



SMART VILLAGE STRATEGY OF ENGURE



Prepared in the framework of the project on:
Preparatory Action on Smart Rural Areas in the 21st Century

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Foreword: Smart Rural Engure

Engure is a rural area with approx. 1700 inhabitants that consists of several small villages - Engure (as a center with school and municipality building), Bērzciems, Klapkalnciems, Pliņciems, Apšuciems, Ķesterciems. Engures is located 70 km away from the capital of Latvia - Riga and 26 km away from the closest city Tukums. Engure has been mentioned in historical documents from 1245. year.

Engure is located by the sea. It has a 43 km long coastline. 90% of the Engure territory (133 km²) is a protected area due to untouched nature. Part of the Engure parish is included in Lake Engure Nature Park. Lake Engure is a lake in the western part of Latvia, in the Talsi District. It is the third largest lake in the country after Lake Lubāns and Lake Rāzna. Lake Engure is an ancient sea lagoon, divided from the sea by a 1.5 - 2.5 km wide sand bar with dunes. Its outflow is the artificial Mersraga channel, dug in 1842. It is eutrophic, mostly overgrown with reeds, and contains 16 species of fish. Pliņciems White Dune is a part of the nature reserve "Pliņciems Dune", which occupies a 150-250 m wide and 3.5 km long part of the coastal dune embankment. This is a great asset that our villages can offer both to new residents and visitors.

There are active citizens that represent the local community. They are ready to start new initiatives. We have several active organisations and organize gatherings of villagers time from time, discussing how to make life better. It is a new initiative that starts to become more structured on a regular basis.

At the moment we try to build a virtual and physical communication and knowledge platform that would help our community to attract new businesses, help existing one and educate local villagers in new technologies. Also it will help in solving things that are urgent and actual for the local citizens. In this fast changing world, we try to establish the concept of smart villages as much as possible. From one side saving all the heritage from the previous generation (cultural, nature) and from other side living modern and happy life.



I. INTRODUCTION

1.1 Local governance in Latvia



The Latvia parliamentary elections are held every 4 years to nominate members of the Latvia Parliament. In order to establish local-government in a place like Engure, municipal regional elections are held, that are elections for mayors and deputies. These elections are held every 4 years and do not overlap with parliamentary elections. Engure region is divided into 3 parts - Engure parish, Lapmežciems parish and Smārde parish. The municipality of Engure region consists of the mayor and 15 deputies, who were elected in May 2017 and will be in the municipality until 2021. Practically, the Municipality of Engure is responsible for the development of the area, the protection of the environment, the quality of life and the proper functioning of the settlements, the employment of the inhabitants, the Social Protection and Solidarity, the education and culture and the political protection of the inhabitants.

Our village in this context represents Engure parish. Territory that has direct access to Baltic Sea Bay.

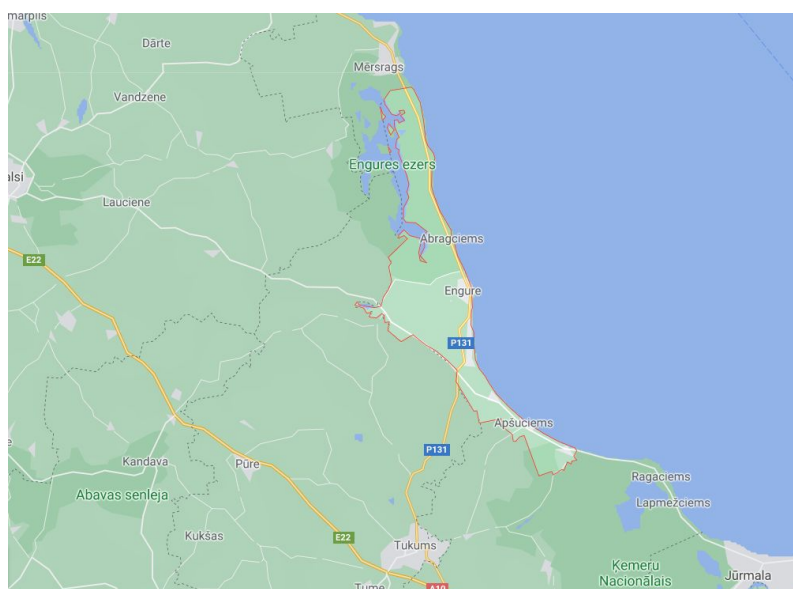
This strategy is developed by initiative of local people, where the main trigger was a LEADER supported introduction project to smart village concept.

1.2 What is a 'village' in Latvia?

In Latvia, according to the "Law on Administrative Territories and Settlements", a village is one of the three types of settlements (next to the city and the homestead). The status of a village may be granted and revoked by the relevant local government (county council) on the basis of a spatial plan, which determines the boundaries of the village and justifies the need to establish a village. The status of a village can be granted to an area where there is (or is planned to be) concentrated construction, permanent residence and appropriate infrastructure has been established.

Traditionally, in Latvian culture, a village is understood as a more densely populated place outside the city. As Engure is located on the sea shore, such villages used to be called fishing villages or piercing villages. Even today, such terms are still used, even though fishing has declined considerably. In coastal villages, including Engure, the dialect characteristic of the Kurzeme coast has been preserved, which characterizes the language of the inhabitants of the coastal village.

In the context of a smart village, we are talking about Engure parish as one single smart village, that consists of populated areas near the sea- Bērziems, Ķesterciems, Pliņciems, Apšuciems, Klapkalnciems and Engure as a center. We want to work together and strengthen the whole area. Engure is the center of the whole parish, because there is a secondary school, music and art school, kindergarten, culture house, parish administration. And it is the main support point for other populated areas of Engure parish.



1.3 What smart is for Engure

We are currently facing a number of challenges that require systematic thinking. We live in a unique place, where about 90% of the territory is protected or has usage restrictions. On the one hand, it is a great pleasure for us and the tourists as nature is wild and untouched. On the other hand, it imposes restrictions that deter new entrepreneurs and misunderstanding of rules.

Our territory is located near the Baltic Sea Bay. The sea is a great place for recreation, fishing and sailing. Due to changes in the Baltic Sea ecosystem, fishing future is uncertain and this also changes people's lifestyle. Not all are prepared for it. It is an open question, will fishing become a cultural heritage or part of the future economy in Engure.

As in many rural areas, the demographic situation in Engure Parish is changing. Young people are moving to the city for education. New families settle here. Old people are left alone. There are many people that have summer houses in Engure, so they come here for summer time. Constant movement and seasonality characterizes Engure. In summer it is full of life, in winter it becomes a quiet place.

The development of a smart approach allows us to look at the situation of Engure from different perspectives. Try to systematize them and take joint action to address them step by step. We are now aware that this will be a long and iterative process. By assessing what has already been done and identifying current needs in a broad perspective, we can move faster.

Historically, each of us saw solutions to all our problems from an individual perspective. The lack of a single communication platform did not allow us to discuss the problem, solve it together and use more democratical principles for future growth.

Creating a community knowledge center that addresses nowadays issues in modern digital and physical platforms is a big step forward. We have acknowledged that local municipalities can not solve all our issues due to legislation, lack of information, lack of human and financial resources, but they are eager to work with us and help us much as possible.

This knowledge center for us is :

- a place to meet each other in a friendly and informal atmosphere;
 - a place to help new people to adapt, giving basic information about village and people around;
 - a place where to rise new problems and issues, that are approaching;
 - a place to attract modern educational programs for all generations;
 - a place to think about how to attract more finance resources for our community needs;
 - a place where to practice open and friendly atmosphere;
- ... and much more.

We see that using a strategic approach it is possible to solve problems that are now being postponed due to insufficient financial, human and other resources. Putting citizens at the heart of each solution will allow us to build a bright future for Engure.

Such a center offers opportunities to cooperate with universities and organizations in solving specific issues, for which we individually do not have enough capacity.

New people and families with kids are coming to live in Engure, as the pleasure of untouched landscape and the sea is great. Newcomers bring their experience, knowledge of the world and ideas that can strengthen community. New approaches, new way of doing things. We can all succeed if we learn from each other.



III.CONTEXT

2.1 Context of the smart village strategy development

As part of the LEADER program, the local regional initiative group “Partnerība Laukiem un Jūrai” (Partnership for the Rural Areas and the Sea) presented us the European movement - smart villages. There were several meetings with local people. We felt that our problems are not unique in an European context, they are also actual in other villages. During these meetings, we got to know each other and together made a plan to work closer to solve the problems that worry us. Sharing information among village citizens can help to do many things on our own. We have the knowledge and sometimes even the financial resources to make the first step. Following the end of the LEADER initiative, we are now following the Smart Rural 21 methodology to successfully develop and grow with other European villages.

