



The Way To Be Closer To The Citizens

Jolanta Uzulina

Daugavpils, Latvia



Poznań, 22-23.10.2014



POZnań*

With the support of the Europe for Citizens Programme of the European Union





Cities of change
cooperation of cities
in the field of city development

EXPERIENCE of Daugavpils City Council, Daugavpils, Latvia



THE WAY TO BE CLOSER
TO THE CITIZENS

communication



communication

- Communication is a **two-way process** of giving and receiving information through **any number of channels**.
- Communication is a process of exchanging **verbal and non verbal messages**.
- Communication is the sum of all the things, one person does when he wants to **create understanding in the mind of another**. It involves a **systematic and continuous process** of telling, listening and understanding.

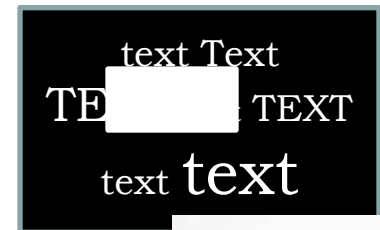




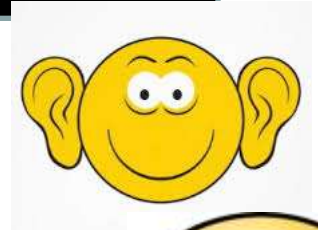
Effective communication

People remember:

10% of what they read



20% of what they hear



30% of what they see



40% of what they hear and see

COMMUNICATION BARRIERS

- Information Overload
- Time Pressures
- Inattention
- Emotions
- Complexity in Organizational Structure
- Poor Perception and weak Retention
- Language Differences



WAYS to be closer to
the citizens through:

Municipal information channels

Mass media

Education

Entrepreneurship

International Cooperation

Nature

Sport

Culture



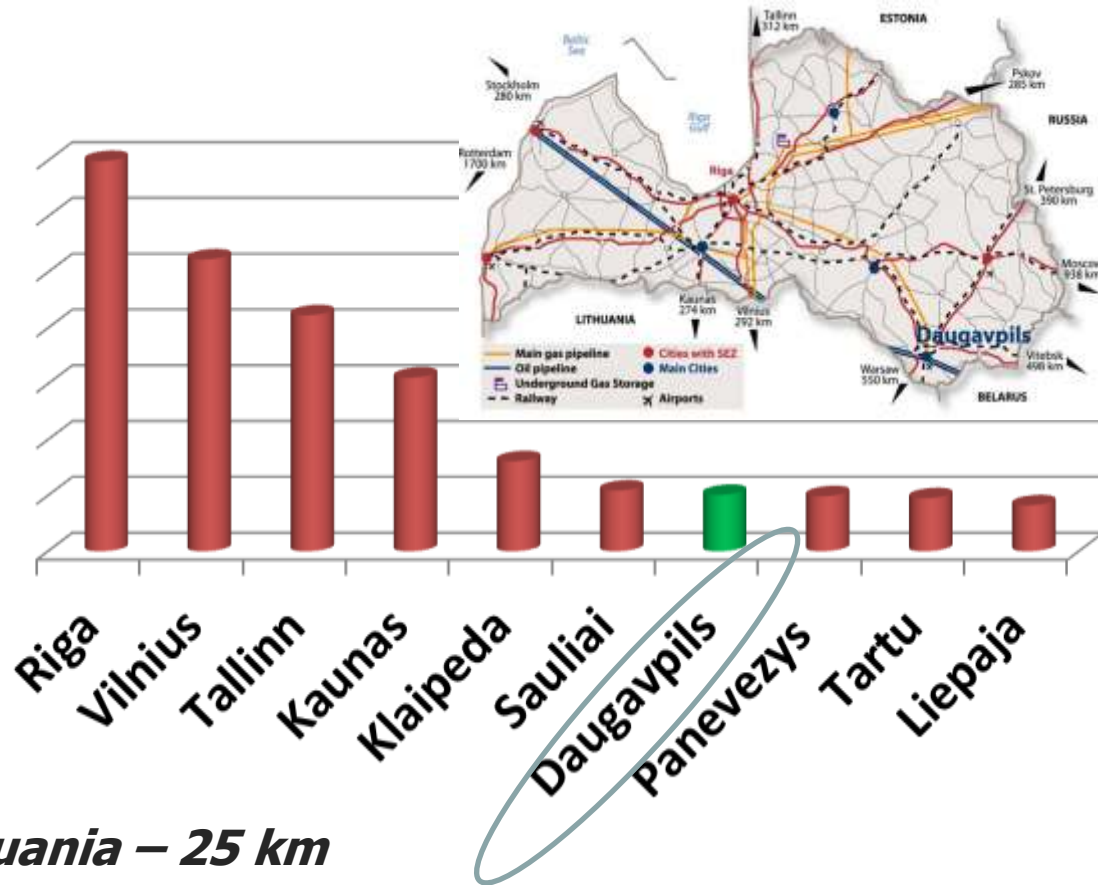
Way to be closer to the citizens: MUNICIPAL INFORMATION CHANNELS



