



Liepāja 2027

Ambassador Programme Handbook

Liepāja
2027
European Capital of Culture

Official partners:

Kuldīga Region
South Kurzeme Region



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Liepāja 2027 Ambassador Programme

What is the Ambassador Programme?

A dynamic set of initiatives designed to:

- Foster loyalty and a sense of belonging among residents to **Liepāja** as the European Capital of Culture;
- Bolster community confidence and pride;
- Shine a spotlight on residents and professionals from diverse sectors;
- Strengthen the image of **Liepāja 2027** through the perspective of influential third parties;
- Elevate the profile of Liepāja as the European Capital of Culture **2027**;
- Cultivate a shared sense of ownership and connection to the **Liepāja 2027** project across the Creative Land of **(un)rest**, encompassing Liepāja City, South Kurzeme, and Kuldīga Regions.

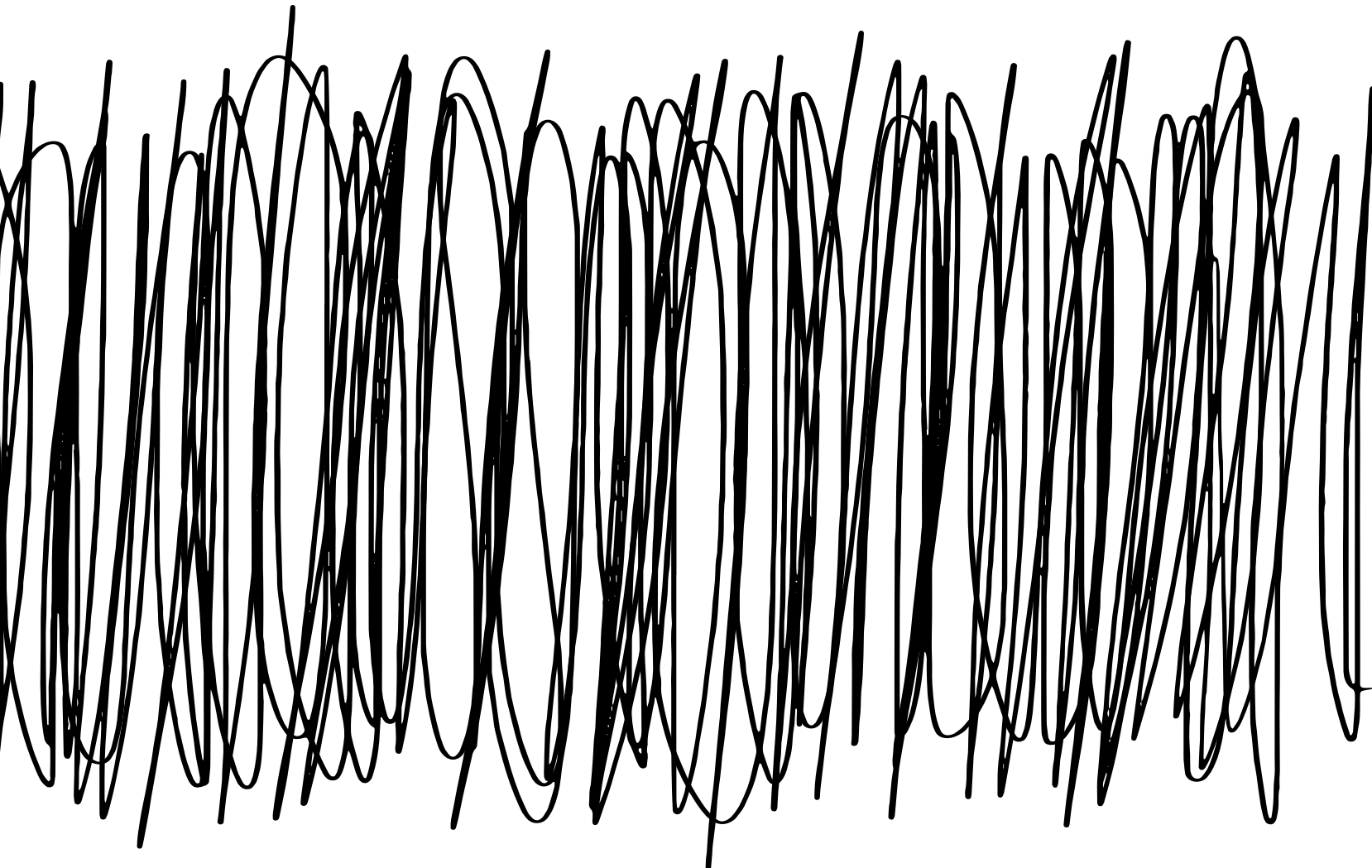
The programme will run from autumn 2024 through May 2028, with aspirations to evolve into a long-term loyalty initiative for the Creative Land of **(un)rest**, extending beyond the conclusion of the European Capital of Culture project.