2.2 Existing strategies & initiatives

2.2.1 Links to existing local strategies

Our strategy is in line with other strategies - municipal, LEADER and national strategies:

LEADER, Strategy of “Partnership for the Rural Areas and the Sea”.

Latvian : Partnerība laukiem un jūrai stratēģija

Link : <https://www.plj.lv/par-partneribu/plj-strategija>

The strategy developed by the “Partnership for the Rural Areas and the Sea” has been developed for 2015-2020, but some activities are planned until the end of 2021. It is based on the ideas of the population, the interests of entrepreneurs and local governments. The strategy clearly defines the needs of the partnership areas, where Engures parish is included. Various methods were used in the development of the strategy meetings with representatives of associations, entrepreneurs, members of local municipalities and residents, questionnaires, surveys and group work.

The main directions of strategy:

- Development of a diverse, innovative business open to innovation and based on existing resources
- Development of a high-quality, rational and attractive living environment
- Sustainable management and use of natural resources and cultural heritage

The main direction, which is in line with our vision, is the creation of an environment and infrastructure that would be interesting for as many young families as possible to choose Engure parish as their place of residence. Young entrepreneurs, well educated professionals and active civic



participation of residents of an area are needed for the development of a successful community. Partnership with the support of the LEADER program can attract the much-needed investments in Engure for economic growth with respect to nature and cultural heritage.

Engure municipality, Engure municipality strategy for sustainable growth

Latvian : Engures novada Ilgtspējīgas attīstības stratēģija

Link :

[http://www.enguresnovads.lv/uploads/filedir/Engures novada ilgtspejigas attistibas strategija Projekt_s](http://www.enguresnovads.lv/uploads/filedir/Engures_novada_ilgtspejigas_attistibas_strategija_Projekt_s)

The strategy covers the period 2013-2030. Developed on the basis of the analysis of the current situation of the county, as well as discussions with the residents and entrepreneurs of the county who are developing production in the county. The plan was developed by order of Engure County Council.

The goals of the strategic plan coincide with the goals set by our community:

- Human resources - socially secured, educated and active society
- Living space - high-quality, rational and attractive living environment, rational and efficient municipal utility management and development of local transport infrastructure
- Entrepreneurship - high value-added production and services are developing, far-sighted development of production and logistics territories
- Tourism and recreation - internationally known, highly valued and sustainably managed recreation resources, promotion of sustainable tourism and recreation services development in coastal villages.

Engure strategic action plan for regional growth

Latvian: Engures novada attīstības programma 2019. – 2025.gadam

Link - http://www.enguresnovads.lv/uploads/filedir/strat_ricplans.pdf

The development program of the Engure region was carried out on the basis of the regulatory enactments of the Republic of Latvia, as well as the national level, Riga planning region and local level planning documents 2019-2025. year. The development of the development program is ensured by the Engure municipality.

In the development program, a SWOT analysis has been performed in the territory of Engure municipality about the current situation in the county's business, local government, geographical situation, natural resources, employment of the population, social assistance, etc.

Engure region development program for 2019 - 2025. The main directions that are in line with our interests.



- Socially secure, educated and active society.
- High-quality, rational and attractive living environment.
- Parish, where high value-added production and services are developing.
- Promotion of development of sustainable tourism and recreation services in coastal villages, Engure parish.

Emphasis was placed on attracting municipal investments to improve local infrastructure. The main settings are to improve the daily life of the residents, to facilitate the receipt of utilities and to attract only new residents who choose the Engures region as their home. One of the most important points is support for entrepreneurs and job creators.

Employees of the county council mainly participated in the development of the development program. The involvement of the population in this process was weak, as it was not addressed by the municipality. The decisions made and how they will be implemented were not publicly discussed and explained enough. Our community wants to be involved in these processes so that the citizen feels their responsibility, their interest in their place of residence and in the country as a whole.

2.2.2 Links to higher level (local, regional, national, European) strategies

National development plan of Latvia (2021-2027)

Latvian: Latvijas Nacionālais attīstības plāns 2021-2027

Link : https://www.pkc.gov.lv/sites/default/files/inline-files/NAP2027_ENG.pdf

The National Development Plan for 2021 - 2027 (NDP2027) is Latvia's highest national - level medium - term planning document. It has been developed in accordance with the Latvian Sustainable Development Strategy until 2030 (Latvia2030) and the UN Sustainable Development Goals (SDGs) so that the quality of life improves for each individual, and society as a whole over the next seven years.

1. Strong families, a healthy and active population
2. Quality education for a lifetime
3. Quality living environment and regional development
4. Culture and sport for an active lifestyle
5. A united and open, safe and secure society

We see that the Latvian National plan pays attention to improving to well - being of the population in Latvia. This also is important to us in Engure parish.



2.2.3 Review of past and ongoing (flagship) projects and initiatives

In order to improve the quality of local life, various projects have been implemented in Engure municipality for several years in cooperation with European funds. During the last 5 years, both the municipality and the associations have implemented projects that meet the goals set by the sustainable development strategy:

Human resources - socially secure, educated and active society, happy people.

Active residents with equal interests implement projects in their associations. This is a way for citizens to realize their interests and create events they love. There have been art projects that include collaboration with other villages and cities in Latvia (like “4 x māksla” - “4 x art”), the project that renew infrastructure and goods needed for community activities (like seniors, fishermens, sailors). The school of Apšuciems has been renovated and opened for society for new educational activities. Reconstruction of the health center in Engures has been done. Now there is a place for a doctorate and rehabilitologist. As well senior organisations now have a place to gather, there is a dedicated place in the health center for them to meet. The non-governmental organisations have done much to improve the living space in Engure. For example NGO “Dzintara krasts” have established local market in the center of Engure. That is a great gathering place for locals, not only in summer. Already the third year there are great Christmas markets.

Infrastructure

Our harbor in Engure is one of the destinations in the Small Harbor project supported by the “Interreg Estonia-Latvia” programm. It has been renovated and now is ready to welcome sailors from nearby countries. The new park in honour of fishermens, that has been the basis for Engure many years, is built. That is a new tourist attraction place. It is done in a very nice and modern way, involving also the local community. We are proud that in our regions there are places with Seaside meadows. To save these places and allow people to enjoy nature, go closer to the sea, the pathway (157m long) is built in Bērziems. For safety near the seaside, in Klapkalnciems new water rescue point for transport is built.

The new infrastructure for Engure water supply and sewerage is built. The project is still in progress. The first phase is done, that supplies ⅓ of Engure citizens with clean and drinkable water right to their homes. This is a great improvement for citizens.

Nature

Many non governmental organisations take care of local nature treasures and try to add more value to them. There is wild orchidea park near the Engure lake, where also wild horses and cows are living.



Smart Village Strategy of Engure

Organisation “Moirunams” in the territory of “Lāčupīte Arboretum” has created a place where people can awaken their feelings, perceptions, senses, as well as improve their physical and mental health with the help of natural elements and energies.

Arboretum is a specially protected nature territory of national importance. Within the framework of the project, 15 different zones with different moods, psychological effects and types of use have been created, easily changing, adapting and supplementing the existing environment.

Access to the sea for everybody has been improved in many places of Engure. Engure municipality has created a nice way directly to the seaside in the center of Engure, as well as created pathways for people in other places of Engure, to save the wild and untouched nature of the seaside.

Cooperation with other villages

Our corporations with other villages, cities and places in the world so far have been project based. Cooperation projects initiated from different EU funds, like LEADER, ActLocal and “Interreg Estonia-Latvia”.

HandCrafter events in 2020 - the collaboration project with Finland, Ireland and Latvia crafters from rural regions. It gave our crafters more information and knowledge, what is happening with small crafters in rural areas outside of Latvia. What are their problems and challenges?

Smart village on seaside - the collaboration project with Liepāja region villages. Main drivers Partnerība Laukiem un Jūrai (representing Engure) - Liepājas rajona partnerība - Rucavas novads (representing Pape). During this project the smart village initiative was pushed and we started to come together, try to discuss our challenges and future visions.

Art project 4 x māksla (4 x art) and “ActLocal” initiatives to activate and help active people to create a better place for living. The collaboration with 4 different villages and cities in Latvia has created nice relationships with them.

