

# How Jūrmala becomes an international pioneer in cross-innovation: Introducing the final event of the CCI4change project

JŪRMALA, LATVIA – May 8, 2025

In early May, Latvia will be the stage of **the international launch of a new collaboration model between artists and local authorities**. We are talking about the launch event of **the CCI4Change Collaboration Toolkit** – an initiative bringing together creatives and local authorities **to tackle the green transition from an innovative, creative angle**.

The EU-funded project CCI4Change operates under the premise that **artistic and cultural approaches possess a unique capacity** to engage citizens and inspire the necessary behavioral shifts for reducing energy consumption. By piloting novel collaboration models and developing practical resources, CCI4change aims to empower communities in the Baltic Sea region to actively participate in the energy transition – **with Latvia, Sweden, and Finland piloting the way**.

The project “CCI4Change: Facilitation of Citizens Energy Consumption Behavioural Change in Baltic Sea Cities and Municipalities” is co-funded by the Interreg Baltic Sea Region Programme.

**FIND PRESS KIT ON THE LAST PAGE OF THE DOCUMENT**

## Event Venue

Jūrmala Central Library, Dubulti (online participation possible)

## Date & Time

May 8, 2025 | 10:00–13:15 (keynotes), 14:30–16:30 (workshops)

## Link to attendance form

<https://forms.gle/XmarZsMoFCgcE9wK8>

## About the event

At the heart of the CCI4Change in Latvia is Jūrmala's own pilot: a co-creative process in the peripheral neighborhood of Kauguri, where local artists worked side-by-side with citizens and city officials to test new ways of engaging communities on sustainability topics. From August to December 2024, led by the Riga-based organization **INITIUM**, this pilot became a living laboratory for innovation, testing a culture-centered approach.

Next to Kauguri's experience, the CCI4Change project has initiated several pilot projects across the Baltic Sea region to test and implement creative solutions. Five specific pilot

projects were launched, each employing distinct artistic approaches to address the challenge of energy efficiency across Latvia, the Skåne region of Sweden, and the City of Kotka in Finland.

The launch event on May 8th will introduce a practical toolkit developed from the project's international pilot experiences. It is designed to help other municipalities collaborate meaningfully with creatives to boost citizen engagement and develop sustainable, human-centered solutions.

**This initiative puts Latvia on the European map as a country leading in systemic innovation for sustainability at a time when new governance models and public-civic partnerships are urgently needed.**

## Project background: Global green challenges at the local level

The project “CCI4Change: Facilitation of Citizens Energy Consumption Behavioral Change in Baltic Sea Cities and Municipalities” directly addresses the global green transition challenge by fostering synergistic collaborations between local authorities and professionals within the Culture and Creative Industries (CCI).

The Northern Dimension Partnership on Culture (NDPC), leader of the project and located in Riga, Latvia, serves as a crucial framework for this initiative. The **Northern Dimension Partnership on Culture (NDPC) Secretariat** is an international organisation that brings together creative industry practitioners, experts, and policymakers to jointly develop knowledge and skills that strengthen the sector's sustainable growth. NDPC not only provides a platform for various cultural initiatives but also actively shapes new cultural trends, fostering innovation and the growth of the creative ecosystem.

The CCI4Change project is a tangible manifestation of the NDPC's broader mission in connecting art and culture with sustainable development.

## Key highlights of the event

- **Keynotes from cross-innovation experts** in Sweden, Finland, and Latvia
- **Introduction to the CCI4Change Toolkit** for municipalities and creatives
- **Case studies** from Latvia, Finland, and Sweden
- **Roundtable discussions and afternoon workshops** with local and international stakeholders

***Find the extended event description at the [link here](#)***

## Other information



## Published resources:

- Project overview page: <https://ndpculture.org/projects/cci4change/>
- Artistic approaches to energy efficiency: CCI4Change launches five pilot projects - 26 / 08 / 2024 - [link](#)
- Feature article | Using art to transform energy consumption habits in Kauguri, Latvia - 14 / 01 / 2025 - [link](#)
- News from CCI4Change in Latvia: the “Neighbors’ House” environmental installation is now open! - 20 / 12 / 2024 - [link](#)

## Event media contact

**Giulia Gotti**

Communications Coordinator

[giulia@ndpculture.org](mailto:giulia@ndpculture.org)