Daugavpils – the second largest city in Latvia at the Eastern border of EU



***Lithuania – 25 km
Belarus – 35 km
Russia – 120 km***



***Important cross-border center of
industry, transportation,
commerce, services, education,
culture and tourism.***

The **aims** of information channels in Daugavpils



Improved
quality of **decisions**



Efficient
distribution of **information**



Increased
individual **initiative**

- Providing local community with essential information
- Involving local individuals in decision making process
- Gaining opinion of inhabitants on significant matters
- Studying of social moods
- Diagnosing of potential conflict situations
- Including society in decision implementation process
- Raising social awareness of inhabitants
- Achieving social acceptance of offered solutions
- Reducing social costs of decisions
- Optimizing the planning process

The **areas** of informational channels in Daugavpils

- **Urban services:** housing, utilities, transport
- **Social issues:** consultations, benefits
- **Education and youth matters:** general, pre-school, summer camp, vocational employment
- **Sport, Culture:** free time possibilities, events
- **Local area spatial planning**
- **City development planning and strategy**
- **Municipal budget**

Municipal information channels for citizens in Daugavpils City Council and Daugavpils City

- ❖ Information desk (Face-to-face, telephone, e-mail)
- ❖ On-line "Ask a question"
- ❖ "Seasonal" Hot-line
- ❖ "Mayor & Co" office hours
- ❖ Out - Meeting with inhabitants (city district, institution)
- ❖ In – meeting with inhabitants (particular topic, certain group)
- ❖ Public City Council, committee, commission meetings
- ❖ Printed informative material (annual, by topic)
- ❖ City Council homepage (structured information, news)
- ❖ City Council On-line TV page (video reports)
- ❖ Weekly Press conferences
- ❖ Public discussion
- ❖ Thematic surveys
- ❖ Social Networks: Facebook



First contact point



Information desk



Face-to-face

Telephone

E-mail

- Receiving applications from natural persons
- Forwarding to the right department
- Explaining the procedure
- General consultations

"Seasonal" Hot-line

Inhabitants call and report
about any necessary work in the city



- Snow hills
- Road holes
- Abandoned buildings





On-line "Ask a question"

@

QUESTION FOR CITY COUNCIL

Show answer

ASK QUESTION!

Your email:

Question:

Ask ask ask
Ask ask ask
Ask ask ask

Send





"Mayor & Co" office hours

CHAIRMAN OF THE CITY COUNCIL



Jānis Lāčplēsis

e-mail janis.lacplesis@daugavpils.lv

phone. 654-04331, fakss 654-21941

Reception time 1st month's Monday 14.00-17.00.

FIRST VICE-CHAIRMAN OF THE CITY COUNCIL



Jānis Dukšinskis

e-mail janis.duksinskis@daugavpils.lv

phone 654-04333

reception time 2nd monday of month 14.00-17.00,

DOMES PRIEKŠSĒDĒTĀJA VIETNIEKS



Dmitrijs Rodionovs

e-pasts dmitrijs.rodionovs@daugavpils.lv
tāl. 654-04334

pieņemšanas laiks: Mēneša 3. trešdiena no 14.00-17.00,
iepriekš pieteikšanās piektdien (pirms pieņemšanas dienas)
no 08.00 Informācijas birojā (1.stāvs) vai zvanot: 654-
04344 vai 654-04399
pieņemšanas vieta: Daugavpils pilsētas dome, Krīšjāņa
Valdemāra iela 1, 215.kab.

**Domes priekšsēdētāja vietnieka Dmitrija
Rodionova pārraudzības jomas:**

1. samnieciskās darbības sekmēšana;

DOMES PRIEKŠSĒDĒTĀJA VIETNIEKS



Pēteris Dzalbe

e-pasts peters.dzalbe@daugavpils.lv

tāl. 654-04332

pieņemšanas laiks: Mēneša 3.pirmdiena no 14.00-17.00,
iepriekš pieteikšanās piektdien (pirms pieņemšanas dienas)
no 08.00 Informācijas birojā (1.stāvs) vai zvanot: 654-
04344; 654-04399
pieņemšanas vieta: Daugavpils pilsētas dome, Krīšjāņa
Valdemāra iela 1, 218.kab.

**Domes priekšsēdētāja vietnieka Pētera Dzalbes
pārraudzības jomas:**

1. administratīvās teritorijas iekārtošana un sanitāra tīrība
(ieku, ceļu un laukumu būvniecība, rekonstruēšana un

Out - Meeting with inhabitants (city district, institution)



In – meeting with inhabitants

Particular topic:

- *Public services*

Certain group:

