.g. interviews with artists, recordings of discussions, etc.). We would like to highlight the quality indicators of the digital solution as an essential part of the project. Our aim is to build a platform where the design of the experience is equivalent to the design of the physical environment. If we are talking about physical art objects, they are modelled in 3D and can be viewed in a 360° environment on a click and go basis, preserving the design elements, atmosphere and functionality (e.g. interactivity) of the venue according to the audience's interaction with the artwork. The reverse is also true, i.e. the accessibility and distribution of all digital artworks in a physical environment. It is important to mention that the educational programmes in physical and digital environments will be different, i.e. the short version will be suitable for experiencing artworks in a physical environment, while the digital version will be divided into several levels, one aimed at the primary target audience - young people aged 15-18, while the other material will be designed specifically for teachers and education staff to successfully integrate the programme into the curriculum.

- 2) To differentiate the project from other activities and years of the festival, the digital platform for young people will be accessible through the festival website, where a clickable banner will be placed, leading to a separate website where the artistic products created within the project and the content created within the Audience Development Programme will be available. As the festival is planned as an annual event, it will be a live site over the next few years, with regularly updated content, while reminding the audience and ensuring accessibility to the youth programme. The digital experience created by the project will be accessible both through the festival website and as a separate link (independent web link) that can be shared as part of a communication and dissemination campaign.
- 3) The project platform will be maintained for at least two years after the completion of the project from the financial resources of Valmiera Municipality. Also, full storage of the physical art objects and elements of the works will be ensured in the premises of Valmiera Municipality, so that the project can be fully replicated in Latvia and abroad for at least 2 years after the completion of the project. The project structure is designed to be mobile, transportable and easily adaptable to different venues.
- 4) In the context of any youth project, the bridges that help reach young people on a daily basis - teachers, parents, etc. Teachers and representatives of educational NGOs are particularly important in this project, both in formal and non-formal education. In order to reach this audience, the project team aims to participate in as many different events as possible for educators, conferences, seminars, etc., where the audience gathers to present the project and learn about the possibilities of using the digital platform.
- 5) 15 Latvian and 6 Norwegian teachers (mainly of humanities, arts and social sciences) will be trained to work with the digital platform and the accompanying educational programme. During the training, precise examples of how to thematically and functionally link the project content to the curriculum will be shown, so that all teachers involved will be fully aware of the situations and topics that can be discussed using the possibilities offered by the project platform. Other teachers and educators involved in other project activities should also be taken into account, which adds further at least 3 teachers and 3 educators in the field to the overall list of project participants.
- 6) Two years after the end of the project, the partners will continue their work on bringing mobile art objects to different cities in Latvia and Norway in the context of educational, youth, contemporary or new media art events. We allow for the possibility that other events could include each art object individually or all together as a single programme. The project as a whole and each individual artwork will be offered free of charge to thematically relevant events, i.e. partners only need to cover the physical transportation and technical installation. Similarly, the repeated accessibility of one or more art objects to the audience at another event will be provided free of charge, thus respecting the basic principles of the EEA project.

Following communication activities will be held to reach the target audience two years after completion of the project:

- 1) Project activation within the framework of the annual Valmiera Multimedia Festival (e.g., discussions, workshops or newly created artwork for the target audience will be complemented by reference to the project and reminder about the content available on the project platform);
- 2) Newsletters for the primary target audience (youth, schools, teachers etc.) created by the Valmiera municipality government in cooperation with the festival's team;
- 3) Valmiera municipality government youth affairs specialists, who create close cooperation between the municipality and young people, will be regularly informed about the availability of project results;

- 4) Personal relationships and regular communication (once in three to four month) will be established and maintained with 15 Latvian and 6 Norwegian teachers who will be trained to use the platform and educational programme in their classes.

3.15. Communication plan:

Publicity event	Means of communication	Objective of the event and target groups	Event strategy, description, scope	Implementation time frame
Web publications in partners' webpages	The publications will include news, articles, interviews, photo galleries and videos. If necessary, the publications will be written in English, too. All web publications in partners' webpages will include clear reference to EEZ. At least 10 unique publications in project partners' webpages will be published. Implemented by all partners, contributing the content on a regular basis. The publications will cover all activities.	Aim of the web publications in partners' webpages is to inform society, target groups and stakeholders of the project activities and results.	10 publications	01.11.2022. – 30.03.2024.
Posts in partner's social media accounts	The content will include news, re-posted articles, interviews, photos and videos. Posts, stories, live videos and events will be used to reach the audience. Social media channels that will be used: Instagram and Facebook. Additionally, content will be provided to project participants that	The aim of the posts in social media is to inform society, target groups and stakeholders of the project activities and results.	10 unique posts on partner's social media	01.11.2022. – 30.03.2024.

	<p>they will be able to post on their social media channels. Expected networks include Instagram and Tik Tok. All project partners' social media posts will include a clear reference to EEZ. At least 10 unique posts in partners' social media accounts will be published. Implemented by all partners, contributing the content on a regular basis. The posts will cover all project activities.</p>			
Press releases	<p>Media communication plan will be prepared to target national and regional media in Latvia and regional media in Norway. Press releases will be written in Latvian and translated into English or Norwegian if necessary. All press releases will include a clear reference to EEZ. At least 6 unique press releases will be distributed. Press releases will be developed mainly by the Valmiera municipality government; however, other partners will also contribute if necessary. The</p>	<p>Aim of press releases is to let mass media (both digital and printed), stakeholders and other organisations know about project activities and results and to promote the project's appearance on mass media, blogs, social media, web pages etc.</p>	6 unique press releases	01.11.2022. – 30.03.2024.

	press releases will cover all activities.			
Media relations	In order to reach the target audience, especially artists and culture professionals, relations with national and regional media will be established. The planned content might include interviews with project participants, reviews of the exhibition, reports from project events. All publications in mass media will include clear reference to EEZ. Media relations will be ensured mainly by the Valmiera municipality government, involving and encouraging other partners to contribute the relevant content. The publications will cover main project activities.	Aim of the development of media relations is to inform society, target groups and stakeholders of the project activities and results.	6 unique publications or reports in printed, digital media, tv and/or radio	01.11.2022. – 30.03.2024.
Visual promotion materials including visual identity, project poster, info boards, digital banners etc.	Printed and digital visual materials will be distributed in project venues and digital communication channels. Activity will be mainly implemented by the Valmiera municipality government involving and encouraging other partners to contribute. All the	Aim of the visual promotion materials is to inform society, target groups and stakeholders of the project activities and results and establish the project brand.	2 posters for project events (1 for Latvia, 1 for Norway), 1 project info board for the Festival, at least 5 digital banners for different channels.	01.11.2022. – 30.03.2024.

	materials will include clear reference to EEZ.			
Public events	<p>Project partners will organise events within the project and take part in third-party events with the aim of sharing knowledge, experience and project results with others at national and international level.</p> <p>In total 2 public events will be organised by project partners: an international training event and exhibition opening and the following programme. Events organised by other organisations will be used to communicate the project results.</p>	Aim of the public events is to give access to the project results to a wider audience and share knowledge, experience and project results with others at national and international level.	2 public events organised by project partners. At least 5 events organised by other organisations with the participation of project partners.	01.11.2022. – 30.03.2024.
Videos	<p>Videos will visually represent information, data and knowledge of project activities. Videos will be developed both in Latvian and in English. All videos will include a clear reference to EEZ. At least 6 unique videos will be developed including project review video and making-of video about each of the art pieces developed during the project. Videos will be developed</p>	Aim of videos is to represent project progress and results with society, target groups and stakeholders in an engaging manner.	6 videos published on partners' websites, social media channels, provided to the media.	01.11.2022. – 30.03.2024.

	by project partners and external experts.			
--	---	--	--	--

3.16. Consultants involved in the preparation of the project:	
Consultant/company	Service provided
Valmiera Secondary School of Design and Art	Consultations on the development of the educational program. Information about current art programs and students' needs.
Valmiera Youth centre «Vinda»	Experience in reaching and addressing young people. Assistance in organising a focus group before submitting a project

SECTION 4 – JUSTIFICATION FOR COOPERATION WITH PROJECT PARTNERS

4.1. Description of the cooperation model with donor project partner(s), justification of the necessity, and the role of donor project partner(s) in the project:

Taking a step back from the list of practical functions of a donor partner, we would like to stress that successful creative cooperation is based on three fundamental pillars: 1) communication culture and working style; 2) previous experience in coordinating and implementing international projects; 3) shared philosophy and values, which in the face of the challenges of artistic creativity emerge as the most important prerequisite for successful cooperation. The donor country partner is interested and open to exploring new horizons both in models of cooperation and in communication with audiences.

