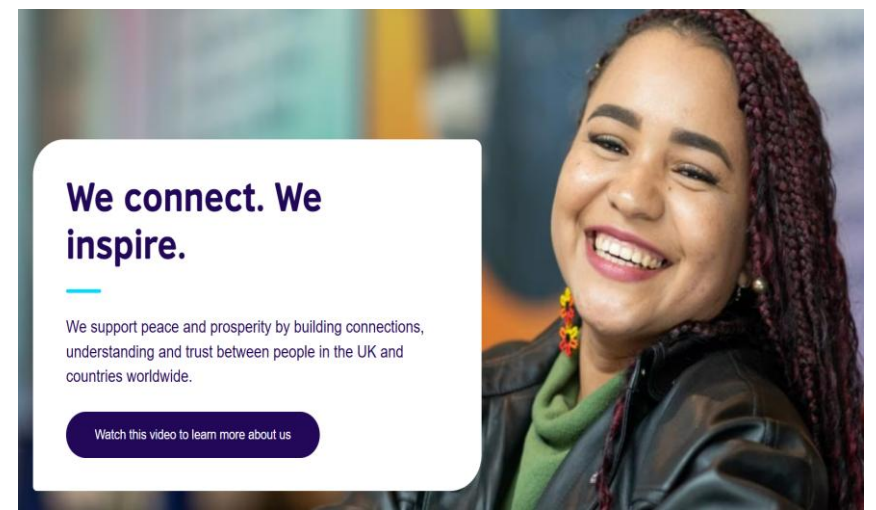

«People to People» Cultural Engagement Programme

British Council



We...

- Build trust, respect, and intercultural understanding through value-led, partnership-focused cultural relations
- Are focused on making local impact with global relevance
- Work in partnership to nurture relationships with government leaders, policymakers, senior advisers, cultural leaders and the wider public, to help us achieve more than we could do alone
- Organised into 7 Regions, have 100 country operations, 10,000 employees
- In 2025, we worked in over 200 countries and territories reaching over 600 million people

Why?

Map of the three Baltic countries with population numbers

- **Estonia 1,36 Million**

(67,8 % Estonians, 22,5 % Russians, 9 % other nationalities + Feb 2022- Feb 2024 124,000 Ukrainian immigrants (83,000 Russian citizens)

- **Lithuania 2.8 Million**

(83.6% Lithuanian, 8.4% Russian, 6.4% Polish + Feb 2022- Feb 2024 85,000 Ukrainian immigrants, 15.000 Russian immigrants, 62,500 Belarusian immigrants)

- **Latvia 1,87 M** (63% Latvian, 37,7 % Russian speaking)



People to People Cultural Engagement (P2P) 2016-2026

Started in 2016

The goal of the P2P project is to support communities within Estonia, Latvia and Lithuania to become socially cohesive, have a strong affinity for each other, and European values and culture and have resilience to destabilising influences and narratives.

We work with:

- INDIVIDUALS to develop their the skills to meaningfully participate in democratic society
- DIVERSE COMMUNITIES to enable them to work together around common agendas, building trust & positive perspectives
- INSTITUTIONS to help them connect with diverse communities and build social cohesion

Target audience of P2P programme

P2P targets in hard to reach and isolated (predominantly Russian speaking) communities in Estonia, Latvia and Lithuania

