



Meeting of the Education, Science and Culture Committee of the Baltic Assembly
26–27 May 2022, Vilnius, Lithuania

PRELIMINARY PROGRAMME
(18/05/2022)

| Friday, 27 May | |
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| 09:00–10:30 | <p>Joint actions to strengthen media and information area of the Baltic States</p> <ul style="list-style-type: none">— Impact of Russia’s invasion of Ukraine on the Baltic information area— Promoting media and information literacy in the age of misinformation and propaganda— Building social media and information literacy in the children and youth of the Baltic States— Joint initiatives to ensure news and information exchange in the Baltic States— Media resilience and effective communication in the Baltic States: exchange of good practices <p>Introductory report</p> <ul style="list-style-type: none">— Ms Auksė Balčytienė, Professor of Journalism at the Department of Public Communications, Vytautas Magnus University, Lithuania <p>Governmental positions of the Baltic States</p> <ul style="list-style-type: none">— Mr Vygintas Gasparavičius, Vice-Minister of Culture, Lithuania— Mr Kristers Pļešakovs, Head of Media Policy Division, Ministry of Culture, Latvia— Ms Heili Jõe, Adviser of the European Affairs, Ministry of Culture, Estonia <p>Best practices</p> <ul style="list-style-type: none">— Ms Dovilė Alėbaitė, Project Coordinator of the Media Literacy Project “Big Small Screens”, Lithuania <p>International experience</p> <p>Debates Conclusions for the BA recommendations</p> |
| 11:00–12:30 | <p>Future of the cultural cooperation of the Baltic States, including addressing the consequences of Russia’s invasion of Ukraine</p> <ul style="list-style-type: none">— Baltic activities to support Ukraine: good examples and initiatives for joint actions— Immediate and long-term impact of the COVID-19 pandemic on the creative industries in the Baltic States: challenges and government responses— Joint activities of the Baltic States in building societal resilience via culture |

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| | <ul style="list-style-type: none"> — Endowment of Latvia in the Baltic Culture Fund: first results and plans — Changes in the Statute of the Baltic Culture Fund: granting funding for the projects implemented in the Baltic States and creating an institution as an umbrella body issuing the grants <p>Introductory report</p> <ul style="list-style-type: none"> — Ms Santa Zirne, Baltic Culture Fund’s Coordinator in Latvia <p>Governmental positions of the Baltic States</p> <ul style="list-style-type: none"> — Mr Vygintas Gasparavičius, Vice-Minister of Culture, Lithuania — Mr Uldis Zariņš, Deputy State Secretary for Cultural Policy, Ministry of Culture, Latvia — Ms Madli-Liis Parts, Adviser of the Foreign Affairs Department, Ministry of Culture, Estonia <p>International experience</p> <p>Debates Conclusions for the BA recommendations</p> |
| 12:30–13:00 | <p>Governmental report: implementation of the recommendations of the Baltic Assembly in 2021 and plans for 2022</p> <ul style="list-style-type: none"> — Agreeing on a set of principles and requirements to be applied when organising joint bilateral or trilateral cultural events of the Baltic States to minimize the environmental footprint — Common approach of the Baltic States by moving towards refusal of fireworks, balloons, plastic confetti and other environmentally harmful activities <p>— Ms Madli-Liis Parts, Adviser of the Foreign Affairs Department, Ministry of Culture, Estonia</p> |
| 13:00–13:30 | <p>Governmental report: implementation of the recommendations of the Baltic Assembly in 2021 and plans for 2022</p> <ul style="list-style-type: none"> — Joint web-based platform about cultural events of the Baltic States in national languages and English thus facilitating cultural exchange, international branding and cultural communication of the Baltic States — Based on the approach of the Nordic countries, exploring possibilities to apply international marketing and communication strategy for the Baltic region <p>— Ms Viktorija Urbonavičiūtė, Director of the Government Communications Department, Lithuania</p> |
| 13:30 | Internal meeting of the BA Education, Science and Culture Committee |

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