Who Can Become an Ambassador?

- Professionals across various fields, respected and recognized figures in society, charismatic personalities, and community leaders within the Creative Land of **(un)rest**. Individuals trusted not only by their colleagues but also by broader audiences on local, national, and international levels. This role is not only an honour but a testament to their expertise and ability to unite others.
- 2 Levels of **Liepāja 2027** Ambassadors:
 - Established and highly regarded figures in their respective fields.
 - Civil society advocates such as community leaders, neighbourhood activists, and heads of NGOs.
- The **Liepāja 2027** Ambassador Programme is honoured to have the President of Latvia, H.E. **Edgars Rinkēvičs**, as its patron.

Benefits for Ambassadors

- Align your personal brand with the prestigious **Liepāja 2027** identity and its core values;
- Gain privileged access to operational updates and the latest developments related to the programme;
- Actively contribute to the implementation of the **Liepāja 2027** initiative;
- Participate in high-profile publicity events associated with **Liepāja 2027**;
- Enhance your visibility and strengthen your professional image on a broader platform.



Participation in the Ambassador Programme is entirely voluntary and free of charge. Each Ambassador collaborates in a tailored capacity, agreeing on specific forms of cooperation and responsibilities.

Our Expectations from Ambassadors

Ambassadors are expected to engage in diverse activities, depending on their expertise, interests, and availability, including:

- Contributing knowledge and skills to help achieve the goals of **Liepāja 2027** - offering proposals and suggestions
- Advocating for the values of **Liepāja 2027**, inspiring public interest in the programme, and attracting relevant experts while elevating its reputation and image;
- Spreading awareness among public about the benefits of the European Capital of Culture title;
- Acting as a representative of Liepāja – European Capital of Culture at public events;
- Sharing information on key **Liepāja 2027** objectives and highlights of the programme with the general public;
- Participating in educational programmes at schools and universities, inspiring younger generations through shared experiences;
- Taking part in cultural and artistic workshops, seminars, and capacity-building events to deepen public understanding of **Liepāja 2027**;
- Lobbying and a of the programme's interests within their professional sector;
- Engaging in open conversations with the community;
- Attending ongoing events in the Creative Land of **(un)rest**;
- Assisting in the promotion and advertising of **Liepāja 2027**.

First Steps of Cooperation

- Establishing a mutually agreed-upon framework for cooperation and defining responsibilities as an Ambassador of **Liepāja 2027**.
- Actively participating in the Ambassador Programme's launch event scheduled for autumn 2024.
- Officially announcing your role as an Ambassador through **Liepāja 2027**'s communication channels to highlight your commitment to the programme.
- Embarking on your first tasks aligned with your expertise, interests, and availability. These activities may include one or more engagements throughout the year, planned collaboratively with **Liepāja 2027** representatives who will provide advance invitations and support.



European Capital of Culture – Liepāja 2027

Liepāja 2027 Objectives

/ 01

Foster and expand international and mutual cooperation.

/ 02

Encourage public involvement in shaping the local environment.