Harbour renovation project is done with cooperation of many small harbours near the Baltic Sea in Estonia and Latvia. Now we have a sea route to them.

Engure has collaboration agreement with Kurzemes tūrisma asociāciju. Local organisations are partners on Latvijas Pilsoniskā Savienība, tas is one of the main non-governmental organisations in Latvia.

We are looking towards closer collaboration with smart village activities in Europe, as they seem to address our needs. We are followers of SmartRural21 and are interested in all village development challenges.



V. KEY CHARACTERISTICS OF ENGURE

3.1 Key characteristics of the village and rural area

Engure's greatest treasure is its natural resources, cultural heritage and people.

Engure parish includes seven settlements (Bērziems, Abrugciems, Engure, Ķesterciems, Plieņciems, Apšūciems, Klapkalnciems) and the border of the parish with the sea stretches for 43 km. Each village has a different population, it ranges from 100 to 300 inhabitants, but the largest population is concentrated in Engure. Engure has historically become a center, because here are all educational institutions, parish administration, culture house, harbour, pharmacy. During summer time the number of inhabitants and tourists is growing significantly in all coastal villages, winter periods are quieter and consequently, the activity of the inhabitants is the highest in the summer months.

Nature is our biggest treasure now. Clean beach, wild and untouched, without industrial constructions.

Engure Parish is home to the third largest lake in Latvia - Lake Engure. It is a beautiful lagoon-type lake. Just some kilometers from the sea. In 1998, the Lake Engure Nature Park was established. Lake Engure ornithological reserve has been from 1957. This is a home for many rare birds.

Plieņciems White Dune Nature Reserve "Plieņciema kāpa" occupies a 150-250 m wide and 3.5 km long part of the coastal dune rampart. The area of the reserve is 60.6 ha. The nature reserve of national importance was established in 1987. Since 2005 it has also been included in the European network of specially protected nature territories - NATURA 2000.

Apšūciems grass bog is a nature reserve in Engure parish, Engure region. Located southeast of Apšūciems. Occupies 15 ha of territory in a periodically flooded interdune depression on the right bank of Lāčupīte to the south of the highway P128. Established in 2004 for the protection of calcareous herbaceous bogs with great holly and calcareous herbaceous bogs with rusty blackthorn. There are four specially protected plant species, which are characteristic of calcareous grasslands. The ban is included in Natura 2000, a network of protected areas of European importance.

Lāčupīte Arboretum or Igor Mednis Lāčupe Dendrological Plantations is a 7.2 ha large specially protected nature territory on the left bank of Lāčupe in Engure region between Apšūciems and Klapkalnciems. It is designed to ensure the preservation and multiplication of I. Mednis' foreign tree plantations (about 60 conifers and 350 deciduous trees). Evergreen and summer green rhododendrons have been successfully introduced, as well as various maple species, walnuts of several species, which themselves form the next generation in the natural forest environment. According to experts, Lāčupe Arboretum is an outstanding object of acclimatization of rare plants, therefore in January 2001 the Cabinet of Ministers included it in the list of specially protected natural monuments of the Republic of Latvia - parks and dendrological objects called Igor Mednis Lāčupe Dendrological Plantations. and the Lāčupīte Nature Trail has been created for the visitors of the Arboretum of the National Botanical Gardens.



Smart Village Strategy of Engure

Our history is tied to the sea. That is also our cultural heritage. This has been a place where big ships were built in the 18th century. Later school for young sailors was established. During Soviet times, the fishing industry has been developed. Now we train young people and others in sailing.

Life in Engure is seasonal. Full of people in summer time and not so active in winter time.

Closest towns:

Table 1: Closest town or city

Name of closest town or city	Population of town or city	Distance between village and town/ city
Tukums	16 999	25 km
Jūrmala	49 325	41 km
Mērsrags	1439	22.4 km

Population:

Table 2: Key statistics

Indicator	Value (village/municipality)	Latest year	Comments
Population <i>Out of which migrants</i> <i>Out of which people with disabilities</i>	1313/ 2829	2020	Missing data regarding migrants and people with disabilities in municipality
Elderly dependency ratio %	309/828 528/1505	2020	The ratio between the elderly population (aged 65 and over) and the working age population (aged 15-64)
Unemployment rate %	4.4%	2019	Percentage of unemployed aged 15 and over to 64. From economically active people.
Employment rate %	65%	2019	Percentage of those employed who are aged 15-64
Inactive and unemployed %	30.6%	2019	Percentage of those that are not registered as unemployed and are not employed also. Age 15-66
Age structure:			
Share of population aged 0-14	195/339	2020	-
Share of population aged 15-54	628/1119	2020	-
Share of population aged 55-65	200/386	2020	-



Share of population aged 65+	309/528	2020	-
Educational attainment:			
Share of workers with tertiary education	missing data	-	-
Share of workers with primary education	missing data	-	-

Data for table taken from Central Statistics of Latvia (https://data.csb.gov.lv/pxweb/lv/iedz/iedz_riga/RIG010.px)

3.2 Key challenges

At the end of year 2019, we held a local community workshop, to assess Engure parish needs and challenges. Starting from that we have elaborated and created a list of main challenges, where we need to seek solutions. Also starting from that workshop, we have carefully asked local people, what are their key challenges, and all information consolidated here below under relevant chapters.

3.2.1 Seasonality

Seasonality has some effect on our local economy, as the main business is mainly based on the people who come here during the summer season. Many cafes, restaurants and hotels, craft fairs can be active only in the warm season, when there is a stable flow of tourists and summer vacationers, but in the cold season of the year are closed. By creating new tourism products, developing business seasonality can be extended. At present, this option is underused. There are a number of initiatives that have come from both local people and local authorities. But they do not really achieve their goal. New ideas and offers are needed here. Diversification of income is needed.

3.2.2 Finances

It is difficult for young entrepreneurs to start their own business due to a lack of share capital. It is possible to write projects and submit to the LEADER program, but the support percentage is low. Under the conditions, the holder of the share capital is 51% one natural person. This prevents the creation of a community business and receiving LEADER support for community business initiatives.

It is also difficult for young, promising and energetic families to buy a place to live here, because in order to receive a loan, an equivalent collateral is required in the capital Riga or in another highly valued settlement. Property in Engure is not highly valued in the banking environment. If it is outside the territory of Engure village, then you can forget about the bank loan.

The same goes for business. To invest and build a business here, you need to have your own finances. If the structure of the company does not meet the conditions of the LEADER program, then there are practically no other reliable ways of attracting finance.

3.2.3 Bureaucracy

Bureaucracy has a negative influence on the start of new business - construction of new buildings, opening of summer cafes, etc. At the state level there are inflexible laws and bureaucracy, various agreements that take a lot of time need to be signed.

We see misunderstanding of the situation and strict adherence to the law by officials. There is no flexible cooperation between ministries, municipalities and citizens.

It often kills the desire to act. If you don't have a support group, people who have gone through it all and can share experiences, then a feeling of helplessness takes over. New and creative initiatives often remain in the corridors of bureaucracy.

3.2.3 Nature protection

One of the basic values in Engure is the environment, fresh air, sea, lake, pine forests. It is important that these values are preserved for future generations. Our pure and untouched nature makes us feel happy and special. It is necessary to balance your needs with sustainable and balanced development in both business and leisure.

According to the "Protection Zone Law" in Latvia including in Engure Parish, a coastal protection zone of the Baltic Sea and the Gulf of Riga has been established along the sea shore. Construction and other economic activities are severely restricted in the protection zone. Construction restrictions have a positive effect on the preservation of the natural landscape, protect coastal forests from transformations for construction, as well as provide access to the sea.

However, these restrictions are difficult to translate and understand for the local population. They are not explained in plain human language. This hinders both the population's understanding of the meaning of the restrictions and the entry of entrepreneurs into the coastal area, as it is difficult to understand how to implement one's idea in accordance with all the restrictions. Cooperation with the institutions was not successful.

At the same time, since times when waste management was not in place, people often practice burning waste in the backyards of their homes. Which can be explained by poor environmental education. On the one hand, we are in a special protected area, on the other hand, we will lack education to protect and care for nature around us.



People in society avoid talking about complex and painful issues that affect community life. There is no feeling that anything can be changed. This also applies to nature protection issues.

3.2.4 Poor information channels

In recent years, there has been a positive trend for many families to choose our parish as their place of residence. Population flows from different regions of Latvia and this creates stratification of society. Long-term residents live their usual rhythms of life, but newcomers sometimes feel confused. They can get basic information about various public services from the local government, but people need socialization and the opportunity to express their opinions, suggestions or take part in an activity of public importance. Be a part of the community.

