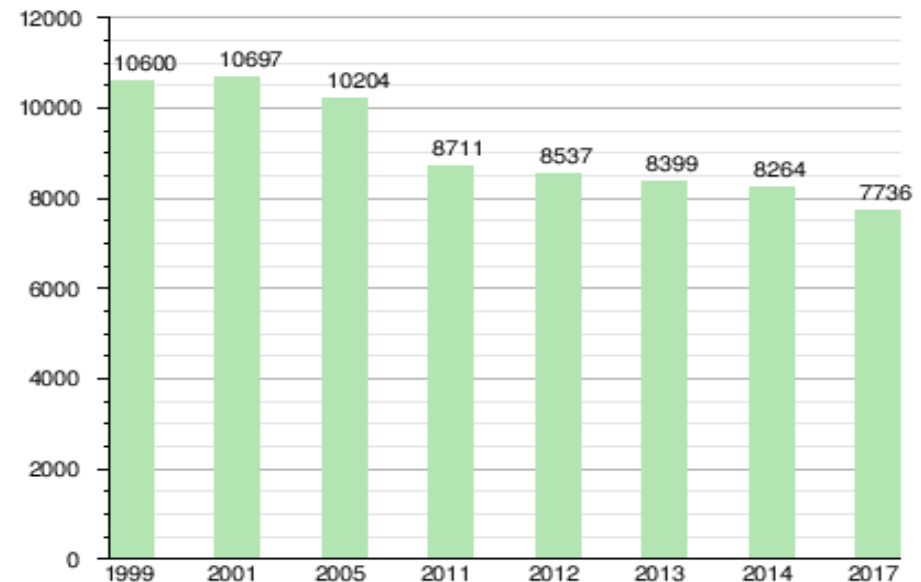


Small but sound

Value of citizens participation in Rietavas

Before...

- One of the smallest municipalities in Lithuania;
- Shrinking population;
- Transit city;
- Low investments;

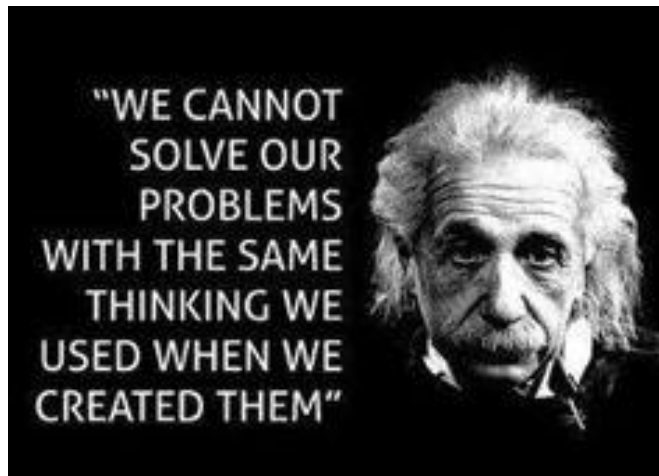


Mindset trap

- What can we do? We are province;
- It's getting worse each year;
- We need to fight with bigger municipalities;
- Only if we could be;
- We must try harder;