- *Seniors*



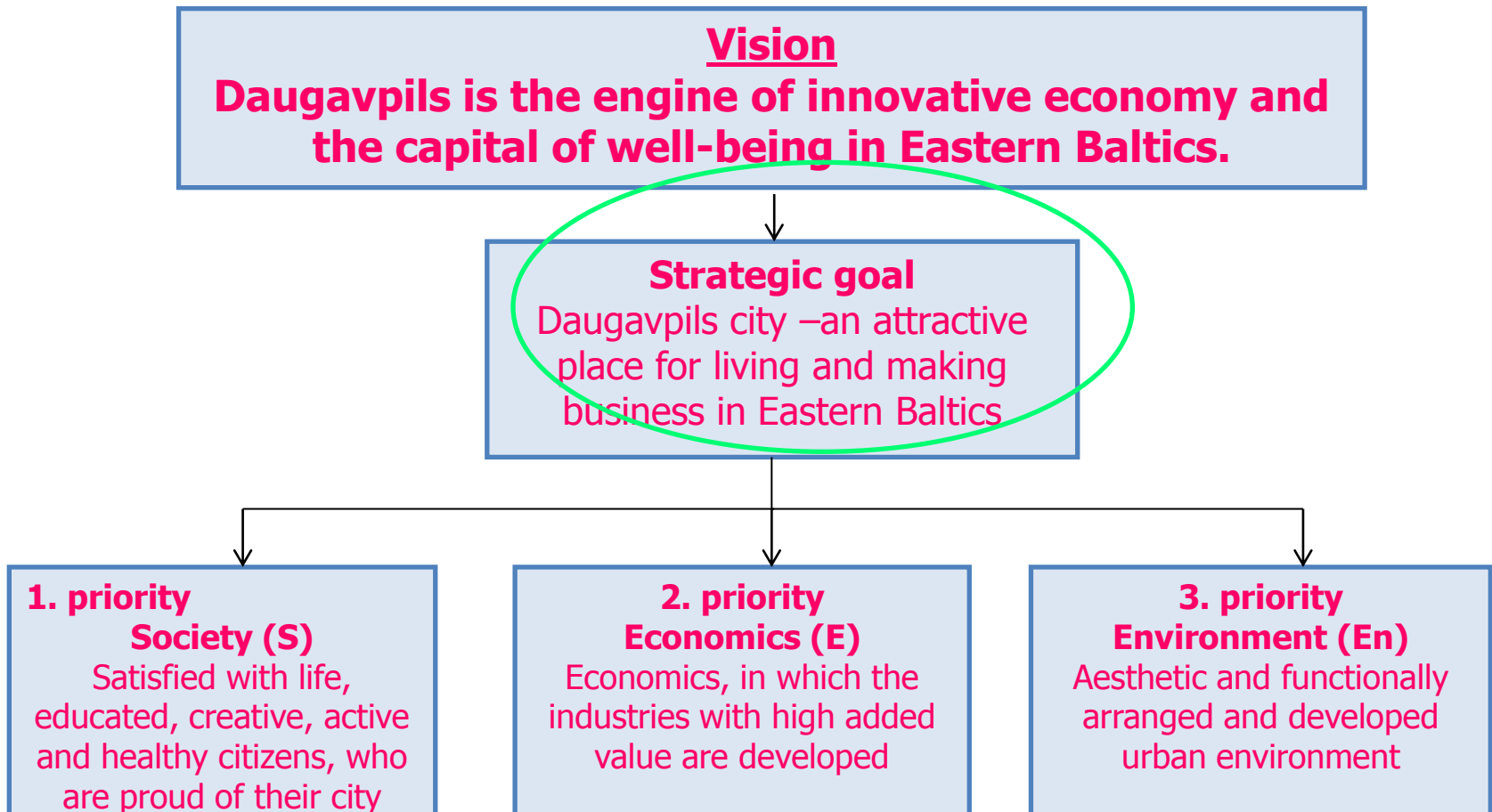


Public discussion



Development program of Daugavpils City 2014th -2020th

Strategic goal and mid-term priorities





Cities of change
cooperation of cities
in the field of city development

Daugavpils – attractive place for residents and entrepreneurs





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in the field of city development

DAUGAVPILS Vision 2020

DAUGAVPILS “engine of knowledge economy in East Baltic”

SOCIETY

The city is proud of its cultural and historical heritage: Daugavpils Fortress with Mark Rothko Art Center, Church Hill and historical center with first in Latvia pedestrian street. Daugavpils Theater, Latgale Zoological Garden, Daugavpils Clay Art Center, Multifunctional Sport Center, Daugavpils Ice Hall and Daugavpils Speedway Arena offer to its residents and guests of the city varied opportunities for active rest and pleasant free time.

ECONOMICS

Economics, in which are developed the fields with high added value. Daugavpils is essential center of industry, education, culture, transportation, logistic, commerce and services in East Baltic. The fundamental sectors of city industrial production are metal processing, locomotive and railway rolling stock repair as well as production of food and beverages. Daugavpils offers a large number of attractive educational choices to young people so the city is being called the Student town. There are 10 high schools, the largest of which is Daugavpils University – the best regional university in Latvia, and 6 professional schools.