The amount of information today is very large and not always true. A person is confused by this great flow of information and cannot find what he needs. There is a lack of information flow between the actions, decisions and residents adopted by the county council. The opinion of the population is not asked in decision-making, thus a misinterpretation of information is formed.

Often the ignorance of the population itself does not allow to solve the lingering problems.

Also young people use different communication channels than older people. It is hard to reach all people using one communication channel.

3.2.5 Depopulation

The aging and migration of young people is an important challenge for the area and rural areas in general. After finishing secondary school, the best students tend to choose the best regional schools that are located more than 30 km from Engure. Other students, after graduation high school choose to go to university that is located in most cases in Riga (70km away). These both options offer living space and young people prefer to stay closer to the new school. Meanwhile the number of older people is increasing. Only in the last few years there has been a positive trend for young families with kids to move to live near the seaside as it is a calm and nice place for family living.

In overall the number of people living in Engure parish are decreasing. This is due to the fact that there are insufficient professional opportunities and development and services offered here, locally are low. There are insufficient training facilities, transport facilities and limited count of available apartments (close to 0). Youth entrepreneurship in Engure is limited and there are no incentives to evolve and upgrade. In the tourism sector, the short tourism season (2-3 months in the summertime) is not sufficient to attract the younger generation to stay for longer here. Young people living in the area are leaving the coastal villages for educational and work opportunities, the elderly returning after retirement. This affects the economy, services offered, overall mood. It becomes more difficult to open businesses,



strengthen existing ones, import and export products and boost tourism. There is a large age gap, with the elderly and children occupying the bulk of the population and the young not being motivated to live there.

3.2.6 Education, high skilled personnel

The history of Engure's education dates back to 1806 and the first teachers of the fishing village were pastors of the Lutheran congregation.

The pre-school educational institution opened its doors to young angelists in 1986. Currently, PII "Spārīte" is implementing the Ecoschool program. There has been a School of Music and Art in the parish since 1994. In 2009, the school acquired new premises, specially adapted to the needs of the school. The school of music and art creates a learning environment in which every child learns to live fully, is responsible, is able to set goals and achieve them, is a creative, free, enterprising and independent personality. The contribution of this school is very important for the development of the common society, because children who learn music and art in addition are the main drivers of the development of society.

Until 1975, Engure could receive a basic education, but in 1977 there was the first high school graduation and in 1979, a new high school building opened its doors. Its founder was an outstanding pedagogue, maritime school restorer, Latvian patriot, historian, school director Kārlis Ēdelnieks (1927 - 2013) Engure Secondary School provides basic education to all young people, it is intended for 600 students, it has a very good gym, boarding house, stadium, base. The new high school also provided an opportunity to learn the profession of a sailor. At the end of the school, the young people received a 2nd class sailor's license. From 1987, sailors' classes were opened at the school, where it was possible to learn the specialty of a helmsman. After graduating from the Maritime School, young people were able to continue their studies at higher education institutions (Liepāja, Maritime School College and the Latvian Maritime Academy). Engure Maritime School existed until 2009. The main reasons for the liquidation of the Maritime School are the lack of teaching staff and finances. For many years, the high school was proud of its outstanding achievements in various Olympics, competitions and competitions. The school often won the 'Great Owl' traveling award. This award is presented to the best school teams for achievements in student research, subject olympiads and creative shows. With the declining population in recent years, the number of students has also fallen sharply, especially in high school. At the end of primary school, young people choose other educational institutions. The general trends indicate an aging teaching staff and a shortage of new specialists.

We see that now, in order for Engure Parish to continue to live successfully, it is necessary to go further. We must help keep the parish school and "restart" it so that it can provide one of the best education in Latvia. Schools should change the focus of educational offerings for highschool classes to make it more appealing and develop cooperation with universities. Maybe choose to teach more future technologies, to



prepare school students for the future jobs. Engure high school has dormitories that allow it to attract students from more distant areas.

High school could develop education of interest programs as well.

Lack of skilled personnel in Engure does not allow to establish high tech companies.

3.2.7 Social help (lack of coordination)

As the population ages, there are many people in Engure parish in honorable years. Given the general problem of Latvia that many people have gone to other countries for profit, these seniors are sometimes neglected, unable to provide food, no knowledge of how to pay bills electronically, no transport to visit a medical institution, etc.

Many of them receive a pension which, unfortunately, cannot cover the needs of these people. There are families with difficult living conditions and low incomes. Families often find themselves in crisis, losing their homes, single mothers, and so on.

Those of working age often lack the knowledge to find a job. Also information on lifelong learning to help get into the labor market. At the moment, we do not have our own exchange point for household appliances, furniture, dishes, clothes, where residents would have the opportunity to donate used things and those who need to receive them. Although things that would be useful to others are often thrown away.

At the state level, changes are taking place in social assistance laws, changes are taking place in them that affect the low-income, seniors, people on low incomes, and changes are also taking place in the local government. There is no feedback to the social service with the population, no population groups are informed about changes in the laws.

3.2.8 Old or not present infrastructure

Citizens of Plieņciems, one of the most densely populated villages in the district, are left with very poor to none infrastructure - lack of any street lights in the village, no shops or public spaces, also the closest shop in Apšuciems, 3km away, is only reachable by car or walking by the sea - there are no bikelines or pathways, that would connect the villages safely for pedestrians and cyclists. The same problems are also in other villages. Even in Engure main parts of streets are not lightened during the dark period.

Infrastructure of the school is slowly aging, and does not support existing safety requirements. There is much improvement needed. That things are delayed and it does not help. We hope that by improving infrastructure of sport buildings, there would be a chance to develop more sport events at the national level. There are many infrastructure buildings that need care - sports hall, hockey place, stadium and all the adjacent infrastructure.



Opportunities for young families to buy or rent their own housing is minimal or non-existent. All need to be built starting from zero. The existing apartment houses that need coordinated action to insulate, modernize heating and water supply. This would improve the quality of life of the people living there.

Most of the houses in the Engure coastal area do not have centralized water supply and sewerage. Here the water without purification is yellow and unattractive. It is expensive to clean for each house individually. Sewer wells are often built in the past and do not meet modern requirements.

Apartment houses in Engure are fired with wood. This type of fuel pollutes the environment. Firewood ridges are also not aesthetic and take up space. Organizing the purchase and heating of firewood requires a lot of time and resources.

3.2.10 Lack of services

There is a lack of simple services that would improve everyday life. Electrician services, lawn mowing, simple repairs, snow removal, etc.

It is traditionally for a Latvian to live on a homestead and take care of all on his own. But the situation has changed. People who lead an active working life, raise small children live in Engure Parish and these services are vital for them to have a comfortable life. There is no time left for simple homework and they can afford to pay for them. There are also many lonely people who do not have the knowledge and ability to do electrical work or repairs, for example. The municipality provides cleaning of its territory, but does not offer services to local residents. This is not allowed by law. At the same time, there is no single service that offers simple services - from grass and shrub cutting in the summer, which is a topical service in the summer season, and ending with the replacement of the lamp in the apartment. At present, every inhabitant has leveled off as can. It's cool to have neighbors who can level off, but often it's not possible.

On the other hand, this is an opportunity for business, but due to the problems mentioned above (bureaucracy, depopulation and lack of information), no one takes the risk and offers such a service. It is uncertain whether all this will be possible without bureaucratic constraints, whether there will be enough users of the service and whether it will be popular among the population.

There are strong music schools, but for young people to successfully master a musical instrument, it must be purchased by each individual, which is often expensive. It seems more convenient to create a rental part of musical instruments, where they would be conveniently stored and could be rented.

People often throw out things that might be useful to others. However, there are no warehouses or temporary storage facilities. For example, bicycles, from which children tend to grow up, cabinets and shelves.



3.2.11 Protection of animals

It is the ethical duty of humankind to ensure the welfare and protection of all species of animals. Unfortunately, there are some people in our parish who treat animals cruelly. Complaints are received about dogs that are weakly restrained or in very inhumane conditions. The activity of cat breeders continues, thus homeless cats appear in the territory of the parish and village. Kittens are often abandoned in apartment buildings. It is therefore a problem to deal with these abandoned animals, where they should be housed, fed and given veterinary support. Unfortunately, the FVS's own initiative is rather weak to carry out inspections and impose penalties. It may be necessary to educate the population on animal protection laws and requirements. This is a problem all over Latvia and there are various solutions to make it easier. There is currently a lack of coordinated action so that we can move forward step by step and for a better world.

