



REPUBLIC OF ESTONIA
MINISTRY OF CULTURE

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Ours: 30.03.2026

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Relevant research proposal to Estonian Research Council

The Ministry of Culture of the Republic of Estonia expresses its support for the proposed research project “Foresight4Media Estonia: Future-Readiness, Forecasting and Industry 5.0 Transformation in a Small Media Market,” led by Professor Ulrike Rohn at Tallinn University and submitted to the Estonian Research Council.

The Ministry considers this initiative highly relevant in strengthening the resilience and future-readiness of Estonia’s media sector in light of ongoing technological, economic, and geopolitical developments. The project’s focus on foresight, scenario development, and policy-relevant insights is of clear strategic importance for evidence-based decision-making in the media and broader creative sectors.

Estonia, as a small and digitally advanced society, provides a unique context for exploring forward-looking approaches to media development. In this regard, the proposed project offers valuable potential to contribute to both national and international discussions on media innovation and policy.

The Ministry welcomes the project’s stakeholder engagement activities and expresses its interest in engaging in selected discussions and knowledge exchange formats arising from the project. This letter does not imply any financial or formal commitment.

Sincerely,

Xenia Joost
Deputy Secretary General for the Arts

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