With the first introductory phone call to a donor country project partner, it became clear that we share common interests and a desire to cross the boundaries of traditional forms of artistic creativity. This is evidenced by the partner's communication and working style (fast, dynamic, result-oriented), the cultural projects implemented so far, as well as by their extensive international experience. The donor partner has a wide range of contacts in different artistic fields relevant to the needs of this project, an active and demonstrable creative activity, as well as experience in administering EEA projects.

In a joint discussion on the specificities of the cultural sector, we came to a number of important conclusions defining the benefits of this cooperation for both sides:

- 1) In Norway, new media art is inseparable from the processes taking place in contemporary art, and even more broadly in the various formats of artistic and cultural content expression. There are no large, international and significant events (biennales, conferences, etc.) or artists dedicated to new media art that keep this community alive and active as a cohesive ecosystem. At the same time, multimedia is present in almost every contemporary cultural event. They organically become part of artistic events that bring together a wide variety of art forms and content. We would like to say that Latvia is one step ahead of Norway in its offer and understanding of new media art formats. We have professional artists who have both theoretical and practical knowledge, a great diversity of genres represented, research at a scientific level, educational opportunities and events dedicated to the field, which together create an in-depth understanding of the issues, current trends and future development opportunities in the field. In turn, the Norwegian art space can help us to break down boundaries, making new media art close, accessible and understandable to different audience segments.
- 2) Another important theme we would like to highlight in the list of mutual benefits is the reduction of cultural elitism as a mission that unites both project partners in Latvia and Norway. We would like to underline that Norway can provide a model lesson in democracy and decentralisation in this respect, which is a valuable opportunity for exchange between two different cultural spaces. We also believe that one of the most valuable parts of the project is the human experience that the young people will gain through the co-creation and exchange activities foreseen in the project. Democracy is not just a political system, it is a way of thinking. It is the ability to express oneself, to defend one's interests, to communicate and to be aware of oneself and one's community. For objective reasons, the Norwegian education system strengthens these skills at a much younger age than in Latvia, so we believe that this communication opportunity will strengthen the self-confidence of young Latvians and contribute to their personal development. Accordingly, the project activities are designed to stimulate this experience and transformation through various innovative methods (e.g. value and interest matchmaking during the hackathon).
- 3) Thinking about the creativity and audience development of cultural and artistic products, we want to create an unprecedented experience for all project participants, where creative freedom and the vision of the artist-authors are combined with various

innovative methods of creativity and audience exploration, collaboration and co-creation with the target group and opportunities for exchange with professionals from other fields. Such experiences have the potential to open up new horizons or become a game changer in the development path of an artist or young person. The design of the project is intended to provide a controlled and planned way of moving towards uncharted horizons and unconceived ideas that have the potential to emerge through various innovative methods of creativity and communication that force people out of their comfort zone and the bubble in which they spend their daily lives.

- 4) Although audiovisual art consists of two components - audio and video, audio solutions tend to be neglected in Latvia and, especially in new media art, are not considered world-class examples in terms of quality standards. Referring to previous cooperation experiences in the Baltic States, the donor partner highlighted Norway's high standards in sound design, which will be a valuable asset for the project when thinking about the potential of multimedia to reach audiences in both audio and video languages. Latvian artists, on the other hand, stand out for their extensive technical skills and ability to create high quality video content and their understanding of different forms of interactivity, combining different styles and technical possibilities, so this can rightly be seen as a contribution of the Latvian side to the bilateral cooperation process. Another benefit for the donor country partner should be considered the possibility to create technically advanced multimedia art products that would normally not be able to become real in Norway due to extreme differences in project expenses comparing day and hourly rates in Latvia and Norway. An average artist in Norway (even working in the multimedia sector) usually doesn't have access to advanced technical teams, mentors and interdisciplinary co-creation possibilities, but in this project all participants will be able to experience all these elements through the process of creating the art works, digital platform and education programmes in physical and digital environments.
- 5) In addition, we would like to emphasise that the project involves experts from different fields from both Norway and Latvia in several activities, which will allow for a qualitative exchange of views and discussion on, for example, the differences between the education system and learning materials in Latvia and Norway. In our opinion, this will not only be a valuable asset for the project, but also a meaningful exchange of experience between the experts and the project team, working together on the solution and audience segment we want to reach in both Latvia and Norway.

The donor country partner plays a fundamental and indispensable role in the success of the project, as none of the activities planned for the project can be implemented without the project partner.

The Partner performs the following functions:

- 1) Selection, involvement and communication of Norwegian professional artists involved in the project throughout the duration of the project;
- 2) Planning and organisation of the working group for the initiation phase of the project in Norway (venue, technical support, meetings with the people involved, etc.);
- 3) Preparation of the open call announcement, selection and recruitment of 7 young people to participate in the project for the development of new artistic and cultural products, which also includes communication with the schools through which we will reach out to the young people;
- 4) Involvement of all Norwegian experts needed for the project activities in audience development activities (e.g. keynote speakers INTERNATIONAL TRAINING FOR ARTISTS, PRODUCERS, CREATORS, CURATORS and ART TEACHERS ABOUT ARTISTIC COMMUNICATION, MEDIATION AND ENGAGEMENT WITH YOUNGER AUDIENCES, mentors during curriculum development, etc.);
- 5) The facilities, infrastructure and technical support needed for a successful Hackathon on the Norwegian side;

- 6) Norwegian project participants' coordination and group organisation and management when travelling to Latvia;
- 7) Engaging the target audience and participating in the hackathon jury, as well as in the testing of the digital solution for the newly created cultural and artistic products and the educational programmes;
- 8) Recruitment of 6 teachers to participate in the training on how to use the content of the project's digital platform;
- 9) Participation in the opening of the festival;
- 10) Communication support through dissemination of information on project activities of interest to Norwegian professionals (e.g. international trainings), as well as communication of the final outcome of the project to Norwegian formal and non-formal education institutions as well as educational NGOs, offering integration of digital content and curriculum into the curriculum, opportunities for re-performance of artworks in Norway, as well as other activities;
- 11) Support for the coordination of a press conference at the Latvian Embassy and media attraction planned in Norway at the end of the project;
- 12) Administration of all financial expenses on the Norwegian side, including contractual relations with the project participants, accounting and the engagement of an auditor.

4.2. Description of the cooperation model with the project partner from Latvia, justification of the necessity, and the role of the project partner in the project (only applicable in cases when the project applicant is a municipality or a municipal authority):

The project partner in Latvia is award winning multimedia and event production company STORY HUB. The content and distribution channels of Story Hub projects cover both traditional (cinema, television, event and concert venues, etc.) and digital (apps, websites, augmented and virtual reality, digital games, etc.) solutions.

Story Hub has gained its recognition and name in the industry by practising an interdisciplinary approach to the creation of new arts and culture products, especially artistically high quality multimedia and interactive projects. Many of Story Hub projects include audience development activities and content for youth and kids. Their recent notable works include Latvian-German co-production opera "Baņuta", large-scale open-air multimedia metal opera "Kurbads. The Son of a Mare", various light and sound installations and interactive AR culture routes developed during Covid-19 pandemic.

Detailed description of Story Hub experience is attached in Annex 7.

The project partner has been selected for the following reasons:

- 1) Story Hub has extensive experience in implementing various interdisciplinary cultural and educational projects, where different forms of art, storytelling, audience engagement and development, as well as contact with different target groups are manifested.
- 2) Story Hub has delivered projects of regional, national and international significance and has received various industry excellence awards.
- 3) Story Hub's primary focus is on multimedia and interdisciplinarity, which meets the creative and technical needs of this project.
- 4) Story Hub works with both physical and digital environments, often combining both forms of expression in their product offering, and also works with different types of interactive solutions in both physical and digital environments.
- 5) To date, several multimedia and interactive projects have been implemented in cooperation with Valmiera Municipality, which have demonstrated the reliability and high quality standards of the partner, as well as an approach that is appreciated and valued by the audience.
- 6) STORY HUB is closely linked to the development of Valmiera's application as European Capital of Culture in 2027. Story Hub oversees the multimedia strand of

the programme, of which the Valmiera Multimedia Festival is one of the events. Story Hub is the developer of the concept and short-term and long-term action plans for the festival. The work Story Hub has invested in the development of the idea of the festival has materialised into success, i.e. this is one of the ideas that will become part of Valmiera's cultural strategy and its first implementation is planned for **Winter 2023**. Audience development and the creation of interdisciplinary multimedia art formats have been identified as one of the festival's core missions from the outset, so the Youth Arts and Education programme is an organic step in the festival's future growth.

