



Ministry of Culture of the Republic of Latvia

Latvia  
100 

# Latvia's Centenary: Evaluation of the Programme and 2020 Events

11th December, 2019

“Pullman Riga Old Town Hotel”, Jēkaba iela 24, Rīga

9.00–9.50 Registration. Meeting, renewing acquaintances and morning coffee

10.00–10.10 Opening Remarks - **Nauris Puntulis**, Minister of Culture of the Republic of Latvia

## THE CENTENARY: IDEAS, EXECUTION, LEGACY. LATVIAN AND INTERNATIONAL EXPERIENCES

10.10–10.30 **Žaneta Ozoliņa**, Professor, Political Sciences Department of the University of Latvia:  
*Latvia's Centenary: From Idea to Legacy*

10.30–10.40 **Selga Laizāne**, Deputy State Secretary of the Ministry of Culture on Matters Relating to the Centenary: *The Centenary Programme's Goals and Results*

10.40–11.00 **Toomas Kiho**, Head of the Steering Committee of the Estonian Centenary:  
*The Estonian Centenary - Estonia's Experience and Achievements*

11.00–11.20 **Marius Gurskas**, Communications Expert of the Secretariat of Restored Lithuania 100, Head of Brand Lithuania, Office of the Government of the Republic of Lithuania:  
*Restored Lithuania 100 - Learn, Create and Celebrate!*

11.20–11.40 An Evaluation of Latvia's Centenary From the Viewpoint of the *Atslēgas* TV Programme

11.40–12.40 In-depth discussions over lunch

## RESULTS OF THE LATVIA'S CENTENARY'S FIRST PHASE (2015–2018)

12.40–13.00 *Prof., Dr. sc. soc.* **Anda Laķe**, Pro-Rector of the Latvian Academy of Culture, Research Studies: *Unique Aspects of Latvia's Centenary Programme and its Accessibility for Participation*

13.00–13.20 *Mg. sc. soc.* **Lolita Ozoliņa**, Branding Expert, Latvian Academy of Culture Guest Lecturer: *The Communication Strategy of the Latvia's Centenary Celebrations: Activating a Sense of Belonging*

13.20–13.40 *Dr. art.* **Baiba Tjarve**, The Latvian Academy of Culture's Academic Research Centre's Leading Researcher: *Each, All or Few of Us: the Involvement of Target Groups*

## THE CONTINUATION OF LATVIA'S CENTENARY: FREEDOM AS THE THEME FOR 2020 AND LATVIA'S DE JURE STATUS

13.40–14.00 **Dainis Īvāns**, The First Chairman of the Latvian Popular Front:  
*The Events of the Re-awakening in 1990 and the Significance of Freedom Today*

14.00–14.20 **Linda Pastare**, Head of the Ministry of Culture's Office Latvia 100:  
*Highlights of the Latvia's Centenary Programme in 2020*