



# FLAG

## «Partnerība laukiem un jūrai»

22nd March, 2017

Jūrmala

Zane Zorina, external communication coordinator



NACIONĀLAIS  
ATTĪSTĪBAS  
PLĀNS 2020



EIROPAS SAVIENĪBA  
Eiropas Jūrlietu un  
zivsaimniecības fonds



EIROPAS SAVIENĪBA  
EIROPA INVESTĒ LAUKU APVIDOS  
Eiropas Lauksaimniecības fonds  
lauku attīstībai



“Atbalsta Zemkopības ministrija un Lauku atbalsta dienests”

# Welcome in Jūrmala!

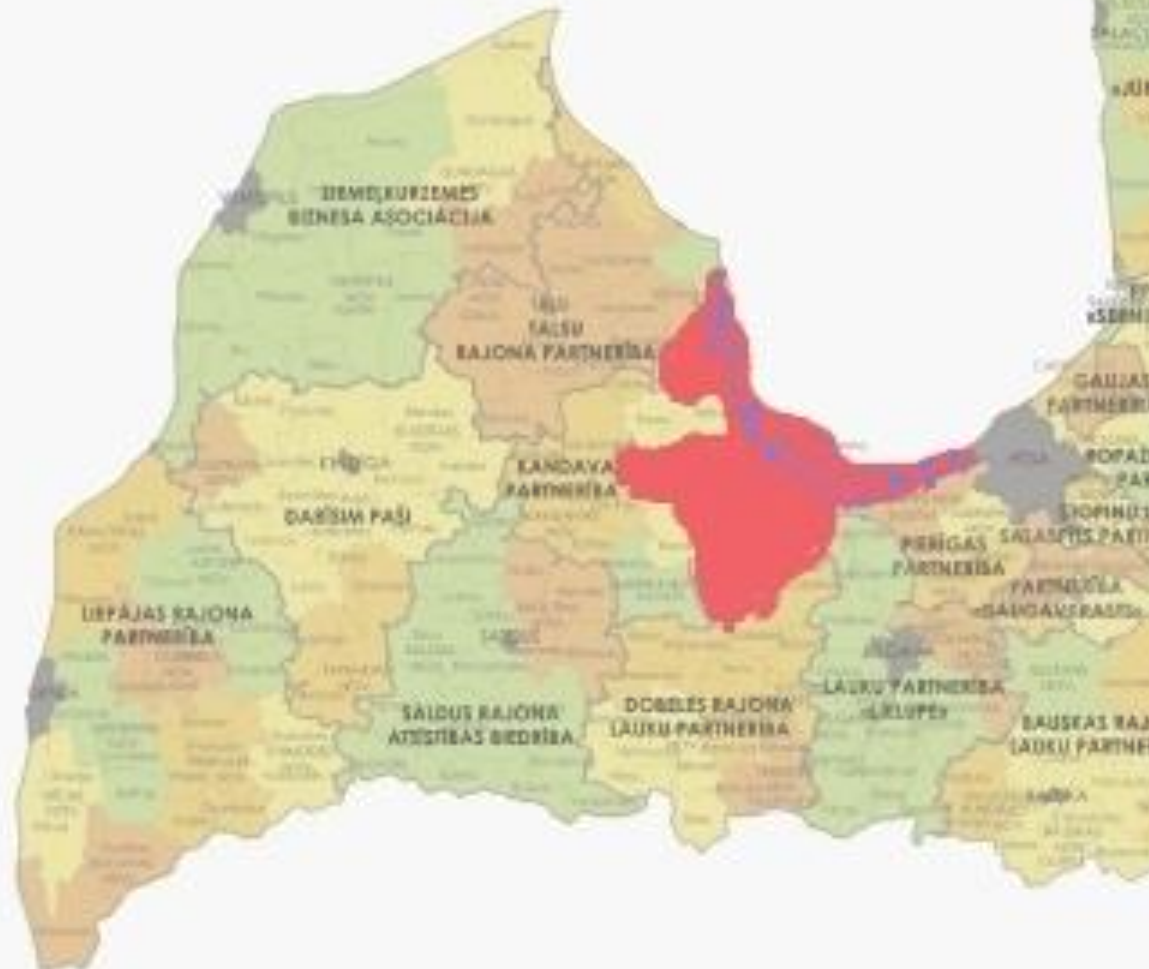
Jūrmala is the fifth largest city in Latvia and the only resort city in Latvia with 24 km white sand coastline .