3.3 Main assets & opportunities

As already mentioned under chapter **Key challenges**, at the end of 2019 we held a local community workshop, to gather also our assets and opportunities our local people see. We have discussed these themes in various workshops and consolidated the list. Here we describe the things from our point of view, that we can capitalize.

3.3.1 Skilled and energetic individuals

The main value of Engure parish is its inhabitants. Especially those whose native homes are here from generation to generation. Thanks to the love of these inhabitants for their native homestead, parish, the cultural and historical environment has been preserved. The main occupation of the population has been fishing and it is the proximity to the sea that has created strong seafaring families. People have nurtured their skills and trades throughout the centuries and made sure that each future generation can improve and grow here. It is the local community that has kept the place attractive. The first maritime school founded by Kr. Valdemārs and renovated in 1987 has made a great contribution to the parish, because with these job skills acquired by young sailors it is possible to compete in the labor markets all over the world. These job skills have made it possible to ensure the well-being of the family and a place to live here, in the native parish.

Now that the world has so much knowledge, young people with new knowledge are also entering Engure. Educated accountants, university lecturers, sports coaches recognized in Latvia, technology specialists, and organizers of cultural events have chosen their place of residence here. We need to be able to use it to



our advantage to build Engure's future. Involve new high skilled people, that choose to live there even maybe just for summer time, to be part of the Engure community.

3.3.2 Sport infrastructure in place

Engure has a large gym, hockey field and stadium. There are 2 beach volleyball courts on Engure's landscaped beach. The Leisure Center has been operating in Engure for 4 years. Engure Secondary School has a large gym where you can train in various sports. Training takes place in floorball, basketball, mini football, volleyball and other sports. Ice is poured on the hockey field during the winter season and all residents of Engure Parish can skate on the field. During the summer season, the hockey court hosts various sports tournaments, such as a floorball tournament.

Engure Stadium has a natural surface with grandstands. In summer, the square is used by both participants of sports camps who came to Engure and locals when organizing sports events.

From March 1, 2017, a Leisure Center has been opened in the premises of Engure Secondary School boarding school. The center has a gym, aerobics room, weight room, changing rooms for women and men with toilets and showers. Admission to the center is free.

Next to the boarding house of Engure Secondary School there is a small fenced area, which was planned as a small sports ground for young people who are learning the profession of a sailor at Engure Maritime School. 2 tennis courts were planned on the court. Currently, the field is unused, local young people have put a basketball hoop and in their free time play basketball. The square should be completely restored, because the surrounding fence has halved, which creates an unsafe environment for children, young people and residents of Engure who want to play sports.

There has been a youth sailing group for more than 5 years. In it, young people learn sailing skills. For several years now, the young people of Engure have been among the best young sailors in Latvia. Successfully competes in Latvian, Estonian and European level competitions. The coastal infrastructure is perfect for both youth training and sailing competitions. There are several regattas for Latvian youth during the summer season, as well as larger-scale regattas for large yachts.

Currently also swimming pool in Kesterciems is under renovation and shall be open for public in near future.

3.3.3 Support from local municipality

The municipality has done a lot to improve the coastal infrastructure in the last five years or so. Has been responsive to the ideas of the population and implemented them. The municipality has accepted the interests of the residents and, as far as possible, has improved the infrastructure of the parish. Gradually, streets in the villages of the parish are paved, beaches are landscaped, parks are built, cultural and historical objects are cleaned in the territory of the municipality and the territory of the port is

landscaped. This creates an environment in which business has the opportunity to develop. Taking into account the fact that we are a municipality focused on the tourism industry, the projects implemented by the municipality that improve the tourism infrastructure are important.

One of the largest support is provided by the municipality to amateur groups, in which residents of the parish of different ages are involved. Amateur collectives are mainly involved in the cultural life of the municipality. The parish has a very developed sport. Young people are involved in sailing, floorball, hockey, volleyball, football, trail races throughout Latvia. The municipality supports both amateur and professional sports. The municipality supports senior groups that organize various events in their environment, go on excursions and participate in sports competitions organized by seniors. The municipality supports the initiatives and ideas of the residents if the residents of the parish are involved in them with co-financing.

3.3.4 Cultural heritage

The main value of Engure is the connection with the sea and the lake. The parish can be proud of outstanding sailors in ancient times, shipbuilding all along the coast, the opportunity for young people to learn the profession of a sailor, one of the few wooden churches in Latvia, dating back to 1567, iron manufactory during Duke Jacob families

The history of Engure is very rich and interesting. The first name of Engure can be found on the map in 1245, and according to historians, the first inhabitants here were Livs, as evidenced by the names of houses and the name of the village "Angern". Engure Evangelical Lutheran Church is a cultural monument, still operating and can be seen in Engure's old cemetery. One of the times of economic prosperity in Engure was the operation of an iron manufactory. Iron ore was mined, cannons, bullets, ship anchors, etc. were produced. Products were transported by ships to all ports of the world and at one point the port of Engure announced serious competition to the port of Riga. The pastoral manor has been preserved in Engure, those farm buildings that continue to live and are accessible to visitors with the support of both the private and the municipality. The cattle stable of Engure manor was adapted to the education of local youth already in 1875. After Kr. Valdemārs' initiatives in Engure established a naval school, which existed until 1915 and young people from Russia, Lithuania and all of Latvia received their education here. At present, the history of Engure can be seen in this building.

There are historical events and stories in every village of Engure parish. The old cereal speaker has been preserved in Apšuciems, which was later adapted to a school, which operated until 2005 with several breaks. With the help of projects, the municipality has set up a cultural and historical heritage space, where you can get acquainted with the life, traditions and tools of the local population. Many important people in Latvia were born and educated in the parish.



Coastal villages have preserved their ancient aura and several rural entrepreneurs are involved in the promotion of fishing traditions. They further promote local traditions by playing events and presenting fishermen's habits and skills to the public through their work.

In order not to lose the youth's love of the sea, sailing training takes place for several years. They participate in regattas with good success and the love of the sea continues from generation to generation.

3.3.5 Nature

Engure parish has very large natural resources. 43 km long coast on the shore of the Gulf of Riga, Nature Park 'Engure', nature reserve 'Pļieņciems White Dune', protected nature territory 'Lāčupītes Arboretum', nature ban "Apšuciema grass bog", pine forests and dunes. There is a gray dune on the beach of Engure, it is one of the rarest types of dunes by the sea, which is found only in small areas in Latvia, because it overgrows rapidly. Outdoor recreation is for both winter and summer joy. Fishing, water sports activities are available, and in autumn the forests are rich in mushrooms and berries. We see that this is a man asset that keeps us here. As we are in love with the place where we live.

3.3.6 Harbor

For us, the port is like another way to the world, where visitors can come and where we can visit friends. This infrastructure has not been assessed for a long time. In recent years, investments have been made to tidy up and improve the Port area to meet the criteria of a small port.

Many sailors, sailors and captains live in Engure. The maritime school traditions described above continue. It is also an opportunity to develop a business related to sailing, boat management and wind awareness in the waters.

Locals care to pass these skills on to future generations. The sailing school has been active for more than 5 years. We want more such initiatives. Kiteboarding school is slowly starting. We are working to grow the coastal business and create a range of services related to coastal life.

O'Yachts, a large catamaran yacht factory that has been producing exclusive marine catamarans, has been operating in Engure for some time. Along with the arrangement of the port, another boat manufacturer will open a branch here. Thus, there are already two boat factories in the port area.

3.3.6 Local entrepreneurs

There are several fish processing companies in Engure parish, one of the largest is SIA "Unda" founded in 1931, the oldest traditions are SIA "Bērziems", where the traditions of salting peelings started almost



100 years ago. In each village in the parish there is a businessman who continues his ancestral ancient trade - fishing. The offer of guest houses and recreational opportunities is developing successfully. In the parish there is a company SIA "Latvijas finieris", camping "Abragciems", which has been complying with the eco-certificate "Blue Flag" for 15 years. In the parish there is the only fishing net repair workshop in Latvia (trawl workshop) "SIA" Šote ", the services of which are used even by entrepreneurs from Lithuania. Various services are developing, catering service, catamaran construction is underway. The "Seaside Market" has been operating for several years, where the most active trade takes place on weekends, but in the summer season all the active summer months. The market has a wide range of vegetables, fruits, milk, meat, flowers. TLMS "Engure" offers its products.