The Latvian project partner is responsible for the production and executive production of all project activities, as well as the development of the communication plan and content production.

The role of the Latvian project partner:

- Communication, work planning and process coordination with the donor partner in Norway throughout the project;
- Cooperation with the donor country partner in Norway in the selection of project participants (professional artists and students);
- Selection, recruitment and communication of Latvian professional artists throughout the project;
- Preparation, announcement (open call) and selection of 5 young people to participate in the project for the development of new artistic and cultural products, including communication with the schools through which the young people are to be recruited;
- Coordination and communication with all project participants and implementation staff throughout the project;
- The design, planning, preparation, organisation and implementation of all activities within the project, both in the framework of the "Creation of new professional contemporary art and cultural products" programme and the "Audience development" programme. Story Hub ensures the production of all project activities, which includes the recruitment of human resources (mentors, experts, moderators, etc.), the rental, purchase or recruitment of the necessary physical and technical resources for the activity, the recruitment of the necessary support staff (e.g. for mantling, dismantling, live streaming, etc.), technical support for the events, the communication plan and content, as well as other activities that ensure the success of the project.
- Audience engagement and participation in the hackathon jury, as well as in the testing of the physical and digital solutions of the newly created cultural and artistic products and educational programmes, teacher training and other audience engagement and feedback activities.
- Communication support through dissemination of information on project activities of interest to Latvian culture and education professionals (e.g. international trainings), as well as communication of the final project outcome to Latvian formal and non-formal education institutions, cultural workers and education NGOs, offering integration of digital content and curriculum into the curriculum, opportunities for re-performing artworks in other Latvian cities, cultural and art events, as well as other activities.

The project applicant (Valmiera Municipality) takes over the legal and financial administration of the entire project, which includes contractual relations with the project financier, the team and participants, conducting price surveys where necessary, project accounting, payroll, tax payments, invoicing and other project administrative duties. The project applicant is the main financial and accounting manager of the project, who also ensures the supervision of the partners' expenditure and, consequently, of the project budget allocations. The project applicant shall also be responsible for the project

management, monitoring and quality control mechanisms, as well as for the administration of the project cash flow and reporting. The project promoter shall ensure communication with the project monitoring bodies. In addition to its direct responsibilities, the project partner shall provide support to the project communication by bringing in experts and resources from the municipality's communication department to ensure communication coverage at regional and national level. Where necessary, the project applicant shall provide organisational and other support necessary for the delivery of project activities for which the project partners in Latvia and Norway shall have primary responsibility.

Key administrative tasks that are the primary responsibility of the applicant:

- Project supervision and control, regular evaluation of project performance;
- Coordination of project changes (e.g. content, timing, costs) across all project processes;
- Collecting project performance information, assessing and forecasting project progress;
- Regular assessment of the likelihood of existing and new risks to the project, informing project participants and responsible officials;
- In cooperation with the municipality's procurement specialists, carrying out the necessary procurement procedures;
- In liaison with the municipality's lawyers, preparation and conclusion of contracts;
- In cooperation with the municipality's public relations specialists, implementation of the activities included in the communication plan;
- Financial management of the project, which will include monitoring and analysis of the use of funds;
- Preparation of the project financial report; processing of the source documents; planning and monitoring of the financial resources;
- In cooperation with the Financial Service, monitor and control the use of financial resources and the compliance of financial reporting data with the planned financial targets, proposing, if necessary, amendments to the project.

SECTION 5 – PROJECT STAFF

5.1. Description of project administration staff's experience, division of roles and functions:

Project Manager Elīna Rulle (Valmiera Municipality Government) - at least 5 years of experience in project management, projects implemented both with co-financing from foreign financial instruments and state funding programmes, experience in implementing cross-border cooperation projects, experience in implementing projects with a total committed funding of EUR 250 000 or more.

The project functions will include:

- Project supervision and control, regular evaluation of the implementation of project activities;
- Coordination of project changes (e.g. content, timing, expenditure) across all project processes;
- Collating project performance information, assessing and forecasting project progress;
- Regular assessment of the likelihood of existing and new risks to the Project, informing the responsible officials;
- In cooperation with the municipality's procurement specialists, carrying out the necessary procurement procedures;
- In cooperation with the municipality's lawyers, preparation and conclusion of contracts;

- In cooperation with the municipality's public relations specialists, implementation of the activities included in the communication plan.

Project Accountant Signe Kromane (Valmiera Municipality Government) – at least 3 years' experience in municipal accounting/financial supervision, including foreign cooperation programme project accounting.

The following functions will be performed within the project:

- Financial management of the project, which will include control and analysis of the use of funds;
- Preparation of the project financial report, processing of documents, treasury planning and monitoring;
- In cooperation with the Financial Service, monitor and control the use of financial resources and the compliance of financial reporting data with the planned, proposing, if necessary, amendments to the Project.

Donor Country Partner Project Manager Frode Barth (NGO Culture Break Borders) – at least 3 years of experience in project management, projects implemented with both EEA Financial Instrument co-financing and national funding programmes, experience in implementing cross-border cooperation projects, experience in implementing projects with a total committed funding of EUR 70 000 or more.

The project functions will include:

- Planning, organising, managing, implementing and communicating project activities on the Norwegian side;
- Regularly informing the project leader and the Latvian counterpart on the resources needed to run the activities, progress and other planning, organisation, management and communication processes;
- Regular evaluation of the implementation of the project activities in cooperation with the Project Manager and the Latvian counterpart;
- Recording and summarising project performance information;
- Regular assessment of the likelihood of existing and new risks to the Project, informing the Project Manager and the Latvian counterpart.

Project Accountant Hans Petter Nagelstad (NGO Culture Break Borders) – at least 3 years' experience in accounting, including foreign cooperation programme project accounting. H.P.Nagelstad is a tax advisor, board advisor, authorized public accountant and head of several companies with a focus on artists' finances. Nagelstad has a degree in business administration and has since 1991 been approved as an authorized public accountant by Finanstilsynet.

The project functions will include:

- Planning, payment and monitoring of the use of financial resources of the donor country partner's project;
- Preparation of the project financial report and processing of source documents;
- Monitoring the compliance of financial reporting data with the planned targets.

Project accountant Natalja Dešenkova (Ltd. “Story Hub”) - at least 3 years' experience in accounting. Experienced in providing services for artists and creative industries professionals both on private and corporate level.

The project functions will include:

- Planning, payment and monitoring of the use of financial resources of the Ltd. “Story Hub”;
- Preparation of the project financial report and processing of source documents;

- Monitoring the compliance of financial reporting data with the planned targets.

Curator for the "Creation of new professional contemporary art and cultural products" strand Elizabete Palasiosa (Ltd. Story Hub) – at least 5 years of experience in project management and event production, projects in the cultural and artistic sectors (including interdisciplinary, multimedia and youth-oriented cultural and artistic projects), experience in implementing international projects, experience in implementing projects with a total committed funding of EUR 30 000 or more.

The project functions will include:

- Planning, organising, managing, implementing and communicating project activities under the heading "Creation of new professional contemporary art and cultural products";
- Regular briefing of the Project Manager and the Donor Partner on the resources required for the activities, progress and other processes related to planning, organisation, management and communication;
- Regular evaluation of the implementation of the project activities in cooperation with the Project Manager and the Donor Country Partner;
- Recording and compiling project performance information;
- Regular assessment of the likelihood of existing and new risks to the Project, and keeping the Project Manager and the Donor Country Partner informed.

Audience Development Curator Marta Kontiņa (Ltd. Story Hub) – at least 5 years' experience in project management and 3 years' experience in education management, experience in implementing projects in the fields of culture and arts (including interdisciplinary, multimedia and youth projects), experience in implementing international projects, experience in implementing projects with a total committed funding of EUR 30 000 or more.

The project functions will include:

- Planning, organising, managing, implementing and communicating project activities under the Audience Development strand;
- Regular briefing of the Project Manager and the Donor Partner on the resources required for the activities, progress and other processes related to planning, organisation, management and communication;
- Regular evaluation of the implementation of the project activities in cooperation with the Project Manager and the Donor Country Partner;
- Recording and compiling project performance information;
- Regular assessment of the likelihood of existing and new risks to the Project, and keeping the Project Manager and the Donor Country Partner informed.

