



FINAL REPORT OF PILOTING ENGURE REGION

Alise Indriksone

2021

1. NGO "InBi" Outdoor cinema evenings "Cinema picnic"

1	Name of the community, location, contacts	NGO "InBi", Lapmežciems parish, Tukums district (ex-Engure). Dace Treimane-Freimane, dace.tf@gmail.com
2	Description of the service and main target groups	Created service - outdoor cinema for locals and tourists.
3	What kind of equipment was bought by the project to the community	Microphone, mixerpult, speakers set with stands for speakers and bag, movie screen.
4	Real experience- how the service was offered in reality in 2020 and 2021. How the service was advertised to target groups, which channels were used? How many persons/clients (visitors, local persons etc) used the service?	<p>In 2020 NGO did managed to gain extra financing from national funding to buy the movie licenses and local municipality financed rent of professional projector. NGO did implement it's PR strategy to obtain a high number of visitors. Locals were involved to take part in FB questionnaire to choose the movies they would like to see and teasers of planned events were placed on FB. It helped to raise the interest and feeling of participation of creating the event. Also the local guest houses were informed about the event, so they could inform their guests. It was calculated that in total in 4 outdoor movie events were attended by more than 300 people. Families with children, youth and seniors did join to watch the movie in local park and gave good recommendations.</p> <p>In 2021 NGO did not implement outdoor cinema due to Covid19 restrictions. Local municipality did agree to buy the service but finally did not do it due to restrictions. Event could be possible to organize only with certification and it would stop the main part of target group as families with children 12+ could not enter or would have to go to other city and do the tests (not free). Also the state police asked to provide security also outside the area to avoid crowd gathering who would like to watch the movie without C19 certification. NGO had no capacity to organize police or other security. The service of outdoor movie was well attended in 2020 and locals were sad to hear its cancelled this year. It gives a hope to continue the idea next year.</p>
5	Income earned from offering the services 2020 and 2021. Main costs.	No income yet. In 2020 it was gained financing from national fund to buy the movie licence and local municipality provided projector.
6	Differences between the activity plan and real situation, short justification-how the plans were changed and why.	In 2020 events implemented as planned. No events were implemented in 2021 due to Covid19 restrictions to oprganize public events.
7	What human resources were used in offering the services? Was there any employment opportunities offered to	In 2020 service was done by volunteers and planned to make it as employment in 2021: 1 person - leader who is in charge of organization.

	some persons, who were involved to offering the services?	
8	What are the perspectives of offering the community services in the future? What are the needs for additional investments to the equipment, infrastructure etc?	Demand for outdoor cinema and other culture events is high, so it is planned to restart the idea implementation as soon as C19 situation change. No need for other equipment.
9	What is the potential of employment opportunities to persons, who are involved to offering the services?	Potential is high to make 1 employment opportunity for cultural event organizer.

2. NGO Piekraustes konvents "Pearl Creates" Art workshops

1	Name of the community, location, contacts	NGO "Piekraustes konvents", Engure parish, Tukums district (ex-Engure). Daina Dubra, daina.dubra@gmail.com
2	Description of the service and main target groups	Art workshops for locals, tourists, schools, companies, groups of people (birthday parties, art day for children / youth).
3	What kind of equipment was bought by the project to the community	Screen printing Screen 8 pcs Ebru bath 8 pcs Sieve fixing hinges 8 pcs Guillotine for paper works 1 pcs. Cyanotype set 5 pcs Textile inks for screen printing 5 pcs Paper inks for screen printing 5pcs Indigo colors 5pcs Batik colors 5pcs
4	Real experience- how the service was offered in reality in 2020 and 2021. How the service was advertised to target groups, which channels were used? How many persons/clients (visitors, local persons etc) used the service?	NGO did offer individual workshops for locals and tourists and organize 2 festive events. Workshops organized in 2020 were: <ul style="list-style-type: none"> - Ebro (Turkish-style paper and textile printing), - Shibori and batik (textile dyes in various tying techniques), - Screen printing (exploratory workshop for creating a work of art in screen printing technique), - Cyanotype and solar printing (techniques for printing textiles with the help of solar UV rays), Workshops were implemented for small groups, in total attended by ~30 people. In 2021. NGO did offer individual workshops for locals and tourists in total ~10 workshops for 40 people. Workshop information was published in FB account and displayed posters in Engure. Posters helped to attract tourists who randomly noticed the possibility to join the workshop. Clients were mainly family with children.

5	Income earned from offering the services 2020 and 2021. Main costs.	Incomes gained as donationions ~500 eur. Main cost is salary for artist and materials.
6	Differences between the activity plan and real situation, short justification-how the plans were changed and why.	The situation with restrictions were slowing down the possible activities as people are avoiding contact but workshop involves it. Was not possible to implement workshop for bigger groups that would earn bigger incomes. Also postponed the plans of implementing other culture events.
7	What human resources were used in offering the services? Was there any employment opportunities offered to some persons, who were involved to offering the services?	Employment opportunity for person who is organizing workshop – the artist. Salary paid direct form client donations.
8	What are the perspectives of offering the community services in the future? What are the needs for additional investments to the equipment, infrastructure etc?	It is planned to elaborate new workshop types to keep the interest from locals and tourists who will come back next summer. No need for other equipment.
9	What is the potential of employment opportunities to persons, who are involved to offering the services?	Potential is high to make 1 employment opportunity for workshop artist.

3. NGO “AB volleyball club” Beach volleyball activities

1	Name of the community, location, contacts	NGO “AB volleyball club” Engure parish, Tukums district (ex-Engure). Liga Riekstina, riekstina.liga.321@gmail.com
2	Description of the service and main target groups	Created service - a leisure activity beach volleyball tournaments for locals and tourists.
3	What kind of equipment was bought by the project to the community	Volleyball nets 4 pcs. court lines 4 pcs.
4	Real experience- how the service was offered in reality in 2020 and 2021. How the service was advertised to target groups, which channels were used? How many persons/clients (visitors, local persons etc) used the service?	In 2020 NGO did obtain financing from local funds to implement volleyball camp for youth in July. In beginning of September the NGO took part to implement youth beach volleyball tournament for U16 and U18 in Engure. In total 40 teams (80 people) took part for this two day tournament. Participants with their teams and coaches were positive surprised about the high quality of nets, balls and organization. Activities were slowed down by Covid19, but NGO managed to organize the first tournament to make a good reputation.

		<p>Events were advertised in local and national sport schools and sport centers.</p> <p>Plans for 2021 were cancelled due to Covid19 restrictions that banned to organize sport tournaments except for professional.</p>
5	Income earned from offering the services 2020 and 2021. Main costs.	No income yet. In 2020 it was gained financing from national fund to cover the costs of youth camp and local municipality provided all needed for organization the tournament. It was planned to start earning income in 2021 but plans were cancelled.
6	Differences between the activity plan and real situation, short justification-how the plans were changed and why.	In 2020 events implemented as planned. No events were implemented in 2021 due to Covid19 restrictions.
7	What human resources were used in offering the services? Was there any employment opportunities offered to some persons, who were involved to offering the services?	In 2020 service was done by volunteers and planned to make it as employment in 2021: 1 person - leader who is in charge of organization.
8	What are the perspectives of offering the community services in the future? What are the needs for additional investments to the equipment, infrastructure etc?	Demand for outdoor sport activities is high, so it is planned to restart the idea implementation as soon as C19 situation change. No need for other equipment.
9	What is the potential of employment opportunities to persons, who are involved to offering the services?	Potential is high to make 1 employment opportunity for sport events organizer.