

Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	<input type="checkbox"/> Empty Floor Space <input checked="" type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
Pilot location	Leonding, Austria
Editor	City of Leonding, biz-up

1. Name of the tool	Grow & Show Process
2. Aim of the tool	<p>To revive and strengthen the city center by using public room for creative presentations while retailers and small businesses will be promoted.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • visibility of available businesses, services and creativity • quick, small-scale projects and collaborations • new point of interest wich attracts more people <p>Challenges:</p> <ul style="list-style-type: none"> • establish projects leading to a significantly changing look and feel of the city center • establish long-term collaborations • community building process
3. Tool description	<p>Short description:</p> <p>The development of creative platforms for the promotion of retailers and small businesses by using public room for creative presentations. These creative platforms will draw in potential customers and showcase the available resources and businesses within the city and thereby fill the city center with life and ever changing content.</p> <p>Main activities:</p> <p>1. Research on available presentation platforms within the city center</p> <p>The presentation platform can be for a pop-up marketing strategy, which range from designing a shop window, pop-up services etc. The platforms for these presentations can be e.g. a</p>

	<p>stage at farmer's market, shop window, directly in the middle of the city center, façade, ...</p> <p>2. Call for ideas Open call for ideas on (temporarily) designing the presentation platforms. Requirements for application:</p> <ul style="list-style-type: none"> • cross-collaboration teams (1 business retail from Leonding / 1 Creative Industries (CI)) • ideas revolving around the goods and services of a local business, interpreted by someone from the CI • Process: <ul style="list-style-type: none"> ○ Open Call ○ applications will be rated based on pre-defined criteria (by a group of defined key-stakeholders) ○ the winning team will be informed and can start designing the platform ○ feedback loops and possibility of consultations <p>3. Implementation of designs Designs will be visible for a defined amount of time, depending greatly on the platform:</p> <ul style="list-style-type: none"> • e.g.: at weekly farmers' market: 2 times • shopping window design: 1 month • presentation and feature on local (social) media channels: 1 month <p>Official documentation and dissemination through official channels of the city (Social Media, homepage)</p> <p>4. New Call for designs</p>
<p>4. Expected results</p>	<p>Direct effects:</p> <ul style="list-style-type: none"> • visibility of the available businesses, services and creativity which the city can offer • quick and small-scale projects and collaborations, leading to a changing the look and feel of the city center • community building • low-barrier for new and innovative ideas • reaching perfection faster through the courage of imperfection

	<ul style="list-style-type: none"> • new point of interest within the city center, which will attract more people. <p>Side Effects:</p> <ul style="list-style-type: none"> • positioning the city as an innovative, creative and vibrant location • supporting regional economy • creates positive place attitude and identification with the city • collaborations between businesses/ retailers and CI can lead to new and innovative business ideas, services and products
<p>5. Key roles</p>	<p>People/ organisations that should be involved (incl. roles):</p> <p>Project team: Project managers:</p> <ul style="list-style-type: none"> • research and ideation on available spaces • talk and negotiate with responsible departments (e.g. mayor for window at city hall), organisations (e.g. farmers' market organizers) to find out of spaces are usable and define under which conditions • promotion and motivation of businesses and creatives to participate • match-making: Bringing teams of businesses/retailers and creatives together • documentation, presentation and dissemination of outcomes • support/consultation of teams <p>"Jury" to pick the winners:</p> <ul style="list-style-type: none"> • agency for city development • representative of respective presentation platform • representative of CI, e.g. Innovationshauptplatz - AB member • to be defined
<p>6. Timelines</p>	<p>Duration of key activities in total (estimation): The duration will greatly depend on the ideas and their individual needs.</p> <p>Research and negotiations: 4 months</p>

	<p>The different platforms will be researched and identified and talks will be held with the responsible people and/or organisation to define conditions.</p> <p>At first this phase may take a little longer, as the framework to realize it might need to be adjusted. Also there might be several platforms in discussion at first.</p> <p>Call: 1 month</p> <p>The call will be open for 1 month and will be heavily promoted. After one month, a board of stakeholders will assess the applications and pick a winner.</p> <p>Implementation: individual</p> <p>Offering consultation slots and feedback loops by the project team, the implementation will vary depending on the platform. Generally, offering an array of platforms for a pre-defined amount of time (e.g. 1 month) to be featured and presented on.</p>
<p>7. Link to other tools</p>	<p>Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools</p> <p><i>Destill & Plant</i></p> <p>This tool links to the Destill and Plant tool, as that tool may be the platform where businesses and CI meet and inspire each other to collaborate.</p> <p><i>Spot on (regional)</i></p> <p>Until the end of 2021, the City of Linz's Department of Economic Affairs and the Creative Region Linz and Upper Austria will jointly use the window spaces of vacant buildings in downtown Linz to present innovative young entrepreneurs.</p> <p>link: https://creativeregion.org/events/spot-on-international/</p>
<p>8. Good practices</p>	<p>References practical experiences with such a tool</p> <p><i>Creative Region Spot On</i> https://www.spot-on-spot.at</p> <p><i>Innovationshauptplatz</i> https://innovationshauptplatz.linz.at/de-DE/projects/pop-up-store-2021-1</p> <p><i>Pop Up Schaufenster Graz</i> https://www.echtgraz.at/ein-echtes-gemeinsames-pop-up-schaufenster/</p>

	<p><i>Pop UP Schaufenster und Stores München</i> https://kreativ-muenchen-crowdfunding.de/h/Zwischennutzungen/Vergangene-Zwischennutzungen.html</p> <p><i>Pop Up Schaufenster</i> http://ideenwunder.at/store-sleeping-pop-up-store-bruno-bett/</p> <p><i>Badewanne Ragaz</i> https://badewanne-ragaz.ch/ausstellungen/pop-up-schaufenster-2019</p>
<p>9. Cost factors & recommendations</p>	<p>Possible cost factors Communication material/ design, coordinator of the process, event costs (e.g. space, equipment, catering), documentation</p> <p>Recommendations for piloting the tool: -</p>