Jūrmala

EUROPE

# FLAG “Partnerība laukiem un jūrai”



Founded in July 2006 with the goal to improve living conditions for local residents

## Territory:

- 10 parishes & 1 city / 73353 inhabitants
- FLAG area: 21 % of total LAG/FLAG area (85% of the total population of LAG/FLAG area)
- 76 km of coastline along the Gulf of Riga

## Association:

- 33 members (entrepreneurs, NGO, councils, individuals)
- Board/partnership: 9 representatives (incl. 3 representatives from fisheries)

In Latvia:  
35 LAGs & 7 of them are FLAGs

**2006 - 2007**

**2007 - 2013**

**2014 - 2020**

**STRATEGY**

**FUNDING**

**PROJECTS**

**LEADER LAG („LEADER-type measure“): 65 580 EUR  
12 projects**

**FLAG (EFF): 940 783 EUR  
(total public budget)  
27 projects**

**FLAG (EMFF): 1 438 340 EUR  
(total public budget)  
X projects**

**LEADER LAG (EAFRD):  
417 000 EUR (total public)  
71 projects**

**LEADER LAG (EAFRD):  
696 200 EUR (total public)  
X projects**

**TERRITORY**

**5 parishes / ~11 000 inhab.**

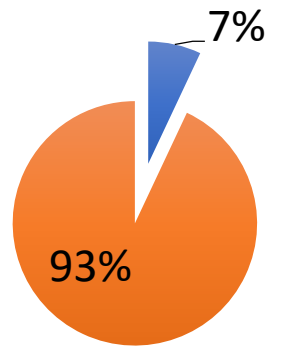
**5 parishes + Jūrmala  
73 350 inhab. (80% Jūrmala)**

**Timeline of the FLAG development in numbers**



# EFF: The projects implemented 2009-2014

- 7% tourism service development (4 projects / 65 291 EUR)
- 93% improvement of living conditions (23 projects / 875 492 EUR)













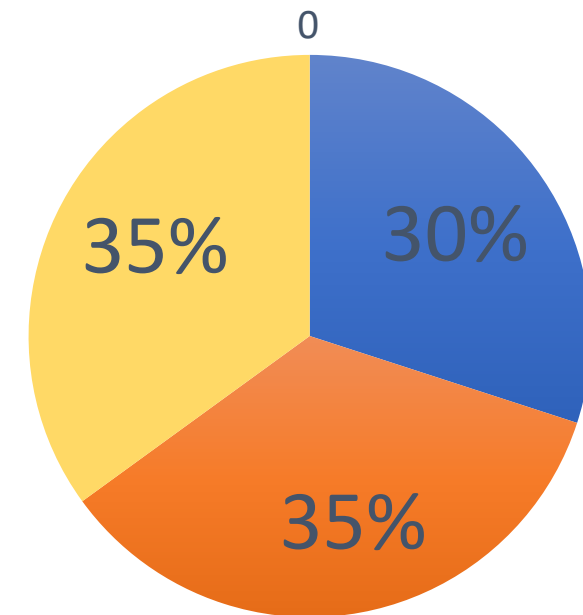
# Objectives of the CLLD strategy supported by the EMFF (2014-2020)



Enterprise creation and development in fisheries, fish processing and other marine related economic sectors (BUSINESS)

Sustainable use or enhancement of environmental resources, reduction of environmental impact, mitigation of climate change (ENVIRONMENT)

Preservation and promotion of the fishing and maritime cultural heritage (CULTURAL HERITAGE)



■ Business ■ Environment ■ Cultural heritage

EMFF: 1,4 M EUR



# Social inclusion challenges in the FLAG area

- Fisherman **aging**, youth does not take over the skills (due to the fishery quote reduction is hard to earn, instability in the industry)
- **Youth outflow** from rural areas to the cities
- **Poverty** (low salaries, low pensions)
- Because of sanctions from Russia, **increase of unemployment** in fish processing industry
- Lonely, depressed elderly, their **inclusion in society**
- The **workforce is moving abroad** to earn, leaving behind children and parents, thereby exposing loved ones to psychological problems
- Because of low salary and low education level **inhabitants are falling in to frustration and depression**. Result: alcohol and social problems in family

# Integration of JŪRMALA into the FLAG



JŪRMALA is the only resort city in Latvia with over 100 years of history

## PAST:

- Greater prosperity during the Soviet period (one of the largest beach resorts in USSR)
- Most of sanatoriums and hotels were not competitive any longer and had to shut down with the introduction of the free market and the independence of Latvia

## PRESENT:

- City with a clear seasonal nature
- Prestigious place of residence (high real estate value & property tax, higher service costs)
- Popular place of residence for wealthy residents (from Latvia and Russia)

## FUTURE:

- Goal 2030 – Internationally recognized, modern resort and **most popular resort city in Baltic sea region**
- Planning to develop a **Beach** and **Maritime open-air museum** within the FLAG CLLD strategy



- Ethnic composition (% of Latvians):
  - Coastal / rural area – 85%
  - Jūrmala city – 51%
- Population density:
  - Coastal / rural area – 13 inh./km<sup>2</sup>
  - Jūrmala city – 574 inh./km<sup>2</sup>



# Welcome!

We wish you:

Productive work

To get to know new colleagues and to make new contacts

Sunny weather and a pleasant stay in Jūrmala



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