ENVIRONMENT

Satisfied with life, educated, creative, active and healthy citizens. Aesthetic and functionally arranged and developed urban planning. Daugavpils is multicultural, multiethnic and multifunctional city, cross-border center of economic development and services. Daugavpils is the second largest city in Latvia, important industrial center of Latgale at the Eastern border of EU. Daugavpils city is strategically intersected by 5 railway lines and important auto roads. In ancient times Daugavpils was founded along the banks of Daugava River. The city is rich in picturesque natural resources for recreation and leisure – forests, 12 lakes, 2 man-made water reservoirs as well as landscaped areas – parks and squares.

“Capital of well-being”

DAUGAVPILS



City Council committee and commition meetings are public





Weekly Press conferences





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TELL US WHAT
YOU THINK



Thematic surveys



Way to be closer to the citizens: **MASS MEDIA**



www.daugavpils.lv

City Council homepage

The screenshot shows the Daugavpils City Council homepage in a web browser. The browser's address bar displays 'http://www.daugavpils.lv/en'. A pink oval highlights the language selection menu in the top right corner, which shows 'lv', 'en', and 'ru' buttons. On the left side, there is a vertical navigation menu with orange highlights and a pink arrow pointing to it from the 'Structured information' label below. The main content area features a 'START PAGE' section with a pink oval highlighting a news article titled 'Maxime Cassis confirmed with his visit that World Snooker Championship will be held in Daugavpils'. To the right of the main content, there is a calendar for November 2013, with a pink arrow pointing to it from the 'Event calendar' label below. The calendar shows dates from 1 to 30, with some dates highlighted in green.

lv en ru

DAUGAVPILS 5 NOV

Society
Economics
Government purchases, auctions, rental
Information materials
For Deputies
News archive

START PAGE

Maxime Cassis confirmed with his visit that World Snooker Championship will be held in Daugavpils

Ceramic Art Symposium 'LANDscape'

November 2013

Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Structured
information**

News

**Latvian
Russian
English**

Event calendar

www.tv.daugavpils.lv

City Council On-line TV page

 **TV.DAUGAVPILS**
Daugavpils pilsētas pašvaldības videoportāls

Latviešu Русский

Jaunumi Raidījumi Programma Arhivs Par portālu

Domes preses konference 04.11.2013.



Kopīgot šo videoklipu
<http://www.tv.daugavpils.lv/6585>

Ievietot video Jūsu vietnē (HTML –kods)

Videoklipa izmēri: 640 × 360

```
<iframe width="640" height="360" src="http://www.tv.daugavpils.lv/embed/6585" frameborder="0" allowfullscreen></iframe>
```

 **Pašvaldības portāls**
www.daugavpils.lv

Jaunākās video

-  Domes preses konference 04.11.2013.
-  Komunālie dienesti gatavi ziemas periodam
-  Skolotāji runāja par pirmsskolas un sākumskolas pēctecības problēmām
-  Novembra beigās Daugavpilī notiks Pasaules čempionāts snukerā
-  Beidzās projekts "Lasišana-IT-Radišana"



Video reports



Social Networks: FACEBOOK

**Daugavpils
Cietoksnis**

**Daugavpils
Attistibas
Departaments**



Daugavpils Development Department

Daugavpils Fortress





Social Networks: FACEBOOK

 **Daugavpils Mark Rothko Art Centre** 





Daugavpils Mark Rothko Art Centre
1,914 likes · 58 talking about this

Liked

Message



Company

DMRAC - multifunctional institution of culture, art and education.

About · Suggest an Edit

 Photos

 1,914 Likes

 Events

 Post

 Photo / Video

Write something...

 **Daugavpils Mark Rothko Art Centre**
October 30 · 🌐

Highlights

110 Friends
Like Daugavpils Mark Rothko Art Centre

 +101

Invite Your Friends to Like This Page

See All

Type a friend's name...

Invite

**Daugavpils
Mark Rothko
Art Centre**



Social Networks: Twitter



Daugavpils Fortress
@Daugavpils_fort

News from the Fortress Dinaburg in Daugavpils (Latvia)

📍 Daugavpils, Latvija
🌐 daugavpils.lv
🕒 Joined January 2010

📷 121 Photos and videos



Tweets **Tweets & replies**

 **Daugavpils Fortress** @Daugavpils_fort · Sep 25
Памяти коменданта Динабургской крепости » Новости Даугавпилса и Латвии. Видео новости дня на... fb.me/1JtAEvcVP

 **Daugavpils Fortress** @Daugavpils_fort · Sep 25
fb.me/6UTYzSqVW

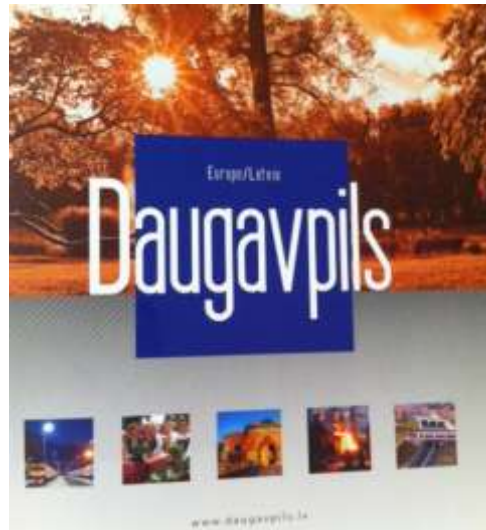
 **Daugavpils Fortress** @Daugavpils_fort · Sep 24
Russian and French Fashion Historian Alexandre Vassiliev today in Daugavpils Fortress is preparing his exhibition... fb.me/6PMck92Ya