/ 03

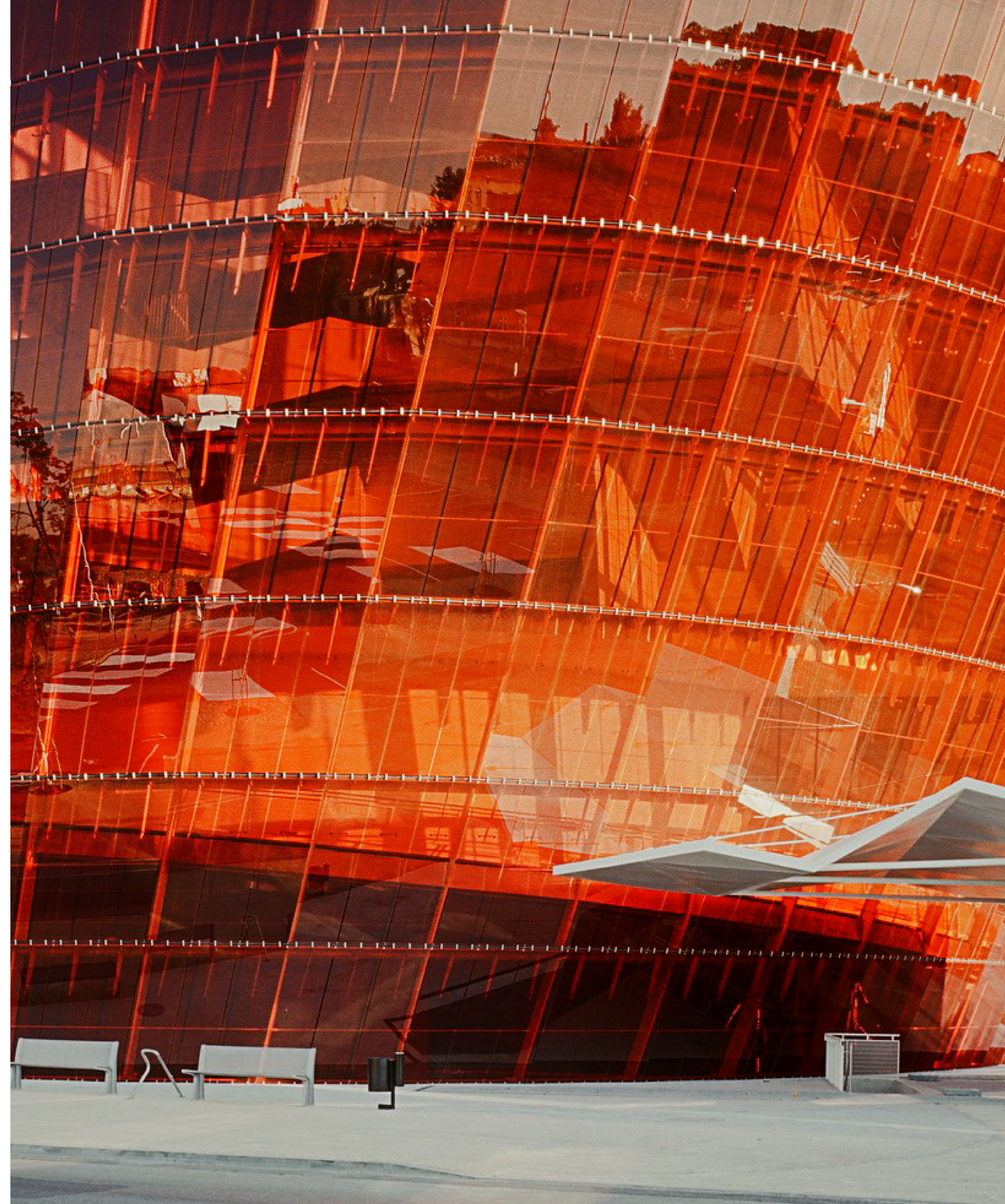
Enhance the quality of life for local residents through the use of digital services.