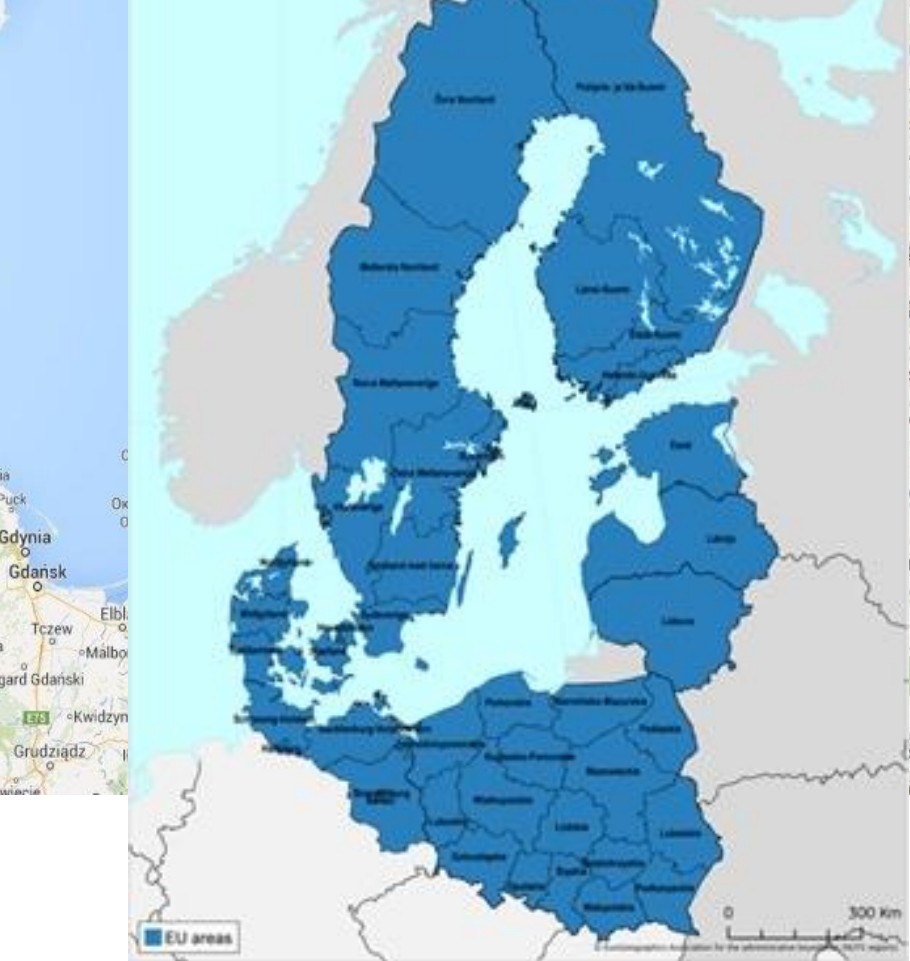
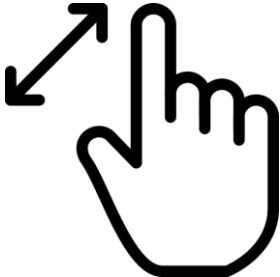
Break through moment



Nine Step Process: Horizontal Planning



Zooming out and focusing on purpose



Turning moments of zooming out

Disrupted:

- Mindset of being small and province;
- Activities one might expect Business and Tourism centre should perform;
- Traditional municipal strategic thinking;

Reframed:

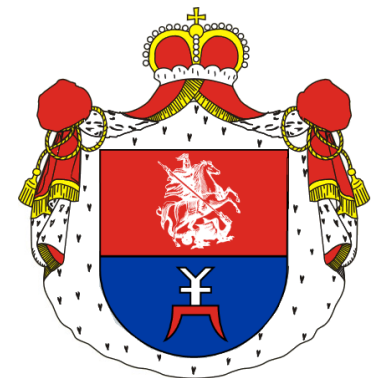
- Disadvantages – turned into advantages;
- “We can’t” into – “what if we try”;
- We haven’t done this before into – lets do it.

Brought us to many meetings and discussions including our historical DNA.