 **Daugavpils Fortress** @Daugavpils_fort · Sep 22
Situācija pirms būvniecības uzsākšanas... fb.me/3FJaVGhrp

**Daugavpils
Fortress@Twitter**

Printed informative material

Promotion of cultural events
Annual municipal reports
Thematic posters



annual, by topic

Way to be closer to the citizens: **EDUCATION**



Daugavpils – city of students



Daugavpils University

the largest regional university in Latvia



7670 students (2014/2015) – high and professional schools)

10 high schools

5 professional schools and 3 colleges

Daugavpils University
-2 300 students



Riga International Economic and Business Administration High School
-135 students



Riga Technical University
-246 students



Institute of Transport Communication
-150 students



Baltic International Academy
-191 students



Daugavpils - centre of education: COLLEGES



Daugavpils Medical College



State Police College



Accounting and Finance College



Daugavpils - centre of education: PROFESSIONAL SCHOOLS



**Daugavpils Professional
Secondary School**
– 1540 students



**Daugavpils Professional
Construction School**
– 1378 students



**Daugavpils Professional
Trade School**
-421 students



**-Daugavpils Music
-Secondary School**
--550 students



**-Daugavpils Design and
Art Secondary School**
-363 students

Way to be closer to the citizens: **ENTREPRENEURSHIP**



Largest production sectors of Daugavpils

- **Metal processing 29%**
- **Locomotive and railway rolling stock repair service 24%**
- **Production of food and beverages 16%**



29%



24%



16%



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cooperation of cities
in the field of city development

Export

- JSC „Daugavpils Lokomotīvu Remonta Rūpnīca”;
- JSC „Ditton pievadķēžu rūpnīca”;
- Ltd. “Axon Cable”;
- Ltd. “Nexis Fibers”;
- Ltd. “Belmast”;
- Ltd. “Zieglera mašīnbūve”;
- Ltd. “Daugavpils gaita”;
- Ltd. “Intergaz”;
- Ltd. «Mamas D»;
- Ltd. Regula Baltija»
- Ltd. «Magistr»



**106 industrial companies,
50 exporting**

Export to: Lithuania, Estonia, Germany, Italy, France, United Kingdom, Poland, Sweden, Finland, Norway, Hungary, Russia, Belarus, Turkmenistan, Kazakhstan, Uzbekistan, Georgia, Mongolia, USA, China, Mexico, South America, South Africa, India.



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Companies with foreign capital in Daugavpils





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in the field of city development

Transport Infrastructure



Crossed by:

- TEN-T motorway E262
«Kaunas – Ukmerge-
Daugavpils-Rezekne-
Ostrov»
- 5 cargo railway lines
- 2 passenger railway
lines
- 15 international bus
lines
- 3 tram lines in the city

Daugavpils Airport

Daugavpils Airport is a part of TEN-T network and it is in its early development phase providing the opportunity for investors to shape and create it according to their needs and vision.

To achieve the vision a complete construction is planned, making the necessary investment in the infrastructure of the airport, certification and regular air transport.

Development vision – *to become an international regional airport providing services for regular national and international air traffic, business, charter and private aviation flights, offering passenger, cargo and mail transportation to Baltic States, Scandinavian, Western European and CIS countries.*





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Informative Support: Catalogue

Daugavpils municipality has created "Catalogue of Daugavpils Companies and Investment Opportunities", which is *a useful tool for entrepreneurs who want to start a business in Daugavpils.*



<http://uznemumi.daugavpils.lv/index.htm>
http://www.daugavpils.lv/files/components/main_content/files/uzn_katalogs_2014.pdf



Business support institutions in Daugavpils



Daugavpils City Council
Development Department
Business Support Union



Latgale Region Business
Support Center

BIZNESA
INKUBATORS
IDEJU
VIESNICA



TEHNOLOĢIJU
PĀRNESES
KONTAKTPUNKTS



Latvijas Tirdzniecības
un rūpniecības
kāmera



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Daugavpils trademark

Way to be closer to the citizens: NATURE



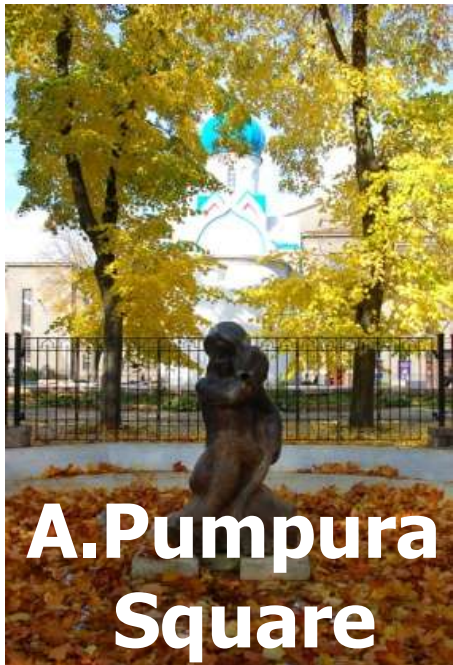
Daugavpils – green city

Central Park

Forest 1630 ha, parks and squares (more than 30)