Recently, new companies based on technologies have found their home in the Engure area. These are two yacht and boat building companies and new software development company, that is established in Engure. They provide well-paid, technology based jobs.

3.3.7 Active seniors

The village of Engure surprises with a lot of active elderly people who like to go swimming in the sea in summer and go cycling. In one word enjoy an active lifestyle.

The parish has a council set up by seniors, which engages in various activities, cooperates with the municipality and organizes events for seniors. Seniors are actively involved in sports activities, e.g. Nordic walking, board games. The municipality provides seniors with the opportunity to exercise under the guidance of a specialist, dancing together in the "Autumn Rhythms" and line dances "Amber Coast". The most active seniors go to congratulate those who have reached the round of life in the parish. Very happy to participate in cultural events organized by the House of Culture, every year on October 1, Senior Day is organized.

3.4 Key characteristics of the local community

At the moment, the residents are represented and decided by the most topical issues that affect the life of the local community, the deputies of the county, the head of the parish administration. These are people elected by the population in municipal elections.

County reforms are approaching and Engure Parish will soon be part of Tukums County. This means that the deputies will be further away from us, the local residents of Engure parish.

At present, a community of active residents has been formed, representing both associations and local patriots in Engure parish. It gathers from time to time to mutually discuss current issues at their place of residence. They are us. The active population community includes residents from all the villages of the parish, and one of the goals of the community is to gain greater power to decide on issues important to



Smart Village Strategy of Engure

the population in the future county, whose main decision-making power will be politicized. We are currently talking about some 20 active people who dedicate their time voluntarily to identifying the future prospects of coastal villages. This is a new activity in the local environment that needs to be promoted in the community.

The involvement of young people in the community is weak, because the secondary school is not a perspective at the moment and the young people are leaving the Engure parish by choosing other schools. New specialists in education are not attracted. There is a stratification of generations. There is a lack of events and events that unite different generations. We lack the knowledge to better involve young people in community work. On the other hand, young people dream of their own local youth center and common activities that they understand.

The municipality has participated in the development of this strategy, providing data on the structure of the village population. Local active associations and residents, describing the most significant implemented projects in Engure parish, identifying community problems, describing our knowledge and opportunities. As well as defining the activities we are committed to taking care of a sunny coastal future. We see that we need to build our communication platform in both virtual and physical space. This will allow local people to share current events, discuss painful topics, and help each other as much as possible. Seek for a solution within the community that we can do on our own. To raise problems for further solution together with the help of the municipality, state or other organizations. Until now, all meetings have taken place on the initiative of projects, discussing the same issues on an irregular and frequent basis.

Attempts should be made to promote modern entrepreneurship based on the provision of services to citizens. At the moment, everyone sees a lot of problems, but there is no single structure as we can solve on our own. We want to introduce smart, citizen-led governance based on the principles of an open and democratic society

By organizing community work, setting strategic goals and striving to meet them, we could move forward step by step and find solutions to long-standing problems.



SWOT Analysis

Table 3: SWOT analysis

Strengths	Weaknesses
Skilled and energetic individuals Local entrepreneurs Active seniors Support from local municipality	Poor information channels Depopulation Education, high skilled personnel Social help (lack of coordination) Lack of services Protection of animals
Opportunities	Threats
Nature Harbor Sport infrastructure Cultural heritage	Bureaucracy Finances Seasonality Nature protection Old or not present infrastructure

VI. INTERVENTION LOGIC

Specific objective 1: Infrastructure

Infrastructure must serve the daily needs of our / people. It must also be attractive and understandable to our parish visitors - tourists, but it must not endanger the environment. If we want to preserve the identity and attractiveness of our parish villages at the world level, then we must follow the world trends in the field of construction, as well as the necessary knowledge for the sustainable development of the village infrastructure.

Residents must be able to make proposals to the local council in order to preserve the village buildings in a unified style, without distorting the overall landscape with flashy buildings and buildings that do not fit into the seaside village.

Operational objective 1.1: Traffic

Engure Parish has become a very popular holiday destination for both foreign and local tourists. Engure municipality has built several infrastructure objects that are attractive and visited, thus the flow of people in the villages of the parish has increased and this often causes some difficulties for the local population. Therefore, it is necessary to improve the flow of pedestrians, parking vehicles. Local people have the opportunity to submit their proposals to the municipality to solve these problems together. At the moment, in order to improve pedestrian safety in the center of Engure, a letter signed by the residents and a proposal of the local government have been submitted to A / S: Latvijas Valsts Ceļi for consideration.

Operational objective 1.2: People mobility

Sustainable/Green energy supporting street lights, powered by solar panels and activated by movement sensors, as the street activity might not require lights all the time. And this we see as a first action item in our list. As there are some good practices around in our neighbouring villages, we will try to collect different approaches and analyse solutions that could be good for Engure parish. We hope to be ready for the next dark period in 2021 autumn with some smart solution that is valid for most of the Engure citizens.

Operational objective 1.3: Harbor

We see the port as a great tourist attraction. However, infrastructure improvements are now needed. Engure municipality is unique in that it is one of the few that is available to anyone interested. A marina is developing. The port area is popular with tourists and motorhomes and campers. A powered camper parking lot should be developed in the port. Landscaped area, where it is possible to organize not only regattas, but also sports and cultural activities. At the moment, the



access roads are in a very bad condition and the disregarded property rights prevent us, the local residents, from participating in the growth of the port area.

Specific objective 2: Heritage

Cultural and emotional connections can be made with knowledge of the place where a person lives or visits. We see sustainable development of Engure parish by balancing the existing environmental and cultural heritage with the economic development of the area.

Operational objective 2.1: Nature

We plan to organize educational events for young people in cooperation with Kemer National Park specialists, who have already prepared programs for young people of different ages on natural values, protection, etc. There is an ornithological research center in the Lake Engure Nature Park, where we can invite ornithologists and bird researchers to organize informative classes and training. Engure parish has cooperation with nature protection specialists, who are already involved in local research and activities organized by the municipality.

Natural values are not inexhaustible, so restrictions and different rules are needed. We must not make our living space too industrial. In order to preserve and protect natural values, the flow of guests and tourists from the parish must be organized. There must be signs for parking spaces, waste disposal sites, etc. We need to inform and educate people about what they get from our natural resources. Measures must be taken to conserve biodiversity and protect ecosystems.

We have started a project for understanding and explaining restrictions of the Engure coastal area. This is organised as a discussion, with listening to different opinions and explaining things from different viewpoints.

Operational objective 2.2: Cultural heritage

Engure village will turn 776 years old this year (2021). It is one of the oldest seaside villages in Latvia. Our traditions are related to fishing and sailing. It is important that there are still fishermen among us who know their profession. One of the most popular traditions for many years is the Fishermen's Festival, which takes place in July. Over time, it has developed into a major event in all coastal villages and towns. Although local fishermen have remained in the minority, their sons and grandsons continue the old profession.

Craftsmen's workshops - pottery and wicker - are available in Engure parish. The craftsmen of our parish actively participate and popularize their craft skills and creations at fairs and craft festivals in Latvia and abroad. Craftsmen also offer tourism services, inviting people to visit their workshops as attractions, and holding master classes, thus introducing, interesting, popularizing and training in ancient craft skills.



Modern technology makes it easier to preserve historical stories. As a community, we are involved in searching and saving these stories. We started this initiative in 2020 to collect local people's memories from their past and this year we intend to continue, arranging the events of the village's history in chronological order.

Specific objective 3: Education

Educational institutions must become centers of social networking, where parents, teachers, learners, entrepreneurs, as well as the wider local community work together. Without the cooperation of all, learners will not acquire the skills needed for lifelong learning, will not be able to adapt to changing labor market conditions, be independent and self-reliant in their knowledge, and will not be able or willing to care for other members of an aging society and the environment as a whole. It is therefore necessary for the school to be an integral part of society, an agent of positive change, and not an isolated institution operating in isolation from the environment.

Operational objective 3.1: Modern secondary education for our children

To develop and further modernize our one secondary school, it is essential to ensure that there are more pupils in the school to teach, as per financial planning for school staff reimbursement (money follows the pupils). Furthermore, a focus for highschool should be defined, which would be in line with districts development plans. Like in this case, if we are talking about smart villages and technology savvy populations here, it should also be a strategy for school - to educate technology savvy pupils.

New teachers should be attracted to school once the focus is defined and strategy is in place.