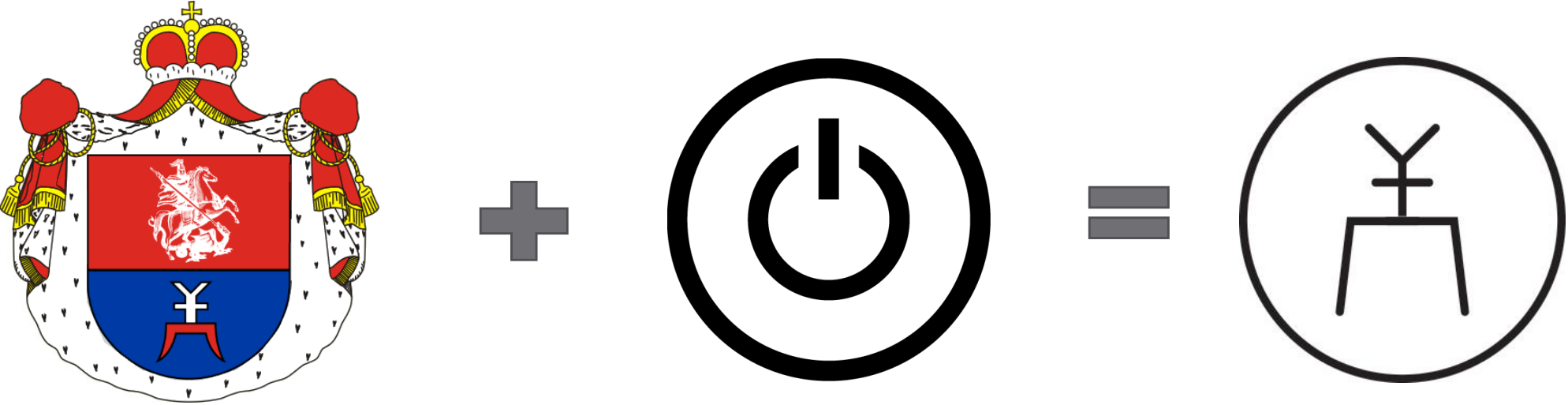
Our historical strength:

- In 1882 the **first** telephone line in Lithuania was built;
- In 1892 started to produce electricity in the **first** power station in Lithuania;
- The **first** agricultural school, **first** cinema theatre;
- In 1892 on Easter the **first** street lights were **switched on** in Rietavas manor, park and church.

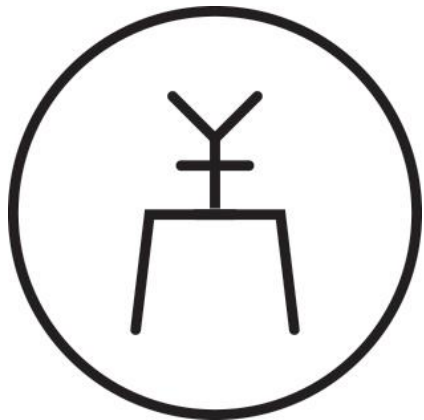
ref. Oginsky family



Through symbol to common sense



Bringing back self-confidence



Switch ON

Curiosity
Creativity
Innovation
Inspiration
Entrepreneurship
Happy life

...

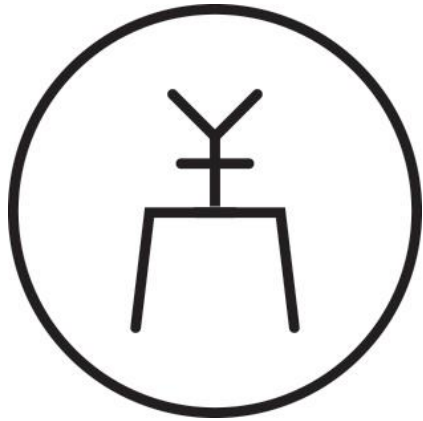


in Rietavas

Success cases as proof of concept



results so far



New identity



National award



Collaboration



Twining with Karlshamn

expectations



Business investments



Population growth



Sustainable municipal strategy and budgeting

Rietavas today is small but sound:

- It is fast and smart in change, adoption, decision;
- It is cozy to live and work;
- It is eco friendly with healthy environment;
- It is rich with social, cultural and economic life;
- It is curious and entrepreneurial;
- It is the social **innovation heart** of Lithuania.

thank you



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