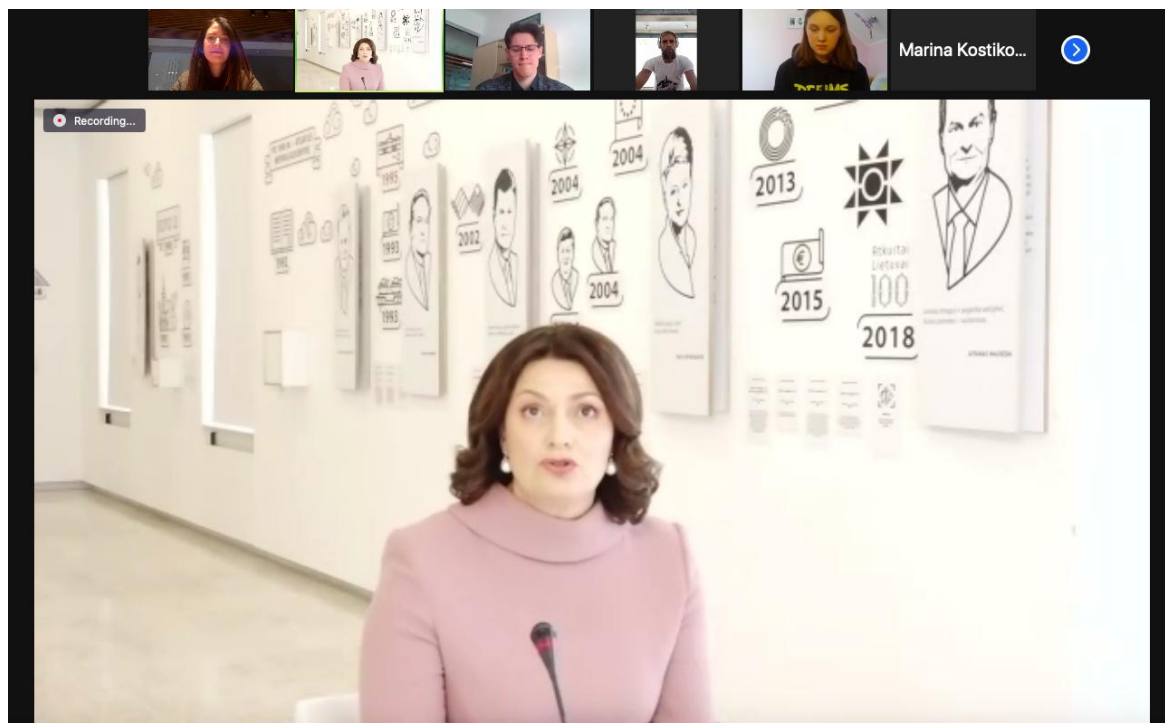
- People, who live in remote areas or regions close to the Russian borders, or larger cities,
- People, who are often disconnected from liberal democratic processes and civic life
- People, who may be defined by a lack of participation in mainstream political processes and debates
- People who have lived for years in Russian media space
- People to whom even the concept of community is unfamiliar

Variety of partner organisations

- Stakeholders work directly with Ministries, State Secretaries, Prime Ministers, Presidents
- Levels of government (municipalities, local agencies, development departments, etc)
- Universities, schools, vocational education institutions, etc
- Different types of CSOs, umbrella organisations
- Museums, galleries, libraries, festivals, art, culture, sport organisations etc.
- Local activists



Stakeholder engagement



P2P in a nutshell

P2P is a **social cohesion programme** that aims to connect communities with limited access to international networks and opportunities, both within the Baltics and the UK.

- Space for joint reflection and action
- exchange of knowledge and ideas
- supporting innovation around shared challenges (e.g. climate change, youth unemployment, local economic growth).

By working with partners we reach people from diverse communities, highlighting the value of greater participation, understanding, and respect for diversity and each other's values. These attitudes create greater social cohesion and build resilience to destabilising influences and narratives.

P2P in a nutshell

Working in partnership with local communities, local governments, civil society organisations, schools and colleges, we help participants to gain skills and understanding to develop the infrastructure for social innovation at the **grassroots level**.

These include 21 century skills like:

- critical thinking
- digital literacy
- communication
- creativity
- active citizenship

P2P aims to...

- Build capacity (cross-border and cross-community)
- Develop new community leaders and volunteers
- Improve and sustain relationships by addressing issues of trust, prejudice and intolerance
- Engage those with opposing and dissenting views
- Conflict resolution interventions
- Increase civic participation
- Increase minority and women's participation in public, social, cultural and political life
- Facilitate positive cultural expression within diverse communities
- Work towards sensitive and inclusive cultural expression and celebration

How we do this?