/ 04

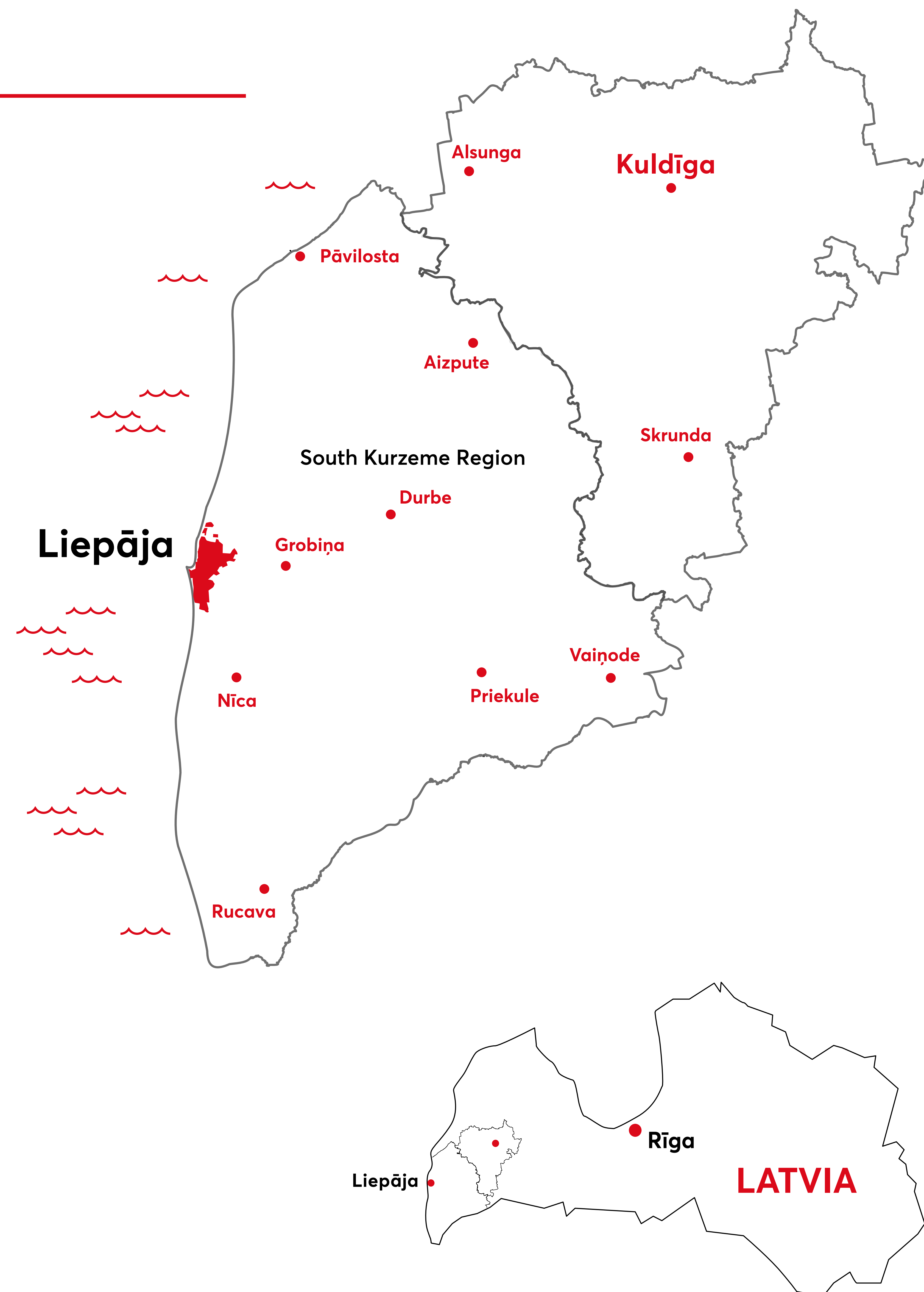
Define and promote the cultural identity elements of the “Land of (un)rest.”

