



# INNOVATIVE PATHWAYS FOR ENTREPRENEURSHIP IN RURAL

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NEWSLETTER

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## Objectives of the project

- Developing interaction between the partner countries
- Revitalizing traditional handicrafts and lost jobs
- Encouraging especially women and youngsters for entrepreneurship in the field of handicrafts
- Providing new knowledge for target group through national and international workshops
- Increasing the target group's knowledge and skills of English, entrepreneurship and handicrafts
- Sharing good samples, practices and techniques between the partners field of handicrafts
- Creating an intercultural network of communication
- Supporting the vocational (pedagogical and technical) development of handicraft teachers
- Creating an intercultural network of communication

## Expected results:

- Research reports
- Website
- Training courses. Local and International Workshops
- Evaluation reports
- International Exhibitions
- Cooperation network and sustainability of the project



## International meeting 25-26 April in Rezekne, Latvia



### Support for craftsman

Visiting Rezekne Centre for Art industries, craft workshop and Art gallery LADE. Participants gain new experience how to support craftsman and give them additional resources: materials, place for work, possibility to sell their products. Possible cooperation models with municipality, discussions between participants. Getting to know new technique of Ceramics and glass crafts, Fiber and textile crafts, Leatherwork, Wood crafts, Metal crafts.

### Visiting Latgale Culture and History Museum.

Culture educational seminar "Virtual Museum: Latgale pottery aspect". Meeting with local community and participants of the conference from Lithuania, Latvia and Belorussia.

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Presentation of Latgalian pottery history and traditions. Video session. Test of the virtual pottery game.

International photo exhibition "INNOVATIVE PATHWAYS FOR ENTREPRENEURSHIP IN RURAL AREAS".

Opening of the exhibition. Photos of partners local project activities, visibility.



### Ceramic workshop, heating of ceramic kiln at master Andris Uspelis workshop

Demonstrations of ceramic masters, use of burning technologies in kilns, the possibility to interrogate pottery masters and listen to their stories, in order to confirm once again the accumulated knowledge, skills and work experience.

## Target groups:

- **Unemployed women, men and youngsters at social risk**
- **People who hasn't reached enough educational level**
- **People who aren't in good economic condition**
- **Teachers and qualified instructors of handicrafts**

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## The best practise

Latgalian craftsmen, promoter of Latgalian culinary heritage and active participant of trade fairs in Europe Mr. Andris Mejers,

The Latgalian master calls himself “Špeka veirs”. This name is given to him since he is owner of household “Latgolys golds” (Latgalian table) where he takes care of Latgale ancient culinary traditions and produces his specialty - organic salted and smoked bacon. He is popular in local and international level fair trades engaged in various craft activities, trading bacon and presenting Rezekne traditions and specification.

Initially Mr. Mejers prepared his special meat for home use, but in a short time his friends and guests started to order his product in big amounts, adding to it a special design. Soon after the successful references from friends Mr. Mejers decided to go wider and started taking orders and trading his product not only in local level. For his product Andris has prepared the design and strong name – prices and advertisement is only in latgalian language. While trading craftsmen is dressed in Latgalian traditional outfit and starting conversation in Latgalian (when needed he speaks also language of customer), but this is the way how he presents Latgale as a region with delicious and good products, good and skilled crafts masters. In our conversation Andris repeatedly notes that Latgale region has to emphasize its strong brand- Latgalian tradition and language, and it has to be presented to the visitors of the city as a sense, as a taste and as a design of the city.



Travelling to various tourist fairs, Andris has obtained experience on how to present and market the product the best. Now he follows belief that Rezekne craftsmen must be involved in the trade fairs overall Europe and Latvia because presenting themselves in close contact with customer is the best way to sell their product. With current experience of Andris he sees challenges and opportunities in this field and in general he is more positively disposed for several reasons – possibility to get local support, raise funds, and work with young people and employment agencies.



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