



Rūjiena

Culture and Resilience Action Plan summary

At the end of 2023, Rūjiena was awarded the title "Baltic Sea Region Cultural Pearl 2024" in response to the Vidzeme Planning Region's call to participate in open-call organized by Interreg Baltic Sea Region BSR Cultural Pearls project. The international jury highly appreciated the cultural and resilience action plan prepared by Rūjiena.

The action plan addresses challenges such as the outflow of young talent from the regions, emphasizes intergenerational cooperation, and the need for knowledge transfer and networking. The main priority of the Culture and Resilience Plan prepared by the Town of Rūjiena is to create the conditions for an open, democratic, civically active society and a socially resilient community.

The plan includes three phases of activities throughout the year, aimed at strengthening the social resilience of the community. The first activity, "Meet your neighbour", aims to meet and build closer ties between Rūjiena residents - to get to know neighbours in neighbouring houses, as well as to meet residents in the neighbourhood and villages of Rūjiena, and to develop closer cross-border cooperation with Estonia. The first phase of the project will also create a new gathering place in the Riga Street 8, which will be cleaned up and revitalised for new creative expressions with public participation.

The second and third phase of activities will develop intergenerational cooperation and offer new activities at the Rūjiena Folk School. For a long time, people have been taking part in the activities organised by the Folk School and inheriting the knowledge of old trades, while at the same time the most active part of local society is ageing. One of the objectives is to promote the involvement of young people in community activities, thus ensuring the inheritance of local traditions, for example by creating various workshops so that seniors can pass on their knowledge to the younger generation and vice versa. It is also planned to activate new groups in the community by extending the offer of classes at the Rūjiena Folk School.

An important factor for the implementation of the project is the support of the partners and organisations involved - the project will be implemented in close cooperation with Valmiera County Municipality, foundation "Ascendum", association "Rūjiena Seniors' House", Rūjiena Folk School,



Rūjiena Culture Centre, Rūjiena Exhibition Hall, Rūjiena Secondary School, as well as partner cities in Estonia.

The aim for yearlong activities of the action plan is to promote public involvement and ownership in strengthening the local community, improving citizens quality of life, fostering a sense of belonging and developing mutual trust. The results of the action plan will be summarised after the project implementation and good practices will be included in the county's cultural planning documents and taken into account in future cooperation with communities.