/ 05

Increase citizens' awareness and participation in different societal processes.



Land of (un)rest



Concept of (un)rest

They say, the wind born in Liepāja circles the globe, carrying whispers of the city's spirit and guiding boats back home to Kurzeme. With wind come rest and unrest. The wind of change. A little too much rest for some. A little too much unrest for others. The wholesome kind of **(un)rest** is the process where what is in rest is shaken up and what is in unrest becomes more peaceful and accessible.

(un)rest is the healthy energy that moves us forwards, that pushes us to reach our goals. So, we harness this energy and make it bloat our sails and take us to our discovery journey towards the **European Dream**, inviting adventurous Europeans into our **Port Paradox**. We are seeing ourselves and our neighbourhoods with **New Eyes** through European spectacles, practising how **Deliberate Modesty** impacts our shared Baltic Sea and our own well-being therein. We are turning our gaze towards the horizon with **Creative Foresight** and unleashing a youthful thirst for knowledge and smart future. The **(un)rest** processes will fortify our communities and environment, ensuring the preservation of European values at the frontiers of democracy.

(un)rest is our navigation plan, a beacon illuminating the global challenges towards the kind of cultural competence we need. Together, let us navigate the challenges of rapid technological advancements, relentless information flow, and the unceasing pace of modern life. By seeking equilibrium between work and rest, focus and mental well-being, we aim to discover thoughtful, sustainable solutions. Through cultural events, we will unite people in vibrant, creative communities, fostering connections and inspiring exploration. These experiences will motivate individuals to immerse themselves in the transformative power of art. Culture must evolve into a cornerstone of daily life, encouraging active participation and co-creation while providing the tools and vision for a brighter future for Latvia and the world. This expansive vision is embodied in the five pillars of the **(un)rest** agenda.



Five Programme Lines

Port Paradox

Inviting adventurous Europeans into our city of paradoxes

European Dream

Making (un)rest our navigation plan on our discovery journey towards the European Dream

New Eyes!

Seeing ourselves and our neighbourhoods with New Eyes through European spectacles

Creative Foresight

Harnessing innovations and technologies emerging at the horizon for arts and learning

Deliberate Modesty

Practising how Deliberate Modesty impacts our shared Baltic Sea and environment



Port Paradox

Liepāja is a city of paradoxes. Here, the brisk northerly winds meet sun-warmed beaches, while metal coexists with lace. The secluded Karosta with its military history contrasts with the vibrant energy of freewheeling rock music. Industry thrives alongside leisure, and these opposites intertwine to create the distinctive character of our city. The spirit of **(un)rest** has shaped Liepāja's urban identity and cultural landscape over the years. In a world increasingly dominated by standardisation and globalisation, how do we retain our authenticity? Through this thematic line, we will discover the paradoxes that define Liepāja, exploring our rich heritage and sharing our unique story with the world.

Highlights:

- Locus Mundi – International exhibitions
- Karosta – Radosta – Empowering neighbourhoods
- Phantom of the Library – Writing in Liepāja
- **Land of (un)rest**, Tell Us a Story! – Sharing heartfelt narratives with the world
- Pavējā Pretvējā (Upwind Windswept) – A celebration of the wind and its enduring spirit
- Rock The Rock – A music festival

European Dream

We know what the “American Dream” is, but do we know what the European Dream is? What is our dream of the good life? What unites us in Europe and what divides us? How do Liepāja and Kurzeme fit into the broader European community, being an integral part of it? Do we hear the echoes of European history in this part of Latvia and what they are? Are solidarity, diversity and respectful coexistence yet again values for which we must fight again in today’s Europe? What does Europe represent today, and what kind of future do we want to create? Let’s shift perspectives and explore the values that bind our societies locally and globally. Together with visionaries, thinkers, and creators from cities, regions, and beyond, we will seek answers to these pressing questions. Rooted in the belief that European coexistence is worth reflecting on and nurturing, this programme recognizes that our shared ideals are constantly evolving, needing to be redefined and refined in response to changing times.