- Media literacy
- 21st century skills
- Teacher training
- Active Citizenship training
- Social Actions
- New narratives
- Arts for social change
- Policy and community dialogue
- Institutional capacity building
- Cross-institutional collaboration

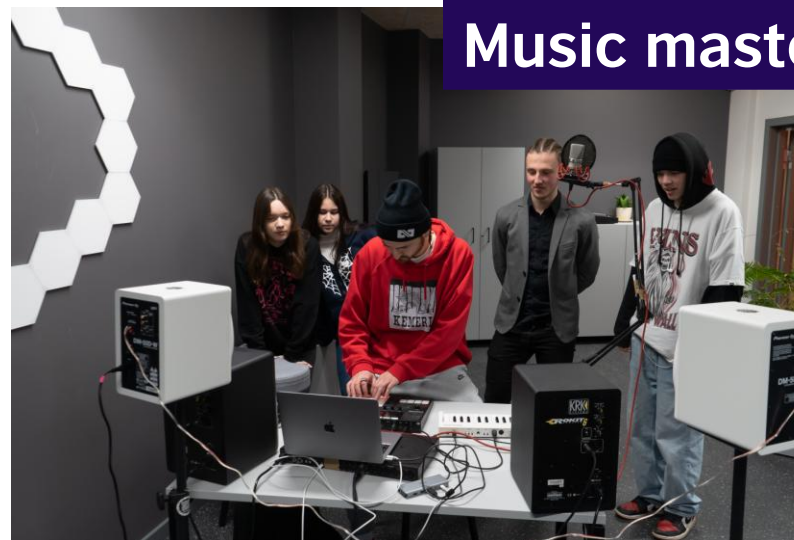
Our work in education

- Contributes to fostering 21st century skills – critical thinking, media literacy, digital skills
- Supports the modernisation of the education systems and the promotion of inclusive education
- Introduces and promotes progressive formal and non-formal education approaches
- Builds a sense of belonging
- Ensures we maintain constant communication with key stakeholders and meet educational needs, «fill the gaps» and bring together key players in an agile way
- School leader and teacher training to support inclusive, quality teaching and learning
- Values-based education

Youth and non-formal education (II)



Future Heroes



Music masterclasses



Game
«Democracy
2084»



«Discover
the
countryside»

Analytical thinking and media literacy

- Working with key government stakeholders (Government Offices or respective Ministries)
- Media literacy training for teachers (in Russian schools), for youth leaders and elderly Russian speaking communities
- Media literacy course development for schools and universities
- Supporting media conferences
- Media Clubs: creating documentaries, holding public discussions and organising workshops on media creation, analytical thinking, media literacy and disinformation.
- Elements of media literacy as a side element in many other community projects (arts, entrepreneurship, sports, etc)
- Supported research on media literacy and consumption

Media literacy

«Miromida»
teacher seminar
in Latgale



Debate leader
summer school



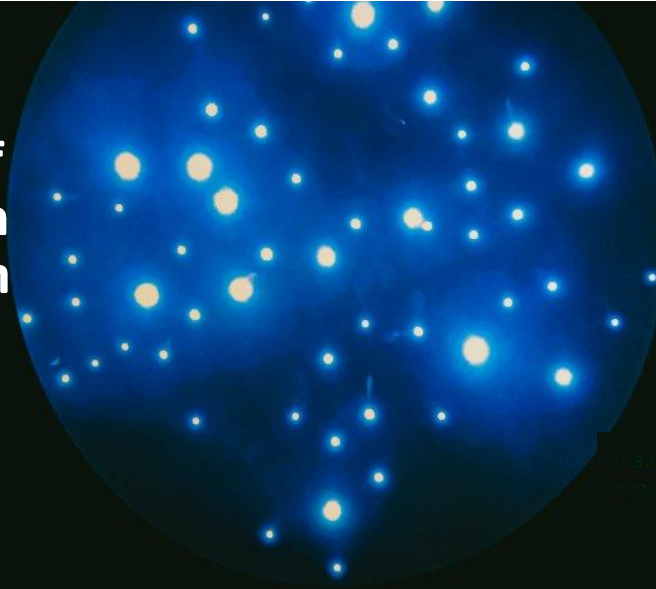
Work in the Arts and Culture

- Building the capacity of the creative sectors to engage through different art forms to respond to global and local challenges
- **Working with key stakeholders** (Ministries of Culture)
- **Capacity building and networks:** arts managers study visits
- **Festivals and cultural events**
- **Creative Industries** as a tool for employability, sustainability and inclusion (Creative Bloom EST-LV)
- **Projects** bringing together communities to address difficult themes (identity, gender, climate, etc)



100% Narva by Rimini Protokoll

A production that took the official statistics of Narva and gave them a human face, placing on the stage one hundred of its inhabitants that represent the entire population of the city



Kes tunneb, et poliitiline süsteem kohtleb teda teise järgulise inimesena?

НЕ Я

Thank you!

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