Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	☐ Empty Floor Space ☐ Revitalisation of Retail and Small Businesses ☒ Establishment of a CI Support Centre
Pilot location	Sombor (Serbia)
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1. Name of the tool	Financial Support Overview
2. Aim of the tool	To provide an overview of all financial support programs for creatives and explain "how to apply" and thereby increasing the employment possibilities of the tool beneficiaries. Further goals that will be addressed: • overview of financial support programmes and "how to apply" support and explanation • enhance the capacities of the tool users for better assumptions of the financial support • increasing the employment possibilities of the tool beneficiaries Opportunities: • online support that could be provided to the final beneficiaries, representatives of the Ceative Industries (CI) • initiating new programme/ services for supporting the CI beneficiaries (better overview of all financial existing support services digital/ analogue, simplified explanation of the application) • initiating the CI platform for creation of partnerships, exchange of experience/ knowhow, networking Challenges: • capacity building/ skills development of the tool beneficiaries in order to start their own ventures • providing F2F support considering the pandemic virus consequences by collecting information on all relevant

	financial programs/ support services and encouraging innovative ideas by overcoming technological challenges/ uncertainties on a daily basis • undeveloped netoworking possibilities through CI support platforms
3. Tool description	Short tool description: The financial support tool is based on definition of 1. Basic information on business idea 2. Characteristics of services/ final products 3. Characteristics of business ideas 4. Market analyses 5. Financial analyses All aspects need to be considered in the frame of the advisory support. **The procedure of this CUR tool is based on several phases:** 1. Skills development phase within support of expert 2. Development of the financial tool 3. Preparation of corespornfing documents 4. Applying to relevant CI supporting programme 5. Implementation of the tool Main activities: • provision of information on current public calls for financial support for CI (provision of information on funding opportunities) • counselling in filling out applications and related documents e.g. business plans • provision of advisory support in terms of collecting documentation Recommended methods to be used: In the preparation process of a business plan for relevant public calls, a swot analysis will be developed within this approach.
4. Expected results	Direct effects: • support of CI beneficiaries in applying for public calls enhanced possibilities for applying financial support and start their own business (it is expected that support will be provided to at least 20 beneficiaries) • the CI beneficiaries will enhance their skills and will be motivated for creative and innovative ideas

	• national/ regional authorities recognised new programme/ service for supporting CI beneficiaries • established partnerships in provision of support to CI beneficiaries in Serbia through RDAs existing network • CI Support centre recognised in the region Side effects: • provided support to CI beneficiaries would increase the visibility of the CI support centre • CI centre influenced other industries e.g. IT, tourism • the policy makers increased state support for investment in Creative Industries (CI) research and technology innovation • potential investors supported creative industries (CI) development initiatives

5. Key roles	**People/ organisations that should be involved (incl. roles):**
	• trainers of the BSO (project manager) will have the key role as they are certified trainers for business plan preparation and development by relevant institutions e.g. Ministry of Economy
	   o they will strengthening the institutional capacities of local authorities, as well as improve and support the implementation of the development programmes and projects at local/ regional level
	   o they will strengthening human capital through training and professional development programmes, and particularly strengthening the SME´s project management
	   o they will support the agriculture and tourism development as well as other sectors related to the improvement of socio-economic development of the territory in which it operates
	• the regional development agency is the best place for provision of business counselling/ advisory and other relevant types of services to users/ beneficiaries of the CI support centre; it is possible to provide the service online too; support will be free of charge to the end users
	• further piloting partners and their organisations

	• City of Sombor as partner and CI support centre (placed in City of Sombor) will be instructed and involved in tool usage • local economic development offices • institutions that have open calls at regional/ national level for beginners in business: Ministry of economy, Provincial Secretariat for Economy and Tourism, City administration for economy, National Employment Service
6. Timelines	Duration of key activities in total (estimation): *(see table below)*
7. Link to other tools	Integration in a leading tool concept and/ or recommendations for combinations with other existing CUR tools: This tool is an integrated part of the regional/ local programme that supports the final beneficiaries in starting new ventures. Those programmes combine financial and non-financial support as funding of the local and regional (national) authorities, a follow up action after the final beneficiaries participated WS and got relevant certificate. Programme links (regional/ national level for start ups): https://fondzarazvoj.gov.rs/cir/proizvodi/zene-mladi https://fondzarazvoj.gov.rs/cir/proizvodi/start-up-krediti https://privredans.com/konkursi/ http://www.spriv.vojvodina.gov.rs/index.php/lat/konkursi1/javni-pozivi1
8. Good practices	References practical experiences with such a tool This tool was used as one of the project activities funded by a EU programme and other donors e.g. GIZ, UNDP. This kind of CUR tool was used in the following project:

Duration of key activities in total (estimation):

Key activity	Month 1	Month 2	Month 3
Provision of information on current public calls for financial support for CI (funding opportunities)	▓		
Counselling in filling out applications and related documents e.g. business plans		▓	▓
Provision of advisory support in terms of collecting documentation		▓	▓

	AgriSupport – Supporting Rural Economy Growth in the Region Bačka (UNDP) The tool is used for enhancing the possibilities for better employment of unemployed population in rural areas. The advisory role of RDA Backa was to create opportunities for enhancing the competiveness through skills development, better flow of relevant information in areas of entrepreneurship, marketing and innovation, as well as export possibilities within scope to increase the living conditions of the population in rural areas. Link: https://www.rs.undp.org/content/serbia/en/home/presscenter/articles/2016/11/21/project-launch-aid-for-trade-serbia.html *Encouraging employment of hard-to-employ population in the Municipality of Bač (GIZ)* The tool is used for enhancing the possibilities for better employment of marginalized population in rural areas. The scope of the work was to provide know how and information in terms of starting new businesses, preparation of documentation for acquiring financial support, provision of mentoring support for new start ups,etc. Link: http://www.skgo.org/en/projects/details/59/inicijativa-za-inkluziju-faza-2
9. Cost factors & recommendations	**Possible cost factors:** Media promotion, refreshments, Zoom platform costs, Newsletter creation costs **Recommendations for piloting the tool:** - information on organisation of WSs, consulting/ advisory service published on relevant web portal - distributed information through developed Newsletter

Add-on: Which Design Thinking tools could support this CUR tool?

☐ Empathy Map Canvas
☐ Value Proposition Canvas
☐ Team Charter Canvas
☐ Golden Circle
☐ Context Map Canvas
☐ Coverstory Canvas
☒ Storytelling Canvas
☐ Hero´s Journey Canvas
☒ (Sustainable) Business Model Canvas
☐ Interviews: users, stakeholders, etc.
☐ Assumption grid
☐ Persona