Highlights:

- Stars in Amber – World musicians illuminate Liepāja
- Nordic Solstice – Honouring and strengthening cherished traditions
- Europe Sings in Liepāja – An International Choir Festival
- Kino Sapnis – European Cinema Days in Liepāja
- Urban Dreams Liepāja – Sculptures transform the urban environment
- Agora of Values – A series of discussions





New Eyes!

With a vivid line-up of events of this program, we all together will embark on a journey through the land of **(un)rest** – Liepāja, Kuldīga, and South Kurzeme – seeing them through “new eyes.” Together, we’ll dive deep into the heart of these regions, unveiling their rich identities and the colourful kaleidoscope of their communities. Let’s set sail on a rediscovery of who we are and how our stories intertwine: from neighbour to neighbour, colleague to colleague, townspeople to countryside, young adult to senior citizen, and fisher to dressmaker, poet to doctor. This is a quest to explore the profound joy and collective responsibility of creating together in our towns, rural havens, and municipalities. With open hearts and curious minds, we’ll explore how to live harmoniously within our communities, ignite creative brainstorming, and celebrate the simple joys of life right here, where we call home.

Highlights:

- Open Theatre Quarter – A vibrant platform of performing arts.
- Neighbourliness – Fostering and strengthening connections within and among communities.
- Illuminated Liepāja – A dazzling festival of light.
- The Return of Towers – Music in churches.
- A Day in the Life – Photography art in the city.

Deliberate Modesty

Embraced by the Baltic Sea, forests, pastures, and lakes, Latvia is a haven of natural beauty and strength – a true treasure of the Earth. Yet, we face a stark reality: the relentless depletion of our resources, both locally and globally, has escalated into an acute natural crisis. This disregard for our environment has taken its toll, not only on nature but also on our bodies and minds, entangling us in a chaotic cycle of consumption that disrupts our physical and mental balance. Through this thematic line, we embark on a quest to find harmony between our human needs and the health of our environment. Our mission is to cultivate a symbiotic relationship between nature and humanity. We will forge connections between science, innovative technologies, green entrepreneurship, and the arts, actively involving our communities in the **(un)rest** land to drive meaningful change. Through exchanges, artistic, and educational activities, we aim to restore equilibrium among our body, mind, and surroundings. Together, we'll embrace the philosophy of deliberate modesty as a sustainable way of life.

Highlights:

- No More Heavy Metal – Revitalising the “Liepāja Metalurgs” site
- Face to Face with the Natural – Promoting green thinking and sustainability
- The Other Sea Festival – Marine ecology awareness
- An Island Adventure/STEAM – Educational activities for children and young people



