

## EVENT DESCRIPTION SHEET

PROJECT	
<b>Participant:</b>	10114382 – LATVIJAS UNIVERSITATE (LU)
<b>PIC number:</b>	99987183
<b>Project name and acronym:</b>	CAMINO

EVENT DESCRIPTION	
<b>Event number:</b>	WP5 – Europe celebration event in Latvia
<b>Event name:</b>	UL Europe Day Celebration «Ode to Joy»
<b>Type:</b>	Public celebration of Europe Day organised by UL
<b>In situ/online:</b>	In situ
<b>Location:</b>	Square at the building of Latvian National Opera and Ballet at Aspazijas bulvāris 3, Rīga, Latvia
<b>Date(s):</b>	9 May 2024
<b>Website(s) (if any):</b>	<a href="https://universities4culture.eu/en/projects/documents/eds/">https://universities4culture.eu/en/projects/documents/eds/</a>
Participants	
Female:	105
Male:	68
Preferred not to say:	9
From country 1 Latvia:	159
From country 2 Germany:	3
From country 3 Denmark:	2
From country 4 France:	3
From country 5 Sweden:	3
From country 6 Austria:	1
From country 7 Finland:	1
From country 8 Slovakia:	1
From country 9 Ukraine:	1
From country 10 Israel:	2
From country 11 China:	1

From country 12 United Kingdom:	1		
From country 13 Turkiye:	2		
From country 14 Nigeria	1		
From country 15 USA	1		
Total number of participants:	173 participants from European Union countries and 9 from non-EU countries, altogether 182 participants	From total number of countries:	8 European Union countries and 7 non-EU countries, altogether 15 countries

### Description

*Provide a short description of the event and its activities.*

The objective of W5 was to organize a public event, commemorating the 20th anniversary of EU enlargement in 2004. The EU20 Celebration event “Ode to Joy” brought together people from different backgrounds – international guests and visitors, local communities, university students and staff, high level officials – in an inclusive and engaging manner to celebrate Latvia’s EU membership. The event was centred on 3 main activities – (1) a solemn moment marking the accession of Latvia to the EU, (2) opening of the International Student Photo Competition Exhibition and (3) a Tele bridge, digitally connecting all the partner universities in a joint flash mob “Ode to Joy”.

To achieve this objective, the University of Latvia (UL) organised a public celebration in front of the Latvian National Opera and Ballet Theatre building on 9 May 2024. The event venue was chosen strategically so that it could be easily accessible for everybody as this building is located in the very heart of the Riga city and the square in front of it is always bustling with locals and visitors. Furthermore, this venue is fully accessible also for strollers and wheelchairs and thus supports greater inclusivity of potential audience.

The leitmotif of the entire celebration was joy. The event started with a video address by Professor Gundars Bērziņš, Rector of the University of Latvia, reflecting on the key values of the European Union, the historic importance of Latvia’s joining the EU in 2004 and on the role of universities in shaping Europe’s future path. This address was followed by a speech by Prof. Mārcis Auziņš, Chairman of the University of Latvia Council and Ex-Rector of the University of Latvia. He emphasized the importance of tolerance and respect in mutual co-operation and living together in such a diverse constellation of countries which share common values and strive to achieve common goals yet preserving and cultivating their unique identities. Prof. Auziņš also stressed the significance of joy and reflected on values and aspirations underlying the European anthem “Ode to Joy”. This solemn moment was followed by opening of the International Student Photo Exhibition featuring the 11 winning photos by students from the 10 countries that joined the European Union in 2004 and a Ukrainian student currently residing in EU. The exhibition was opened by Indra Trofimoviča, Head of the University of Latvia Culture Centre, and Prof. Mārcis Auziņš.

Another culmination of the Europe Day celebration event was the tele bridge digitally connecting the CAMINO project partner universities – the pre-filmed flash mob “Ode to Joy” which featured the different choreographies and approaches chosen by students from the partner countries to present a dance version of the European Anthem. This flash mob video was a true and emotional enactment of the European Union motto “united in diversity”.

The University of Latvia Wind Orchestra and the choir “Aura” supplemented the celebration with their musical performance.

The celebration included also a special section dedicated for Ukraine to support the country on its road to accession to the European Union. This part of the event included a speech by Viktorija Prituļaka, a musician and Head of the Centre for Ukrainian Studies, and a musical performance by her as well.

Altogether 182 participants from 8 European Union Countries and 7 non-EU countries participated in the event. Thus, the two core criteria – the number of participants and the number of countries represented - were fully met. The audience included representatives of different Latvian universities,

private and public sector, foreign diplomats and tourists, Member of European Parliament for Latvia, representatives of European Commission, as well as media (national TV and radio, University of Latvia radio) etc.

The event highlights were featured in the news of major Latvian TV and Radio channels (early morning news and evening news) and were also published also in some major portals.

Samples of the event information campaign are available under the folder "Info Campaign":  
<https://universities4culture.eu/projects/documents/deliverables/wp5-europe-celebration-event-in-latvia/>

Samples of the event publicity are available under the folder "Publicity":  
<https://universities4culture.eu/projects/documents/deliverables/wp5-europe-celebration-event-in-latvia/>

Event photos are available here: <https://universities4culture.eu/events/gallery/europe-day-celebration-in-latvia-0905/>

Please see CAMINO project social media accounts for more information:

<https://www.facebook.com/profile.php?id=61557032939638>

Camino Instagram: [https://www.instagram.com/camino\\_project/](https://www.instagram.com/camino_project/)

Camino Youtube: <https://www.youtube.com/channel/UCxx0Eu3OYym3HO-KGOeH77w>

#### HISTORY OF CHANGES

VERSION	PUBLICATION DATE	CHANGE
1.0	25.06.2024	Initial version (new MFF).