Project Accountant (Ltd. Story Hub) – at least 3 years' experience in accounting, including public funding project accounting.

The following functions will be performed within the project:

- Planning, payment and monitoring of the use of project funds by the Latvian partner;
- Preparation of the project financial report and processing of source documents;
- Monitoring the compliance of the financial reporting data with the planned targets.

5.2. Description of project implementation staff's experience, division of roles and functions:

Professional artists from Latvia and Norway (10 persons)

- 1) 5 multimedia artists (3 from Latvia, 2 from Norway)
- 2) 3 sound artists from Norway
- 3) 2 creative developers from Latvia

The artists have the following professional requirements for participation in the project:

- CV / creative portfolio with at least 5 newly created art products in the last 5 years according to 3 artistic categories (multimedia artist, sound artist, creative developer);
- English language skills at least at B1 level;
- preferably a university degree in an artistic field;
- preference is given to artists with demonstrable previous experience:
 - working with multimedia and/or interdisciplinary art product creation, combining different art and content forms in both physical and digital environments;
 - working on international projects involving co-creation with a foreign artist and/or collaboration with an arts organisation;
 - working with the creation of artistic and cultural products for young audiences aged 10-18;
 - working on audience involvement in the creation of artistic and cultural products.

Role and function in the project: the involvement of artists is foreseen in various activities of the project, but the primary function is the creation of cultural and artistic products.

Art Curator

The following professional requirements for participation in the project are set out below:

- Higher education in the arts or humanities and/or proven professional experience in curating exhibitions and exhibitions in at least the last 5 years;
- knowledge of English at least at B1 level;
- preference will be given to a curator with demonstrable previous experience:
 - working with international project teams and artists;
 - working with the production of arts and cultural products for young audiences aged 10-18;
 - working with audience development;
 - working on multimedia and/or interdisciplinary projects, combining different forms of art and content in both physical and digital environments.

Role and function in the project: curatorial involvement is foreseen in various activities of the project, but the primary function is to provide curatorial support to the teams of artists and young people in the process of creation of cultural and artistic products, as well as to ensure the development of a coherent arts programme for young people and the concept and message of each individual work of art.

Art curator is also ensuring the creative leadership of the project and together with all artists shares the responsibility of artistic quality of all artwork created within the project framework. The project participant is recruited from Latvia.

Young people studying in art and creative vocational schools in Latvia and Norway (10 persons)

Open call distributed to 6 schools in Latvia and Norway, where 5 young people from Latvia and 5 from Norway can apply to volunteer for the project.

Selection criteria for young people to participate in the project:

- motivation letter;
- project idea (desirable but not compulsory);
- proof of availability;

- CV/creative portfolio (at least 1 work of artistic creation in the last 3 years);
- English language skills at least at B1 level.

The open call is announced by the project partner and the donor country partner.

Young people apply in Latvian and Norwegian by sending their applications to the partner organisations. Jury - project partner in Latvia (Story Hub) and donor partner in Norway (Culture Break Borders); at least 2 artists from Latvia and Norway and an art curator. In total at least 1 representative from each organisation (2 representatives), at least 4 artists and 1 art curator, forming a jury of 7 people. During the jury deliberation, the youth applications are evaluated, discussed, voted and a decision is made. The final decision is given to the art curator, whose task is to see the "big picture", i.e. to ensure the most diverse potential of the artistic products by selecting participants with the artistic competences and technical skills appropriate to the project.

Role and function in the project: the involvement of professionally oriented young people in the various activities of the project is foreseen, but the primary function is the creation of cultural and artistic products in collaboration with professional artists.

Graphic designer

The following professional requirements for participation in the project are set out below:

- Demonstrable professional experience in developing visual identity and graphic design solutions for cultural and artistic events, including both physical and digital environment design solutions (posters, banners, social media, websites, etc.) within at least the last 5 years;
- creative portfolio;
- preferably a university degree in an artistic field;
- preference is given to a designer who has developed a visual language and design proposal for at least one contemporary and/or new media art cultural event.

Role and function in the project: development of the visual identity and design elements of the project at all stages for all project activities in physical and digital environments.

The project participant is recruited from Latvia.

Lecturers (6 persons)

Two lecturers (1 from Latvia, 1 from Norway) with theoretical and/or practical demonstrable previous experience in youth research between the ages of 13 and 18.

The following professional requirements for participation in the project:

- Relevant higher education;
- demonstrable previous experience in scientific activity and research;
- English language skills of at least B2 level;
- demonstrable previous experience in public speaking at professional events and/or at professional events in other sectors and/or in the media;
- Preference is given to speakers with a proven record of active research activity or previous research with young people aged 13-18.

Two lecturers (1 from Latvia, 1 from Norway) with theoretical and/or practical demonstrable previous experience of working with young people aged 13-18.

The following professional requirements for participation in the project:

- Relevant higher education;
- demonstrable previous experience of working with young people;
- English language skills of at least B2 level;

- demonstrable previous experience in public speaking at professional events and/or at professional events in other sectors and/or in the media;
- Preference is given to speakers with a proven record of active research activity or previous research with young people aged 13-18.

Two lecturers (1 from Latvia, 1 from Norway) with proven practical experience in the creation and dissemination of cultural and artistic products for young people aged 13-18.

The following professional requirements for participation in the project:

- Relevant higher education;
- demonstrable practical experience in the creation and dissemination of cultural products for young people aged 13 to 18;
- English language skills of at least B2 level;
- preference will be given to speakers with previous experience of public speaking at professional events and/or at events of professionals from other sectors and/or in the media.

Role and function in the project: to ensure the preparation and presentation of the key note, as well as participation in the practical training and the closed working session of the project participants in the project activity INTERNATIONAL TRAINING FOR ARTISTS, PRODUCERS. ARTISTIC COMMUNICATION, MEDIATION AND ENGAGEMENT WITH YOUNGER AUDIENCES.

Moderators and workshop leaders (4 persons)

Moderators and workshop leaders with proven practical experience in facilitating events and using creative and/or design thinking methods with audiences.

The following professional requirements for participation in the project are set out below:

- Knowledge of Latvian language at least at C1 level;
- knowledge of English at least at B2 level (only for activities where English is the primary working language);
- Demonstrable experience in the last 3 years of facilitating public or private events for professionals from different sectors in a physical or digital environment, using design and/or creative thinking methods, for an audience of at least 30 people;
- Preference is given to a facilitator - a workshop leader with proven professional experience in dealing with the creative and cultural industries.

Additional criteria:

- the hackathon prefers a moderator-workshop leader with demonstrable previous experience in planning, organising and managing hackathons;
- for the artists' talks at the festival, the moderator does not necessarily need experience in design and/or creative thinking, but preference will be given to a moderator with a presenter with proven professional experience in dealing with the creative and cultural industries.

In general, the project requires a moderator/workshop facilitator with this profile for 4 project activities, which can be served by one or different professionals who can provide the service according to the project's time and work plan.

Role and function in the project: to act as facilitator - workshop leader in the INTERNATIONAL TRAINING FOR ARTISTS, PRODUCERS. CREATORS, CURATORS and ART TEACHERS ABOUT ARTISTIC COMMUNICATION, MEDIATION AND ENGAGEMENT WITH YOUNGER AUDIENCES, LABS OF AUDIENCE RESEARCH,

ARTISTS AND STUDENTS MATCHMAKING - IDEAS HACKATHON, FESTIVAL EVENT IN VALMIERA.

Project participants are recruited from Latvia.

Youth debate and focus group facilitators (5 persons)

Debate and/or focus group facilitators with proven practical experience in planning, organising and facilitating debates and/or focus group discussions.

The following professional requirements for participation in the project are set out below:

- Knowledge of Latvian language at least at C1 level;
- demonstrable practical experience in the last 3 years in conducting debates and/or focus group discussions in a physical or digital environment, involving an audience of at least 15 people;
- preference will be given to debate and focus group moderators with demonstrable practical experience of working with young people aged 13-18.

Proportion: at least 1 out of 5 moderators should have proven practical experience in organising and moderating debates directly.

Role and function in the project: 5 facilitators of youth debates and focus group discussions deliver the activity LABS OF AUDIENCE RESEARCH.

Project participants are recruited from Latvia.

Expert mentors (4 persons)

- 1) **Playwright, novelist or scriptwriter**
- 2) **Director**
- 3) **Technology expert (creative coder or creative developer)**

Professional requirements for participation in the project: CV and/or creative portfolio with at least 5 newly created cultural and artistic products in the last 5 years according to the 3 creative categories (playwright, writer or scriptwriter; director; technology expert (creative coder or creative developer)).