Daugavpils University Square



A. Pumpura Square



Dubrovina Park



Rīgas Street Promenade



Cities of change
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***In the city territory:
12 lakes, 2 artificial
reservoirs,
5 rivers, 3 ponds***



The richest city of waters in Latvia



Visual “GREEN” advertisement



Promotion of “Green thinking”



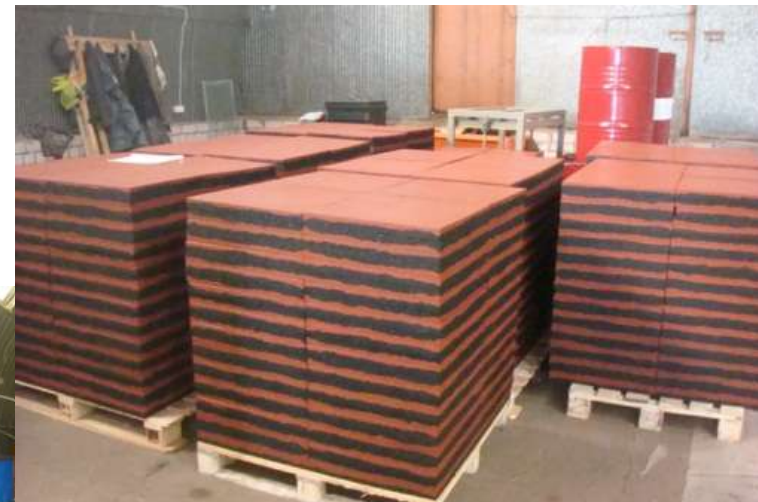
Green industries



Ltd. «Eko Iso»



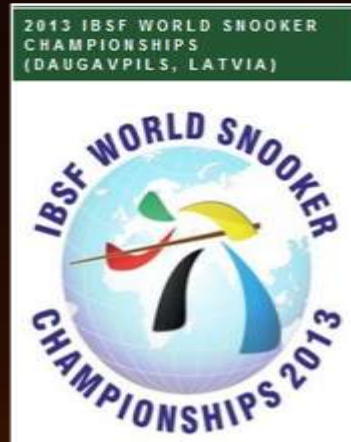
Recycling
Sludge energy
Peat energy
Fuel pellets from biomass
Ltd. «Ecostep Baltic»



Way to be closer to the citizens: **SPORT**



Multifunctional sport complex – Daugavpils OLIMPIC CENTRE



International competitions
Sports possibilities
Family recreation



Snooker city!



**242 participants
from 64 countries!**



Tatjana Vasiljeva



SPEEDWAY racing in Daugavpils

*Speedway racing is
national sport in
Daugavpils!*

*After construction
Speedway Stadium is
one of the biggest in
Europe.*



**Speedway Grand Prix stages of
World Championships, Speedway
finals and semi-finals of European
Championships every year in
Daugavpils!**

Way to be closer to the citizens: INTERNATIONAL COOPERATION



Daugavpils Cooperation and Twin-Cities



Magdeburg
(Germany)



Panevėžys
(Lithuania)



Batumi
(Georgia)



Alaverdi
(Armenia)



Kharkov
(Ukraine)



Motala
(Sweden)



Daugavpils
(Latvia)



Ramla
(Israel)



Harbin
(China)



**Central Administration District of Moscow,
Naro-Fominsk, Saint-Petersburg, Pskov** (Russia)



Babruysk, Lida, Vitebsk, Braslav (Belarus)



Radom
(Poland)

International conferences in Daugavpils



Azerbaijan



Armenia



Belarus



Germany



Spain



Canada



Lithuania



Poland



Russia



Ukraine



Finland



France



Sweden

**II Daugavpils International
Tourism Conference**
“Daugavpils your reliable partner
in tourism market of East Baltic”



**II. International investment forum
in Daugavpils**
“Latgale – Eastern gate of European Union”



Business Support Events: Forums, Conferences



The goal of the forum: to show the variety of business opportunities in Daugavpils and the Latgale region.

III International Eastern Baltic Business Forum

May, 2014



Latvia



Byelorussia



Moldova



Spain



Sweden



Estonia



Russia



Canada



Lithuania



Poland

10 countries
438 participants

Implementation of International Projects

«Administrations go Europe!»