Here we see it as an action point to attract more funding for technology education. And create a great offer for Engure. As here in Engure are located new technology companies and yacht building companies, this is maybe just a question of how successfully we can collaborate. At the moment there is an action item to attract funding and run a pilot for a new, technology and design based education module.

Operational objective 3.2: Learn at any age

Training of a highly educated workforce, investment in human capital, public motivation to acquire knowledge must be considered a decisive factor in the development of Engure parish.

Knowledge and skills determine not only people's opportunities to enter the labor market, but also to build more successful careers in a changing technology and economic environment. At the same time, education is not only the accumulation of specific competencies and qualifications, but also a process of human talent, emotional and social intelligence and personality development.



At the moment it looks like we will have LEADER support to run a local education program. It will give the possibility for all community people to participate in IT classes. Learn basic technology skills, build a representative WEB page, learn about sensor technologies and the Internet of Things, build sensor solutions to measure sea temperature and waves. We are happy that the education program is built in collaboration with our local entrepreneurs.

We hope that this will be a great pilot for future education programs in the community.

Specific objective 4: Economy

It is necessary to build a stable economy that meets the needs of society, while ensuring that economic growth rates exceed the rates of environmental pollution and resource consumption.

As a community, we follow the decisions of politicians that affect the development of the common region, including our parish, so that the existing business is not restricted and decisions are not made that could harm the development of our parish in the long run.

Operational objective 4.1: Support for young entrepreneurs

At the moment the old pastor's house is being renovated, to establish the first co-working area in Engure. The idea is also to complement it with so needed services for young and inexperienced entrepreneurs.

Another action item is to open discussion regarding funds available for rural areas. As for young and technology driven entrepreneurs, availability of funds in Latvia rural regions is poor. Here we see that discussing this question in a broader audience would give benefits.

As we are small, cooperation with Latvia known organisations that help entrepreneurs to start business will also give more valuable information.

Our idea is to create a roadmap for young entrepreneurs that are entering Engure as their place for business.

Operational objective 4.2: Support local products

The community, in cooperation with the local authority, invites artisans and local producers to take part in the events it organizes.

We want to identify as many local craftsmen as possible who express a desire to take part in events organized by the parish or community. Address them and invite them in particular. To organize a craft fair in the summer season, trying to attract regional attention to it.

Also our goal is to work towards collaboration with others. Complement tourism products with crafters offer.



Operational objective 4.3: Tourism as a product

Tourism contributes to economic development. In the summer season, Engure parish is visited by a lot of tourists, but in the autumn and winter season the amount of tourists is much smaller, so it is necessary to create and plan how to create an attractive Engure parish for tourists also during the off-season. In cooperation with the local population and entrepreneurs, the municipality must find a new solution and plan on how to achieve this goal together.

We are currently preparing an offer of walking trails, publishing the trails that we enjoy. There are ideas for a variety of active family sports, like disc golf. We plan to enter into negotiations with the coastal forest owner "Latvijas Valsts Meži" about possible cooperation for the implementation of this game in the coastal forest.

The other initiative is "Local House Cafe". We will implement it this year as a pilot, promoting local cuisine to tourists.

We want to publish the entire tourism offer on a website accessible to everyone. Here we see the possibility to collaborate and maybe use the infrastructure of regional tourism agencies.

Specific objective 5: More happy people

And at the end, we want to put all our efforts toward happy people. We see that life near the sea is beautiful. And all those worries are just minor things that are in our hands to be improved. This is our job to come together, discuss, understand and act.

Operational objective 5.1: Sharing is caring

At a time when there are so many needs, the sheds of the local population are often overcrowded and the necessary things still cannot be found. We see that sharing with the neighbor would strengthen the cooperation capacity of the local community. It would be easier to integrate and help people who are excluded from society. Facilitate understanding. We are thinking of creating a physical and/or virtual platform where locals can share goods and services.

We are currently looking for an opportunity to organize a room in cooperation with the local municipality, where we can store clothes, household items, dishes, furniture donated by the residents. With the possibility of passing them on to those in crisis. In a crisis situation, we involve the population in providing support if it is necessary for a family or person. We identify seniors in crisis and draw the attention of the relevant services to help solve their problems.

This is an open question will there be such a place physically, or we will need some smarter solution.



Operational objective 5.2: Events for community

We see that many artists live in Engure Parish, both in their hearts and in their creative expressions. Would be nice to create an environment that helps artists express themselves and also give benefit to the community. For a couple of years now, a creative competition has been created to search for current Engure identity.

We want to go further - the goal is to create a flag and/or pennant or coat of arms for each parish village, to create a questionnaire and a sketch competition, involving all residents and households of each village and rural area, with the participation of all generations as well as homeowners. The main task of the survey is to create signs of identity for each village, thus promoting a sense of belonging and common participation in people, finding out how people in each household see their village, which they are proud of. At the same time, it would be desirable to include in the survey questions that would provide insight into people's moods, interests, wishes, etc. In this way, it will be possible to obtain the information needed for further community building.

Associations have been established in the parish, which could put forward their proposals for the event of cultural life in the form of a competition, and the residents determine the most valuable one as a result of the vote.

Such an open and visible awareness of visual identity will create more splendor, joy for both ourselves and guests. It will also create new Engure stories and events today.

All these actions need coordination and community support. We see that there should be some routine meetings with active citizens to discuss and push these ideas forward.

Table 4: Setting objectives in response to SWOT

Specific objectives	Operational objectives	Challenges & threats	Strengths & Opportunities
Infrastructure	1.1 Traffic	Bureaucracy, Finances, Poor information channels	Skilled and energetic individuals, Support from local municipality, Active seniors
	1.2 People mobility	Bureaucracy, Finances	Skilled and energetic individuals, Support from local municipality, Active seniors
	1.3 Harbor	Bureaucracy, Finances	Skilled and energetic individuals, Support from local municipality, Harbor, Local entrepreneurs



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Heritage	2.1 Nature	Poor information channels, Seasonality, Nature protection, Old or not present infrastructure	Skilled and energetic individuals, Nature, Active seniors, Support from local municipality
	2.2 Cultural heritage	Poor information channels, Depopulation, Lack of services, Seasonality, Finances	Skilled and energetic individuals, Cultural heritage, Support from local municipality
Education	3.1: Modern secondary education for our children	Depopulation, Finances, Education, high skilled personnel	Skilled and energetic individuals, Local entrepreneurs, Support from local municipality, Sport infrastructure, Harbor, Nature, Cultural heritage
	3.2: Learn at any age	Poor information channels, Finances, Depopulation	Skilled and energetic individuals, Local entrepreneurs, Support from local municipality
Economy	4.1: Support for young entrepreneurs	Poor information channels, Finances, Bureaucracy, Seasonality, Lack of services, Social help (lack of coordination)	Skilled and energetic individuals, Local entrepreneurs, Support from local municipality
	4.2: Support local products	Poor information channels, Finances, Bureaucracy, Seasonality	Skilled and energetic individuals, Local entrepreneurs, Support from local municipality, Cultural heritage, Harbor, Nature
	4.3: Tourism as a product	Nature protection, Seasonality, Lack of services, Finances, Poor information channels,	Skilled and energetic individuals, Local entrepreneurs, Support from local



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		Bureaucracy	municipality, Cultural heritage, Harbor, Nature
More happy people	5.1: Sharing is Caring	Social help (lack of coordination), Bureaucracy, Finances, Poor information channels	Skilled and energetic individuals, Support from local municipality, Active seniors
	5.2: Events for Community	Seasonality, Poor information channels	Skilled and energetic individuals, Local entrepreneurs, Active seniors, Support from local municipality, Cultural heritage, Nature



Smart solutions: actions, outputs and results

Table 5: Intervention logic: objectives, activities, expected results and outputs

Specific/ operational objectives	Activities planned or taken	Expected results	Expected outcome
1:Infrastructure			
<p>1.1. Traffic - solve issues with transit traffic</p>	<ul style="list-style-type: none"> Write letter explaining traffic situation in Engure (done) Gather signatures of local citizens (in progress) Send the Letter to Ministry of Transport 	<ul style="list-style-type: none"> There are enough crosswalks, speed controllers and other traffic regulators in village, for us to feel safe when crossing the street 	<ul style="list-style-type: none"> We expect to start dialog with organisations that are responsible for traffic organization in our region.
<p>1.2. People mobility - solve lightning problem during dark period</p>	<ul style="list-style-type: none"> Connect with villages that use smart lighting solutions (backlog) Think about approaches we as community could use for better lightning of the village Open a dialog with local municipality 	<ul style="list-style-type: none"> The streets are enlightened during dark time of the day 	<ul style="list-style-type: none"> We start dialog with local municipality and together seek for smart solutions to enlighten Engure parish during dark periods.
<p>1.3. Harbor - establish common future vision for harbor area</p>	<ul style="list-style-type: none"> Have a workshop to understand what community can help in harbour area development (done) Rise public discussions regarding harbour future vision (in progress) Evaluate vision and agree on next steps 	<ul style="list-style-type: none"> The Harbour area develops according to local community vision 	<ul style="list-style-type: none"> We establish mechanism for meaningful public discussion inside local community
2: Heritage			