4) Youth psychotherapist

Professional requirements for participation in the project: CV, proof of higher medical education, psychotherapist certificate, practising youth psychotherapy for at least the last 3 years.

Role and function in the project: all expert mentors provide support and feedback to the teams formed by artists and young people in the activity ARTISTS AND STUDENTS MATCHMAKING - IDEAS HACKATHON. The involvement of experts implies a cyclical collaboration with the teams at different stages of the idea development, as well as a discussion and critical evaluation of the artistic ambition and viability of the idea.

Two project participants are recruited from Norway, two from Latvia.

Education expert

An education expert with proven practical experience of working with the development and/or implementation of education programmes for young people aged 13 to 18.

The following professional requirements for participation in the project are set out below:

- Knowledge of Latvian language at least at C1 level;
- higher education in pedagogy and/or educational sciences;
- Demonstrable professional experience in curriculum development and/or implementation in line with the competences-based approach in the last 3 years.

Role and function in the project: collaboration in the development of accompanying curricula in physical and digital environments, with a particular focus on adapting and linking the curricula to the curriculum in secondary school year groups. Involvement is foreseen both in the period of preparation of the art products and in the MAKER SPACE / PROTOTYPE TESTING activity.

The project participant is recruited from Latvia.

Experts - consultants

1) Youth psychotherapist

Professional requirements for participation in the project: CV, proof of higher medical education, psychotherapist certificate, practising youth psychotherapy for at least the last 3 years.

2) Personal growth coach

Professional requirements for participation in the project: CV, internationally recognised certificate as a personal development trainer (coach), at least the last 3 years practising personal development management (coaching).

3) Art therapist

Professional requirements for participation in the project: CV, evidence of higher education in health care, certificate as an art therapist (Master's degree in art therapy with specialisation in visual and plastic arts therapy or dance and movement therapy or music therapy, or drama therapy), and for the last 3 years has been practising art therapy.

4) Curator of art education programmes

Professional requirements for participation in the project: CV with at least 2 completed and disseminated audience development cultural and arts education programmes in the last 5 years.

Role and function in the project: collaboration in the development of accompanying educational programmes in physical and digital environments. Involvement is foreseen both in the period of preparation of the artistic products and in the MAKER SPACE / PROTOTYPE TESTING activity. The main task of the experts is to propose methods in their field to be integrated into the accompanying educational programmes in a physical and digital environment that helps to explore and perceive the content of the artwork and promotes young people's self-discovery.

In this case, the experts may be changed and replaced by persons with equivalent professional qualifications who can make a significant contribution to the project. As the exact themes that the artists will address in their work are currently unknown (the choice of themes is the final outcome of the hackathon process), it will be possible to refine the range of experts involved at this stage after the hackathon.

Two project participants are invited from Norway, two from Latvia.

Exhibition designer

The following professional requirements for participation in the project are set out below:

- CV and/or creative portfolio;
- Demonstrable previous experience in exhibition design, at least 1 professional cultural and artistic event in the last 3 years;
- English language skills of at least B2 level;
- preferably a university degree in an artistic field such as stage design.

Role and function in the project: participation in the activity FESTIVAL EVENT IN VALMIERA, ensuring a coherent design plan for the exhibition layout and audience experience and coordination with the creative teams and festival technical staff. Involvement is foreseen both during the preparation period and during the festival.

The project participant is recruited from Latvia.

Technical Producer

The following professional requirements for the Technical Producer are:

- CV and/or previous experience;
- English language skills of at least B2 level;
- Demonstrable previous experience as a technical producer, at least 1 professional cultural and artistic event in the last 3 years integrating multimedia installations (screens, projections, interactive solutions, etc.).

Role and function in the project: participation in the activity FESTIVAL EVENT IN VALMIERA, ensuring the joint development of the technical plan of the exhibition and coordination with the creative teams and technical staff of the festival. Involvement is foreseen both during the preparation period and during the festival.

The project participant is recruited from Latvia.

5.3. Mechanism for project implementation management, monitoring and quality control, and, if applicable, involvement of the project partner in project management and monitoring:

In recent years, the Valmiera Municipality Government has prepared project applications supported by various financial instruments - European Social Fund, European Regional Development Fund, Climate Change Financial Instrument, etc. This has enabled the implementation of projects of various fields and sizes, including international cooperation projects. The municipality has developed a clear project coordination, monitoring and evaluation system which facilitates project implementation. The partners involved in the project are highly experienced in the implementation of projects in the field of culture and arts, including the administration of cultural and artistic product creation projects supported by the EEA Grants, as well as various audience engagement and development projects.

The following bodies of the Valmiera Municipality Government will be involved in the implementation of the project to ensure full monitoring and successful implementation:

- The Development Department will organise and manage the project implementation process - monitor the progress of the project implementation, compliance with the planned schedule, prepare the necessary documents, check the already prepared documents (invoices, contracts, etc.), monitor the financial absorption and compliance with the planned schedule, coordinate the cooperation between the project partners and the municipal structures;
- The Culture Department coordinates the process of creating the cultural product, participates in all events, provides the necessary premises for the project activities and other organisational, technical and communication support necessary for the success of the project;

- The necessary procurement within the project will be carried out by the Permanent Procurement Commission of Valmiera Municipality and the procurement process will be ensured in accordance with the legislation;
- The Legal Department of Valmiera Municipality will be engaged to ensure the legal correctness of the contract to be concluded under the project and to solve legal problems in case of non-fulfilment of contractual obligations;
- The Finance Department will plan the municipality's budget, control its implementation and organise the accounting of the municipality's financial resources and property;
- The project's accounting will be controlled by the Internal Audit and Quality Management Unit of the municipality;
- The Branding and Public Relations Unit will ensure the publicity planned for the project in accordance with the guidelines and regulations.

At the start of the project, a working visit of the Latvian project team to Norway is planned in order to discuss the project activities, get to know the artists, young people and experts involved in other project activities, allocate future responsibilities, identify available resources and infrastructure, as well as assess any risks and their prevention strategy. It is important that this face-to-face meeting at the beginning of the project will help to get to know each other better, which greatly facilitates further communication and mutual understanding during the implementation of the project.

The project partner in Latvia and the donor country partner will be involved in the project implementation, management, monitoring and quality control scheme. The project partner in Latvia will assume responsibility for the implementation of all activities, fully implementing both the "Creation of new professional contemporary art and cultural products" strand and the "Audience development" strand of the activity plan. The Donor Country Partner assumes full responsibility for mobilising all necessary project participants and other resources on the Norwegian side. The project promoter is bound by contractual obligations with the partners, which detail the partner's responsibilities and obligations in the project, as well as what to do if one of the partners does not fulfil its obligations within the specified time and budget frame. Accordingly, both partners have their own internal accounting system, which provides additional monitoring of the partner's incoming and outgoing cash flow. For the monitoring of the donor partner, a certified auditor is engaged on the Norwegian side to audit the financial statements and provide final approval.

Online meetings will be held as needed, but at least once a month, between the project partners and the municipality of Valmiera (project managers, curators, accountants as needed) to discuss progress, implementation, deadlines, problems, etc. During these meetings, an evaluation of the activities carried out in the past is carried out, as well as a detailed creative and technical implementation plan for each activity, as well as publicity and communication materials are agreed upon.

Internal communication between the project team and the participants is done through emails and other Google services - shared documents (Word, Excel, etc.), a calendar that is accessible to everyone involved in the project and provides transparent information on all project activities throughout the year, and other digital tools such as TRELLO, one of the project management tools that helps to coordinate the to-do list, current to-do and planned work in a unified way, as well as to allocate responsibilities during the dynamic project process. In addition, a closed WhatsApp group is set up for quick communication between the project managers in Latvia and Norway and the curators of the strands on key project management updates.

Valmiera Municipality has the necessary facilities for the implementation of the project activities - apps for online meetings and project activities, for planning and managing the

project both in person and remotely, adequate office and other premises for various project activities, as well as the necessary infrastructure for the festival. Both Valmiera Municipality and the partners have various communication platforms and channels, as well as established cooperation with regional and national media, which will be an important support for the communication of the project. Valmiera Municipality also has the resources to store the artworks for at least 2 years after the end of the project. The project partner in Norway will provide the necessary premises for the working visit and the hackathon. A budget is planned for additional equipment and rental of equipment for the success of all activities.