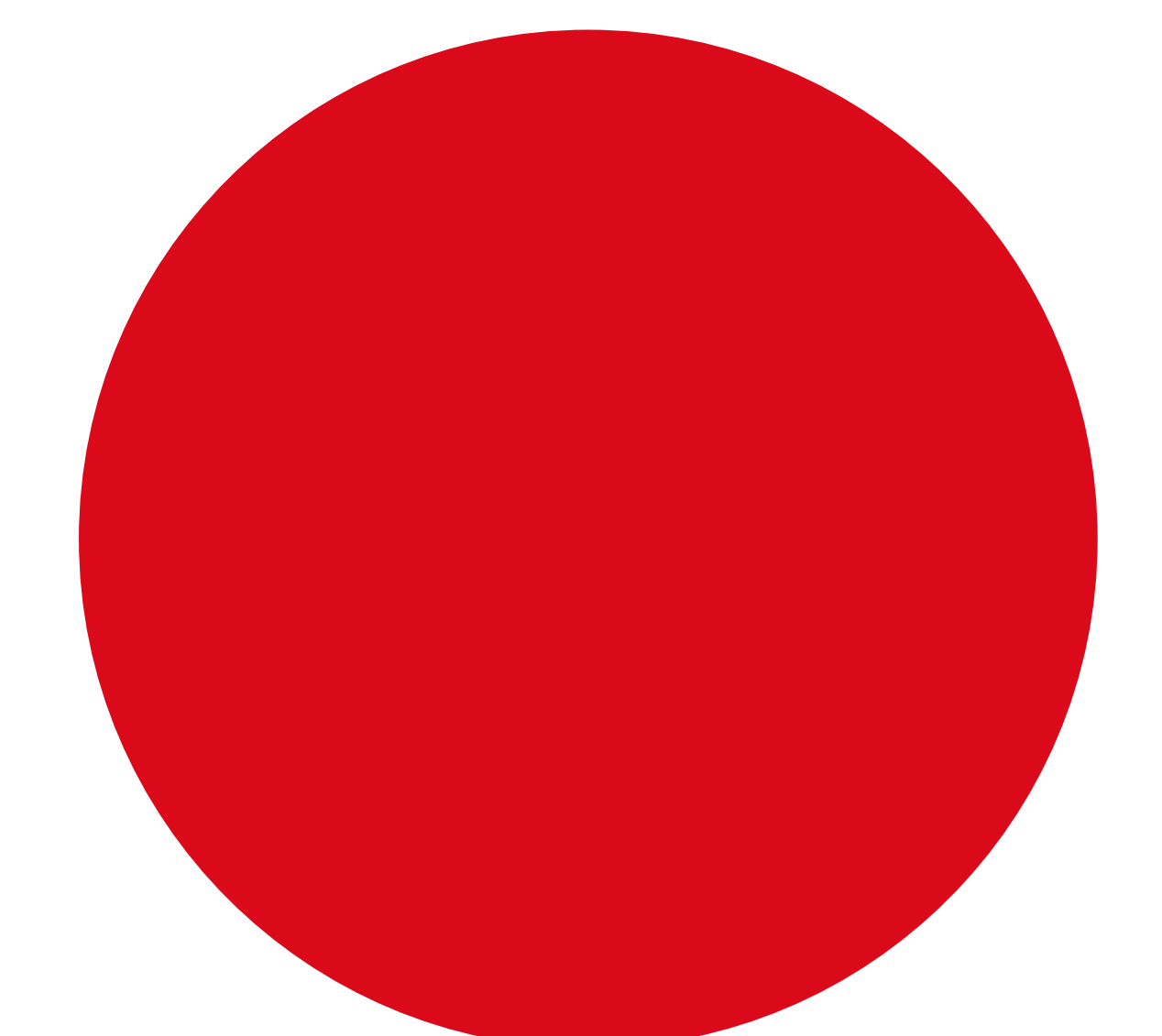


Creative Foresight

The extraordinary shifts triggered by rapid technological advancements, climate change, and global upheavals highlight the urgent need for us to prepare for the challenges that lie ahead. Innovation, fuelled by engaged and creative communities, serves as a sustainable engine for progress—not just in bustling metropolises but also in the heart of rural areas. This thematic line aims to bridge the gap between online and offline domains, uniting diverse generations and sectors to uncover the needs and opportunities of the future. Through imaginative probability games in art, design, and educational projects, we will ignite our collective creativity and spark conversations about the legacy we wish to leave behind not only for Kurzeme but for the world at large.

Highlights:

- Into the Future / Liepāja Animation Days
- The Future of Amber – Exhibitions dedicated to amber
- Youth Forum – Culmination of the youth programme
- Liepāja Art Forum – Interdisciplinary art festival
- Ukstiņš. Lifelong learning!
- UPDATE – New media art and masterclasses







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Liepāja 2027

European Capital of Culture

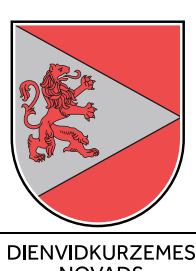
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Liepāja



Kultūras ministrija



DIENVIDKURZEMES
NOVADS

IX
KULDĪGAS
NOVADS