«Together for Europe 2020»

**«Cities of Change –
the co-operation of cities in the
field of city development»**



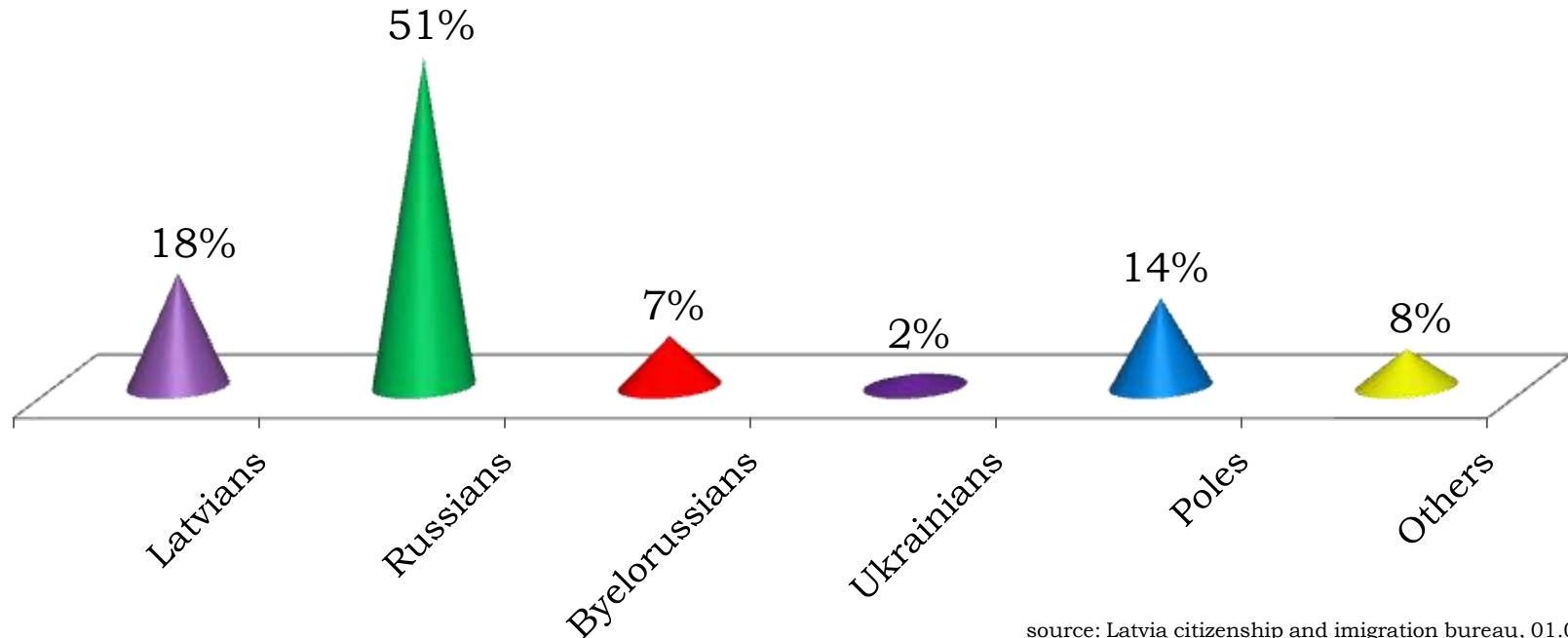
Way to be closer to the citizens: **CULTURE**





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in the field of city development

Population of Daugavpils - 98 089



source: Latvia citizenship and immigration bureau, 01.01.2013



Daugavpils – the city of more than 70 nationalities



Cities of change
cooperation of cities
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National and cultural societies:

Latvian
Latgalian
Russian
Lithuanian
Belorussian
Polish
Tatar
Ukrainian
Jewish
German
Roma etc.



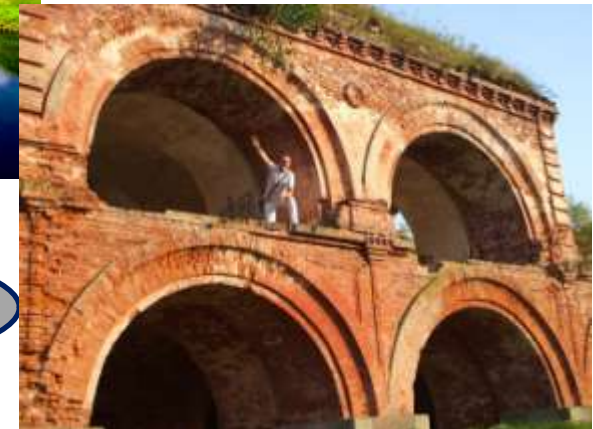
We are different, but we live in harmony



Together 17 different societies

Daugavpils Fortress — cultural-historical heritage

The only Fortress of early 19th century in Eastern Europe that has remained virtually unchanged



EUR 29 005 018, including municipal projects - EUR 15 005 019

born in Daugavpils



Cities of change
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Mark Rothko (1903-1970)



White Center

72 800 000 \$



Mark Rothko is one of the most influential artists of the second half of the 20th century, the founder of abstract expressionism and color field painting. His works of art can be observed in world's most famous galleries.