The project leaders in both countries will ensure that data and other supporting documents (photos, videos, etc.) on the outcome indicators to be achieved are kept.

SECTION 6 – PROJECT BUDGET		
	%	Amount (EUR)
Total eligible costs of the project, including:	100	242 542,19
Programme co-financing:	100	242 542,19
Project applicant co-financing (if applicable):	n/a	n/a

SECTION 7 – ANNEXES	
Annex No. 1	Project budget
Annex No. 2	Statement of the project applicant under the European Economic Area Financial Mechanism 2014–2021 Programme “Local Development, Poverty Reduction and Cultural Cooperation” open call “Support for the Creation of Professional Art and Cultural Products for Children and Youth”
Annex No. 3	Partnership Statement of the project partner from Latvia under the European Economic Area Financial Mechanism 2014–2021 Programme “Local Development, Poverty Reduction and Cultural Cooperation” open call “Support for the Creation of Professional Art and Cultural Products for Children and Youth”
Annex No. 4	Letter of intent of the donor project partner
Annex No. 5	Statutes of the Ltd. “Story hub”
Annex No. 6	CVs of project staff
Annex No. 7	List of Ltd. “Story Hub” projects

* THIS DOCUMENT HAS BEEN ELECTRONICALLY SIGNED WITH A SECURE ELECTRONIC SIGNATURE AND CONTAINS A TIME STAMP

6. PROJECT BUDGET ¹												
EEA GRANTS PROGRAMME "LOCAL DEVELOPMENT, POVERTY REDUCTION AND CULTURAL COOPERATION"												
Support for the Creation of Professional Art and Cultural Products for Children and Youth												
Valmiera municipality government												
Ltd. "Story Hub" (LV), NGO "Culture Break Borders" (NO)												
Annex No.1 of the project application "Valmiera Multimedia Festival Youth Arts and Education Programme"												
! IMPORTANT! The inclusion of an expenditure item in a project budget template approved by the Ministry as the Programme Partner, cannot be considered as confirmation of eligibility of that expenditure item.												
Item No.	No. in the budget	Activity number ²	Payer (organisation to which funding is transferred)	Type of costs ³	Additional explanations ⁸	Unit	Number of units	Unit price (EUR)	Total (EUR)	Amount of programme co-financing (EUR)	Amount of co-financing by the co-financing recipient (if applicable) (EUR)	% of total project costs
1				I DIRECT ELIGIBLE COSTS					237 596,90	237 596,90	0,00	98%
2				Total direct eligible costs of project staff's remuneration					49 452,90	49 452,90	0,00	-
3				1. Administrative costs of the project (not exceeding 20 percent of the total eligible costs of the project):					26 616,90	26 616,90	0,00	11%
4	1.1.			Remuneration costs of the administrative staff ⁴					24 352,90	24 352,90	0,00	-
5	1.1.1.	1	Valmiera municipality government	Remuneration costs of PA	Project manager (monthly salary 1408,93 EUR x 30% workload for 15 month, including all taxes)	person	1	6340,19	6 340,19	6 340,19	0,00	-
6	1.1.2.	1	Valmiera municipality government	Remuneration costs of PA	Accountant (monthly salary 1359,49 EUR x 30% workload for 15 month, including all taxes)	person	1	6117,71	6 117,71	6 117,71	0,00	-
7	1.1.3.	1	Ltd. "Story Hub"	Remuneration costs of PP	Accountant (additional work for 15 month, 60 EUR/month including all taxes)	person	1	900	900,00	900,00	0,00	-
8	1.1.4.	1	NGO "Culture Break Borders"	Remuneration costs of PP	Project manager (additional work for 15 month, 600 EUR/month including all taxes)	person	1	9000	9 000,00	9 000,00	0,00	-
9	1.1.5.	1	NGO "Culture Break Borders"	Remuneration costs of PP	Accountant (additional work for 15 month, 133 EUR/month including all taxes)	person	1	1995	1 995,00	1 995,00	0,00	-
10	1.2.			Business trips of staff involved in the project administration: ⁵					2 264,00	2 264,00		-
11	1.2.1.	1	NGO "Culture Break Borders"	Business travel costs of PP (daily allowance, travel and accommodation expenses, travel insurance) in accordance with the rates specified in the applicable laws and regulations of the state	Oslo - Riga - Oslo for NGO "Culture Break Borders" project manager - makerspace/prototype testing and festival event	business trip	2	1132	2 264,00	2 264,00	0,00	-

12	2. Costs of project staff (other than project administrative staff) involved in the implementation of the project (e.g. consultants, lecturers, experts):								28 462,00	28 462,00	0,00	-
13	2.1.			Remuneration costs of the implementation staff		-	-	-	25 100,00	25 100,00	0,00	-
14	2.1.1.	1	Ltd. "Story Hub"	Remuneration costs of the PP implementation staff	Curator for the "Creation of new professional contemporary art and cultural products" strand. 400 h in project, 28 EUR/h. 400 x 28 = 11200 EUR	person	1	11200	11 200,00	11 200,00	0,00	-
15	2.1.2.	1	Ltd. "Story Hub"	Remuneration costs of the PP implementation staff	Audience Development Curator. 400 h in project, 28 EUR/h. 400 x 28 = 11200 EUR	person	1	11200	11 200,00	11 200,00	0,00	
16	2.1.3.	1	Ltd. "Story Hub"	Remuneration costs of the PP implementation staff	Art curator. 100 h in project, 27 EUR/h. 100 x 27 = 2700 EUR	person	1	2700	2 700,00	2 700,00	0,00	
17	2.2.	n/a	n/a	Business trips of the implementation staff: ⁷		-	-	-	3 362,00	3 362,00	0,00	-
18	2.2.1.	1	Ltd. "Story Hub"	Business travel costs of PP (daily allowance, travel and accommodation expenses, travel insurance) in accordance with the rates specified in the applicable laws and regulations of the state	Working group meeting in Oslo (2 participants from PP implementation staff, 6 days). Daily allowance: 65 EUR x 6 days x 2 persons = 780 EUR. Travel expenses: 150 EUR x 2 flights (Riga - Oslo, Oslo - Riga) x 2 persons = 600 EUR. Accommodation expenses: ~198,2 EUR (2000 NOK) x 5 nights x 2 persons = 1982 EUR. 780+600+1982=3362 EUR	business trip	1	3362	3 362,00	3 362,00	0,00	-
19	3. Costs related to the implementation of project activities:								153 754,00	153 754,00	0,00	-
20	3.1.	6	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	5 artists from Latvia (3 multimedia artists, 2 creative developers). Participating in all activities starting from January 2023 (main activity - Festival event, other activities (3, 4, 5, 7, 8, 9, 11) as part of preparing)	person	5	4000	20 000,00	20 000,00	0,00	
21	3.2.	6	NGO "Culture Break Borders"	remuneration to experts from donor states and other EEA Grants beneficiary countries;	5 artists from Norway (2 multimedia artists, 3 sound artists). Participating in all activities starting from January 2023 (main activity - Festival event, other activities (3, 4, 5, 7, 8, 9, 11) as part of preparing)	person	5	8000	40 000,00	40 000,00	0,00	
22	3.3.	5	NGO "Culture Break Borders"	business travel costs of experts from the donor states and other EEA Grants beneficiary countries (daily allowance, travel and accommodation expenses, travel insurance) in accordance with the rates specified in the applicable laws and regulations of the donor state or other EEA Grants beneficiary country;	Travel costs for 5 norwegian artists and 7 students to "Makerspace/prototype testing" (5 days)	business trip	1	7740	7 740,00	7 740,00	0,00	
23	3.4.	6	NGO "Culture Break Borders"	business travel costs of experts from the donor states and other EEA Grants beneficiary countries (daily allowance, travel and accommodation expenses, travel insurance) in accordance with the rates specified in the applicable laws and regulations of the donor state or other EEA Grants beneficiary country;	Travel costs for 5 norwegian artists and 7 students to "Festival" (3 days) events	business trip	1	5884	5 884,00	5 884,00	0,00	
24	3.5	3	NGO "Culture Break Borders"	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Experts (2 of playwright, novelist/scriptwriter, director, technology expert, youth psychotherapist) for festival/art product creation. Supporting artists and students in artwork creation in idea hackathon.	contract	2	600	1 200,00	1 200,00	0,00	
25	3.6.	3	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Experts (2 of playwright, novelist/scriptwriter, director, technology expert, youth psychotherapist) for festival/art product creation. Supporting artists and students in artwork creation in idea hackathon	contract	2	200	400,00	400,00	0,00	
26	3.7.	2	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Graphic designer from Latvia for development of the visual identity and design elements of the project at all stages for all project activities in physical and digital environments.	contract	1	3400	3 400,00	3 400,00	0,00	
27	3.8.	10	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Lecturers from Latvia who will ensure the preparation and presentation of the key note, as well as participation in the practical training and the closed working session of the project participants in the training	contract	3	400	1 200,00	1 200,00	0,00	
28	3.9.	10	NGO "Culture Break Borders"	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Lecturers from Norway who will ensure the preparation and presentation of the key note, as well as participation in the practical training and the closed working session of the project participants in the training	contract	3	1000	3 000,00	3 000,00	0,00	
29	3.10.	6	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Exhibition designer from Latvia participating in the Festival	contract	1	1000	1 000,00	1 000,00	0,00	
30	3.11.	6	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Technical Producer from Latvia participating in the Festival	contract	1	1000	1 000,00	1 000,00	0,00	

