In May 2010, Riga was officially announced the European Capital of Culture in 2014. Since the EU enlargement this status is shared by two cities, each of a different country. Riga’s partner in 2014 will be Umeå City of Sweden, and it means joint cultural projects in 2014. In Latvia, Riga’s official partner is Sigulda, and Riga is open for cooperation also with other cities and towns of Latvia.

This important status means not only a rich event calendar throughout 2014 – it will be the greatest project in Latvia so far spreading its effects well beyond the sphere of culture. The Riga programme is intended as a culmination of long-term cultural projects started during the preparation phase before 2014.

For the title of its 2014 programme, Riga has chosen a term commonly used in law, *force majeure*, quite adequately characterising state of affairs today. It signifies an overwhelming and unforeseeable force, an enormous amount of accumulated energy that changes everything once it is released.

Through its 2014 *Force Majeure* programme Riga aims to strengthen the belief that culture can change lives of people and cities towards the better, that culture can become an instrument of salvation, a survival kit, a spring-board for new and bold ideas, as a light at the end of the tunnel.

Taking into account the wide spectrum of entrepreneurial activity that is represented in Riga City Council for the Development of Entrepreneurial Activity, Riga 2014 project task group is of the opinion that this public forum is the most appropriate forum for resolving issues about the participation of private capital in Riga’s European Capital of Culture project. The involvement of the Council should ensure the potential participation of a wide range of private enterprises through the Council’s member organizations, along with the means to coordinate extensive and concerted ECC activities with the participation of private capital in Riga 2014 events, not to mention openness and the means for the involved companies to control the manner in which their allocated resources are spent.

Riga 2014 Project Supervisory Committee is headed by the Mayor of Riga. This will provide a direct link between the project’s supervisory institution and its private capital investors.

Riga 2014 task group believes that alongside traditional sponsoring relations, the attraction of private capital must be based on the principles of mutual cooperation and co-participation. The entrepreneur, by investing his or her resources to support a cultural project or creative processes, co-participates in the use of these resources for adding value to concrete cultural initiatives. In this manner, the entrepreneur not only sees in a transparent manner how his or her resources have been used, but also receives an “injection” of culture.

In context of Riga 2014 project, we do see opportunities both for the development of the creative industries, and for the promotion of further cooperation between entrepreneurs and creative individuals.