Orange, Red, Yellow

86 900 000 \$



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Daugavpils Mark Rothko Art Center



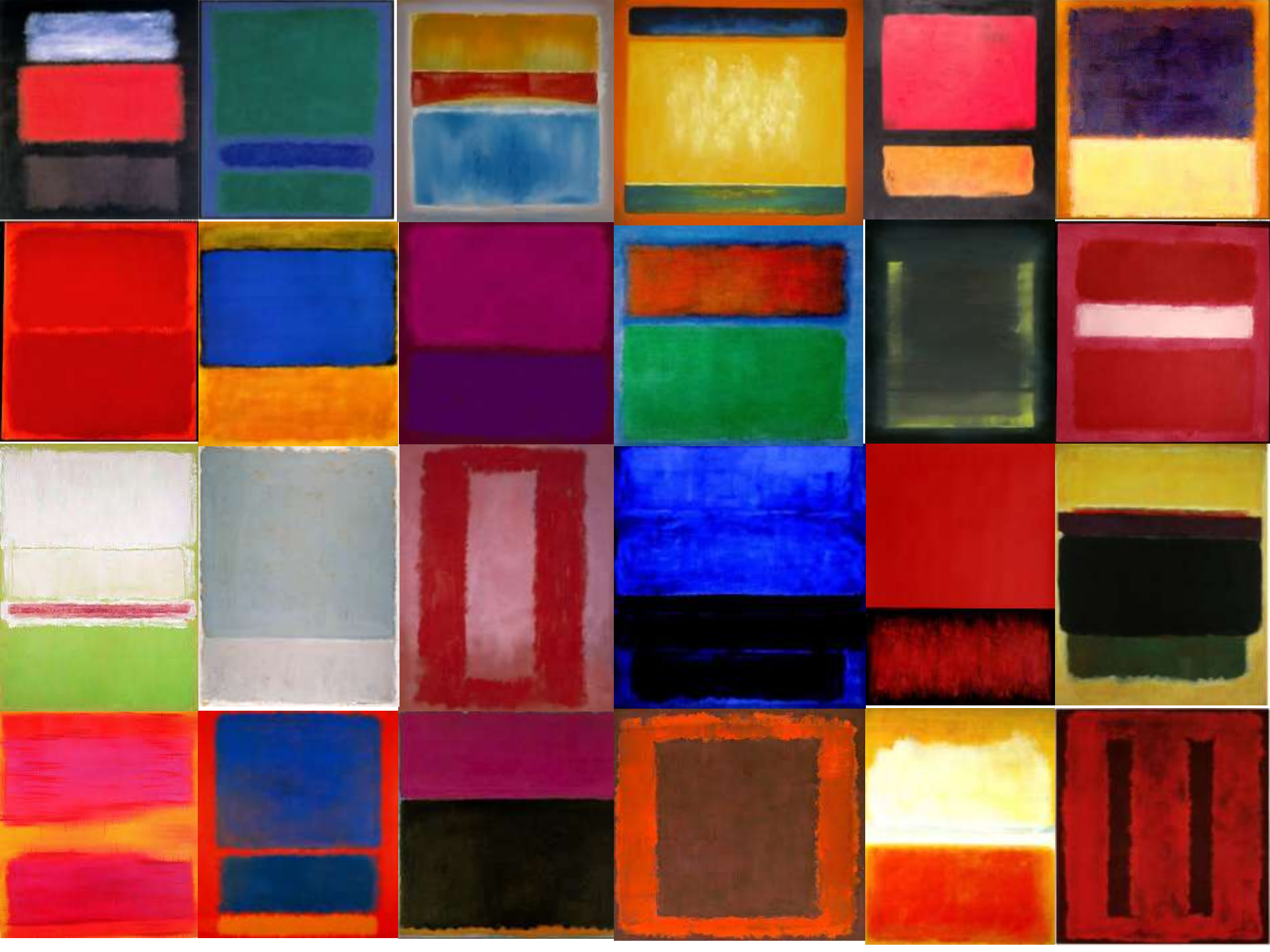
This is **the only place in Eastern Europe** where world famous artist and founder of **abstract expressionism** - **Mark Rothko's original works** are displayed.

100 000 visitors within 1 year!



International Mark Rothko plein-air, The Night of Museums in fortress, Rothko Birthday activities, Art days, Clay Art days and more and more and more...







Daugavpils – city of international festivals



International Activities every month:

- ✓ *International Spiritual Music Festival*
 - ✓ *Folklore Festival*
 - ✓ *Youth Festivals*
 - ✓ *Circus Festival*
 - ✓ *Art Days*
 - ✓ *Music Festivals*
 - ✓ *Slavic and Polish Culture Days*
- ...and more and more...*





City Festival

«Festival with a feeling of home»





***See you in
2015!***



***Daugavpils
Anniversary
740!***



**Thank You for
Your Time!**
See you in Daugavpils!

JOLANTA UZULINA

*Jolanta.uzulina@daugavpils.lv
Coordinator of International Projects
Office for Strategic Planning and Foreign Affairs
Development Department,
Daugavpils City Council
LATVIA
www.daugavpils.lv*

Poznań, 22-23.10.2014



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