31	3.12.	8	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Debate leaders for Labs of audience research	contract	5	200	1 000,00	1 000,00	0,00	
32	3.13.	9	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Education expert participating in educational programme creation	contract	1	1000	1 000,00	1 000,00	0,00	
33	3.14.	3	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Facilitator and workshop leader in hackathon (2 days)	contract	1	800	800,00	800,00	0,00	
34	3.15.	6	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Facilitator and workshop leader in festival.	contract	1	500	500,00	500,00	0,00	
35	3.16.	7	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Facilitator and workshop leader in training	contract	1	600	600,00	600,00	0,00	
36	3.17.	8	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Facilitator and workshop leader in labs of audience research	contract	1	600	600,00	600,00	0,00	
37	3.18.	7	Valmiera municipality government	event outsourcing costs: costs of translation services;	Simultaneous translator for training event	contract	1	160	160,00	160,00	0,00	-
38	3.19.	6	Valmiera municipality government	event outsourcing costs: costs of translation services;	Simultaneous translator festival event	contract	1	160	160,00	160,00	0,00	
39	3.20.	5	NGO "Culture Break Borders"	remuneration to experts from donor states and other EEA Grants beneficiary countries;	Experts (2) from Norway at maker space / prototype testing (youth psychotherapist, personality development coach, art therapist or curator of art education programs)	contract	2	1000	2 000,00	2 000,00	0,00	-
40	3.21.	5	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Experts (2) from Latvia at maker space / prototype testing (youth psychotherapist, personality development coach, art therapist or curator of art education programs)	contract	2	450	900,00	900,00	0,00	
41	3.22.	5	Valmiera municipality government	costs of lease of equipment related to the creation of cultural products and performance of activities promoting audience development;	Equipment rental for multimedia artworks in makerspace / prototype testing event (light, sound systems etc.). Sound equipment rental 1,500 EUR. Rental of lighting equipment 3244,50 EUR. Rental of video equipment 3600 EUR. Software 900 EUR.	contract	1	9244,5	9 244,50	9 244,50	0,00	
42	3.23.	6	Valmiera municipality government	costs of lease of equipment related to the creation of cultural products and performance of activities promoting audience development;	Equipment rental for multimedia artworks in Festival (light, sound systems etc.). Sound equipment rental 3500 EUR. Rental of lighting equipment 7570,50 EUR. Rental of video equipment 8400 EUR. Software 2100 EUR.	contract	1	21570,5	21 570,50	21 570,50	0,00	
43	3.24.	5	Valmiera municipality government	costs of materials related to the creation of cultural products and performance of activities promoting audience development;	Expenditure on multimedia artwork materials (5 artworks in total, about 3800 EUR each)	event	1	19000	19 000,00	19 000,00	0,00	
44	3.25.	4	Valmiera municipality government	costs of development of audio-visual materials related to the creation of cultural products and performance of activities promoting audience development;	Digital adaptation of artworks to an educational platform (including 3D modeling)	contract	1	3000	3 000,00	3 000,00	0,00	
45	3.26.	3	Valmiera municipality government	remuneration to experts from donor states and other EEA Grants beneficiary countries;	Catering services in Valmiera events: artists and students hackathon (2x coffee break, 2x lunch). Day 1 (18 persons (7 pupils, 5 artists, 3 project team, 3 experts, moderators etc.) x (7 EUR + 9 EUR) = 288 EUR. Day 2 (coffee break for 24 persons (7 pupils, 5 artists, 3 project team, 3 experts, moderators etc., 6 jury) x 7 EUR = 168 EUR, lunch for 18 persons (7 pupils, 5 artists, 3 project team, 3 experts, moderators etc.) x 9 EUR = 162 EUR.	contract	1	618	618,00	618,00	0,00	
46	3.27.	5	Valmiera municipality government	event outsourcing costs: costs of catering services for participants;	Catering services in Valmiera events: maker space/ prototype testing (coffee break, lunch). Day 1 (coffee break for 36 persons (14 pupils, 10 artists, 5 project team, 7 experts, moderators etc.) x 7 EUR = 252 EUR). Day 2 - Day 4 (3 days coffee break and lunch for 36 persons (14 pupils, 10 artists, 5 project team, 7 experts, moderators etc.) x (7 EUR + 9 EUR) = 1728 EUR. Day 5 (coffee break for 43 persons (14 pupils, 10 artists, 5 project team, 7 experts, moderators etc., 7 target group pupils) x 7 EUR = 301 EUR	contract	1	2281	2 281,00	2 281,00	0,00	

47	3.28.	6	Valmiera municipality government	event outsourcing costs: costs of catering services for participants;	Catering services in Valmiera events: festival (coffee break, lunch). Coffee break at festival opening: 54 persons (20 pupils (14 new artists, 6 art moderators), 10 professional artists, 5 project team, 4 experts, moderators etc., aprox.15 invited persons) x 7 EUR = 378 EUR. Lunch (3 days of festival): 3 days x 37 persons (20 pupils (14 new artists, 6 art moderators) 10 professional artists, 5 project team, 2 experts) x 9 EUR = 999 EUR	contract	1	1377	1 377,00	1 377,00	0,00	
48	3.29.	8	Valmiera municipality government	event outsourcing costs: costs of catering services for participants;	Catering services in Valmiera events: labs of audience research (coffee break and lunch). 45 persons (aprox. 30 students, 5 artists from Latvia, 4 project team, 6 moderators, lecturers etc) x (7 EUR + 9 EUR) = 720 EUR	contract	1	720	720,00	720,00	0,00	
49	3.30.	12	Valmiera municipality government	event outsourcing costs: costs of catering services for participants;	Catering services in Valmiera events: teacher training (coffee break). 17 persons (15 teachers, 2 project team) x 7 EUR=119 EUR	contract	1	119	119,00	119,00	0,00	
50	3.31.	3	NGO "Culture Break Borders"	event outsourcing costs: costs of catering services for participants;	Artists and students hackahaton in Norway, 13 participants (5 artists, 7 students, project manager) x 30 EUR x 2 days	contract	1	780	780,00	780,00	0,00	
51	3.33.	1	NGO "Culture Break Borders"	costs of lease of premises related to the creation of cultural products and performance of activities promoting audience development;	Rental of an appropriately equipped hall for the work group meeting	contract	1	400	400,00	400,00	0,00	
52	3.34.	3	NGO "Culture Break Borders"	costs of lease of premises related to the creation of cultural products and performance of activities promoting audience development;	Rental of an appropriately equipped hall for the video conference (hackathon)	contract	1	800	800,00	800,00	0,00	
53	3.35.	3	Valmiera municipality government	costs of materials related to the creation of cultural products and performance of activities promoting audience development;	Stationery and office supplies for hackathon	contract	1	100	100,00	100,00	0,00	
54	3.36.	5	Valmiera municipality government	costs of materials related to the creation of cultural products and performance of activities promoting audience development;	Stationery and office supplies for makerspace / prototype testing	contract	1	75	75,00	75,00	0,00	
55	3.37.	6	Valmiera municipality government	costs of materials related to the creation of cultural products and performance of activities promoting audience development;	Stationery and office supplies for festival event	contract	1	75	75,00	75,00	0,00	
56	3.38.	7	Valmiera municipality government	costs of materials related to the creation of cultural products and performance of activities promoting audience development;	Stationery and office supplies for international training	contract	1	75	75,00	75,00	0,00	
57	3.39.	8	Valmiera municipality government	costs of materials related to the creation of cultural products and performance of activities promoting audience development;	Stationery and office supplies for labs of audience research	contract	1	75	75,00	75,00	0,00	
58	3.40.	10	Valmiera municipality government	royalty costs related to the creation of cultural products and performance of activities promoting audience development;	Remuneration of young mediators during the festival	person	6	150	900,00	900,00	0,00	
59	4. Publicity costs								24 114,00	24 114,00	0,00	-
60	4.1.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Layout creation of printing and communication materials	contract	1	1400	1 400,00	1 400,00	0,00	-
61	4.2.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Printing of communication materials	contract	1	1210	1 210,00	1 210,00	0,00	
62	4.3.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Text editor for project materials	contract	1	700	700,00	700,00	0,00	
63	4.4.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Video making, editing (promotion of project, activities)	contract	1	1476	1 476,00	1 476,00	0,00	
64	4.5.	4	Valmiera municipality government	Outsourcing costs: publicity costs	Video making, editing (promotion of project, activities)	contract	1	1476	1 476,00	1 476,00	0,00	
65	4.6.	9	Valmiera municipality government	Outsourcing costs: publicity costs	Video making, editing (promotion of project, activities)	contract	1	1476	1 476,00	1 476,00	0,00	
66	4.7.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Video subtitles	contract	1	1100	1 100,00	1 100,00	0,00	
67	4.8.	4	Valmiera municipality government	Outsourcing costs: publicity costs	Video subtitles	contract	1	1100	1 100,00	1 100,00	0,00	