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<p>2.1 Nature - describe existing restrictions in an understandable way</p>	<ul style="list-style-type: none"> Start with Engure village seaside situation (done) Collect restrictions that impacts citizens and tourist (in progress) Evaluate results 	<ul style="list-style-type: none"> Infographic explaining restrictions is in place 	<ul style="list-style-type: none"> People have better understanding of restrictions and nature treasures we have here in Engure
<p>2.2 Cultural heritage - collect memories and find the way how to tell about them next generations</p>	<ul style="list-style-type: none"> Identify different sources of information (in progress) Collect stories and visual materials to be displayed chronological way Rebuild a story of old sailors village of Engure 	<ul style="list-style-type: none"> Stories from people collected in audio, video or written format Chronological collection of facts about Engure parish in place and published 	<ul style="list-style-type: none"> People can read the history of Engure parish
<p>3: Education</p>			
<p>3.1 Modern secondary education for our children - try to attract funds</p>	<ul style="list-style-type: none"> Identify different programs that offer funding for modern education (in progress) Try to participate and attract finances to the region 	<ul style="list-style-type: none"> We have offer for contemporary education, that encourages young people to learn more There has been a pilot of education programm 	<ul style="list-style-type: none"> Attract young people to local community events Involve them to make good for the local community, place called home.
<p>3.2 Learn at any age - education program for community in Internet of Things and Sensors</p>	<ul style="list-style-type: none"> Identify and select community needs in technology education (done) Organise education program for local society benefit (in progress) Evaluate results 	<ul style="list-style-type: none"> We have community developed WEB Page We have local IOT solution in place, developed by local community New skills in programing and IoT technologies for our people 	<ul style="list-style-type: none"> New skills in programing and IoT technologies for our people We have built a solution that works for us and tourists. Something to be proud of and enjoy.
<p>4. Economy</p>			
<p>4.1 Support for</p>	<ul style="list-style-type: none"> Identify and select new entrepreneurs needs 	<ul style="list-style-type: none"> Helpful roadmap for opening a new business 	<ul style="list-style-type: none"> We have full view how easy or hard is to establish new



entrepreneurs	<p>(in progress)</p> <ul style="list-style-type: none"> Establish some place for co-working that offers all needed services (in progress) Describe a roadmap for starting a new business in Engure, describing all relevant steps Build relationships with organisations that support young entrepreneurs 	in Engure parish	<p>business in our region</p> <ul style="list-style-type: none"> We know missing services for young entrepreneurs New collaborations young entrepreneur supporting organisations in place
4.2 Support local products	<ul style="list-style-type: none"> Place for local market (done) Involve more local producers in summer markets Encourage collaboration between local producers to share info between each other 	<ul style="list-style-type: none"> Local markets, where more local producers are seen 	<ul style="list-style-type: none"> Closer collaboration and knowledge between local producers
4.3 Tourism as a product	<ul style="list-style-type: none"> Think about publishing different walking trails (in progress) Encourage discussion with local people working in the tourism sector to make an unbeatable tourism offer for the region. Open discussion with nearby tourism centers, like "Tukuma tūrisma informācijas centrs" 	<ul style="list-style-type: none"> New tourism offer for next season If lucky, great tourism offers for the off-season. 	<ul style="list-style-type: none"> New collaboration with nearby tourism centers
5. More happy people			
5.1 Sharing is caring	<ul style="list-style-type: none"> Open a dialog with local municipality regarding premises for sharing things and goods (backlog) Come together and think about smart solution for "Sharing is 	<ul style="list-style-type: none"> There's a place physically or virtually where people can share goods and knowledge locally 	<ul style="list-style-type: none"> New community platform, that is meant for local communication and sharing with each other.



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	<p>caring” activity, think also about sharing knowledge inside community</p>		
<p>5.2 Events for community - establish discussion and gathering between different local organisations and people to better understand each other</p>	<ul style="list-style-type: none"> Establish routine meetings for community in a form of celebration, discussions and future visions (in progress) Rise problems and seek solutions together. Put them as action items if needed. Practise and enjoy routine 	<ul style="list-style-type: none"> The routine is in place 	<ul style="list-style-type: none"> The full picture of our SWOT is updated time from time. As it will change.



VII. MANAGEMENT AND MONITORING

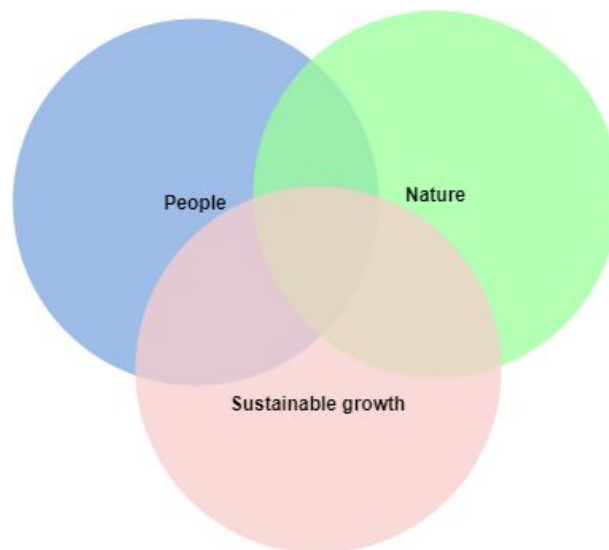
5.1 Management

We have identified a group of people, ready to actively participate in future smart development of Engure parish. Management and Implementation of strategy is in our hands. It will be managed by non-governmental organisation “Piekrastes Konvents” in close collaboration with active citizens and other organisations in Engure parish. We call this initiative “Piekrastes Domnīca” (Place to think near the sea).

We involve representatives of all small villages in Engure parish, and also involve representatives of different ages and interests.

Gatherings are open to all interested. The key questions will be published in the organization home page or community social media.

5.2 Monitoring



Main assets for monitoring are:

- people living in Engure region,
- nature and cultural heritage
- sustainable growth

The idea is to monitor these aspects and establish sustainable growth for our region that is inline with people's needs and nature around us.

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This year we plan one gathering each month to talk about the progress of tasks. Achievements and review future steps. Each of our initiatives will be tracked as a separate project, by analysing it's progress and issues.

Once in a year we gather for a full review of all initiatives and setting up new objectives.

This year we want to describe monitoring actions for our initiatives. As the whole action working under one strategy is new for our region. The idea is to describe our vision and test if it helps to achieve a goal.



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VIII. STAKEHOLDER ENGAGEMENT IN STRATEGY DEVELOPMENT

6.1 Stakeholder engagement in needs assessment

There have been many community gatherings in Engure during 2019 and 2020 to work towards common smart village strategy development. The main picture of our needs was drawn at the end of 2019. After that we have discussed and reviewed it in different groups of local people.

6.2 Stakeholder engagement in strategy development

There have been many community gatherings in Engure during 2019 and 2020 to work towards common smart village strategy development. From these gatherings all people were invited to write down all our needs and problems. As well come up with solutions and discuss them in groups.

6.3 Key channels of communication and awareness raising among citizens

We have local facebook group “#Engure Var”(#Engure Can), where invitation and information is published from time to time. As well there is a local municipality Web Page, where we can publish consolidated information. One of the goals in this strategy is to establish better communication channels for all ages of citizens. To be able to reach and address more people from Engure parish.

6.4 Planned actions to mobilise stakeholders

In 2019, “Partnerība laukiem un jūrai” with LEADER programm support organized the first meetings, where we learned how to build a cohesive community and address community problems in a structured way.

Further active citizens have chosen to meet once a month and discuss local community issues together. Any citizen of the parish is invited there. So far Engure have already created a social network facebook group #Engure_var, where local events and info are published.

To get more people involved in the community, we create an environment where people are heard. Our first activity is to create such an environment both physically and virtually. We call it “Piekrastes Domnīca”.