68	4.9.	9	Valmiera municipality government	Outsourcing costs: publicity costs	Video subtitles	contract	1	1100	1 100,00	1 100,00	0,00	
69	4.10.	4	Valmiera municipality government	Outsourcing costs: publicity costs	Digital platform development (360 environment development, UX / UI, programming). 360 environment development – 30 EUR/h – 30 h – 900 EUR Experience design (UX/UI) – 30 EUR/h – 30 h – 900 EUR. Programming – 30 EUR/h – 40 h – 1200 EUR	contract	1	3000	3 000,00	3 000,00	0,00	
70	4.11.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Photo services	contract	1	282	282,00	282,00	0,00	
71	4.12.	4	Valmiera municipality government	Outsourcing costs: publicity costs	Photo services	contract	1	282	282,00	282,00	0,00	
72	4.13.	9	Valmiera municipality government	Outsourcing costs: publicity costs	Photo services	contract	1	282	282,00	282,00	0,00	
73	4.14.	2	Valmiera municipality government	Outsourcing costs: publicity costs	Translation of project materials (from Latvian to English and from Latvian to Norwegian)	contract	2	600	1 200,00	1 200,00	0,00	-
74	4.15.	4	Valmiera municipality government	Outsourcing costs: publicity costs	Translation of project materials (from Latvian to English and from Latvian to Norwegian)	contract	2	600	1 200,00	1 200,00	0,00	
75	4.16.	9	Valmiera municipality government	Outsourcing costs: publicity costs	Translation of project materials (from Latvian to English and from Latvian to Norwegian)	contract	2	600	1 200,00	1 200,00	0,00	
76	4.17.	6	Valmiera municipality government	event outsourcing costs: event organisation costs;	Live video, filming and video montage for festival event	contract	1	1815	1 815,00	1 815,00	0,00	
77	4.18.	7	Valmiera municipality government	event outsourcing costs: event organisation costs;	Live video, filming and video montage for training event	contract	1	1815	1 815,00	1 815,00	0,00	
78	4.19.	6	Valmiera municipality government	event outsourcing costs: event organisation costs;	Musical programm at the opening of the festival event	contract	1	2000	2 000,00	2 000,00	0,00	
79	5. Other costs (explain and justify)								4 650,00	4 650,00	0,00	-
80	5.1.	1	NGO "Culture Break Borders"	costs of the services of a sworn auditor or a commercial company of sworn auditors or costs of the internal structural unit of audit, if a partner which is not registered in the Republic of Latvia is involved	An audit of the Norwegian partner's expenditure 1 time before the submission of the final report	contract	1	3000	3 000,00	3 000,00	0,00	-
81	5.2.	3	Valmiera municipality government	event outsourcing costs: event organisation costs;	Transport costs for participants from Valmiera municipality (pupils) to attend ideas hackathon in Valmiera. Bus rent in territory of Valmiera municipality (aprox. 100 km)	contract	1	150	150,00	150,00	0,00	
82	5.3.	5	Valmiera municipality government	event outsourcing costs: event organisation costs;	Transport costs for participants from Norway and Valmiera municipality (pupils) to attend makerspace/ prototype testing in Valmiera. Bus rent Riga - Valmiera, Valmiera - Riga (aprox. 240 km) / territory of Valmiera municipality (aprox. 100 km)	contract	1	525	525,00	525,00	0,00	
83	5.4.	6	Valmiera municipality government	event outsourcing costs: event organisation costs;	Transport costs for participants from Norway and Valmiera municipality (pupils) to attend Festival event in Valmiera. Bus rent Riga - Valmiera, Valmiera - Riga (aprox. 240 km) / territory of Valmiera municipality (aprox. 100 km)	contract	1	525	525,00	525,00	0,00	
84	5.5.	3	Valmiera municipality government	event outsourcing costs: event organisation costs;	Hotel for hackathon participants in Latvia. The hackathon takes place for 2 days, it is planned that the program of the 1st day will end very late in the evening, and the 2nd day will start very early in the morning, therefore it is practically impossible for the persons involved in the activity to go home.	person	9	50	450,00	450,00	0,00	
85	II INDIRECT ELIGIBLE COSTS (10 per cent of the total direct eligible costs of project staff's remuneration)								4 945,29	4 945,29	0,00	10%
86	6.			Indirect eligible costs	%	10	-	4 945,29	4 945,29		-	
87	TOTAL AMOUNT								242 542,19	242 542,19	0,00	-
Co-financing from the EEA Grants (85%)									206 160,86			
Co-financing from the Latvian state budget (15%)									36 381,33			

* If necessary, the type of costs of the activities and the estimated costs can be adjusted upon concluding an agreement or during the performance of an agreement. Budget items may be changed and reallocated to another budget item provided that a maximum of 20% is not exceeded and that the total amount of the allocated funding is not changed.

²The activity number must be indicated in accordance with the one indicated in the project application form

³ The type of costs must be indicated in accordance with the eligible costs specified in the rules of the open call

⁴ Remuneration costs are calculated for all administrative staff together (average remuneration of administrative staff (incl. employer's part of the state mandatory social insurance contributions) x number of persons)

⁵ All business trips of the administrative staff planned in the project in one item

⁶Remuneration costs are calculated for all implementation staff together (average remuneration of implementation staff (incl. employer's part of the state mandatory social insurance contributions) x number of persons)

⁷ All business trips of the implementation staff planned in the project in one item

⁸ If applicable, provide more detailed information on planned expenses so that the necessity, amount and total calculation of costs would be unambiguously clear, indicating a general calculation, not a detailed one

⁹Including all taxes applicable pursuant to the laws and regulations of the Republic of Latvia

TEMPLATE FOR THE CERTIFICATION OF COSTS CLAIMED BY DONOR PROJECT PARTNER

This is issued for the certification purposes as required by Article 8.12.4 of the Regulation on the implementation of the European Economic Area Mechanism 2014 – 2021 (the Regulation).

We confirm that procedures have been performed in order to provide assurance as to the relevance and conformity with the Regulation, national law and relevant national accounting practices of the costs claimed by the donor project partner.

Project reference:	EEZ/2022/2/14
Project title:	Valmiera Multimedia Festival Youth Arts and Education Programme
Donor project partner:	NGO “Culture Break Borders”
Entity responsible for the certification:	
Type of entity:	
Start date of incurred expenditure:	
End date of incurred expenditure:	
Actual expenditure¹ incurred this period:	

The *[Auditor/Competent Public Officer]* hereby certifies that:

1. The costs claimed by the donor project partner are incurred in accordance with the Regulation on the EEA Financial Mechanism 2014 – 2021².
2. The costs claimed are incurred in accordance with the relevant law and national accounting practices.
3. The *[Auditor³/Competent Public Officer]* has not been involved in the preparation of the relevant financial statements and is independent of the donor project partner.

	For the Auditor/Competent Public Officer	Optional second signature
Name		
Signature		
Position		
Date		

¹ A breakdown of the costs certified should be provided as an annex

² Provisions on eligibility of expenditures are started in chapter 8 of the Regulations

³ Auditor shall be qualified to carry out statutory audits of accounting documents