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	Creative Center of the Košice Region, Slovakia
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1. Name of the tool	Building Space for Creative Learning Communities
2. Aim of the tool	To create representative biographies and maps of meaning to empower components of social learning as well as to build a community of identity, practice and materiality. Further goals that will be addressed: • enable respondents to **fully express** their relationships and contextual connections with materiality, community, professional practice, identity and meaning → to be used as **additional qualitative data analysis** and cross-check with older data gathered • create diverse and representative **biographies/ profiles** of users and selected stakeholders - reflecting their needs in connection to micro-location and its influence in broader socio-spatial contexts → to be used in **raising awareness**, communication and negotiation with public institutions and professionals • create a collective **visual representation - maps** of users and selected stakeholders needs; relationships between people/ groups, spaces, materials, city and potentially the region • collect and implement **expert groups recommendations** - involve the practical reflection of stakeholders needs (maps, profiles) into the practical recommendations for the space management, sustainability etc.

→ to influence and support a sustainable model of operations for the creative centre etc.

- build formal as well as **non-formal multi-stakeholder partnerships** based on the development of "the learning community" connected by shared identity, meaning, practice and materiality
→ to build a **common meaning and identity** amongst stakeholders by using and testing a mixture of formal and creative, and non-formal approaches and activities

- create a methodology, tools and formal and non-formal activities, worksheets etc. - **shared and distributed** amongst various stakeholders in the region and beyond

Data analysis & collection
Opportunities:
- to develop and test comprehensive and unique research tool and get direct feedback from users and partners
- to cooperate interdisciplinary with creative professionals in the field of data visualisation and creative communication

Challenges:
- to develop rigorous methodology in order to combine quantitative, qualitative data and already existing data with new ones
- trying to analyse and understand the interdependence of the above-mentioned components, evaluate them
- clear documentation and visualisation of complex qualitative and quantitative data

Prototyping and non/ formal activities
Opportunities:
- Ownership of the project: the creative community will have an opportunity to influence the empty floor space concept implementation
- Communication of the floor space concept before its implementation to key stakeholders

	Challenges: • non-formality and more "alternative approaches" to be communicated and transferred to more conventional stakeholders • engagement of the representatives from all relevant stakeholder groups Application of the results Opportunities: • Using storytelling approach: the results can be used for the future promotional materials Challenges: • application of the results by the space owners: transfer-ability of the knowledge • creation of comprehensive and visually attractive output
3. Tool description	Short description: Spaces for the Creative Industries (CI) can be described and analysed through the theoretical approach **"Learning communities of Practice"** described by Étienne Wenger, expanded by adding an element of materiality (spaces, places and objects). The aim of the tool is to analyse and empower components of social learning and community building: **meaning, community, identity, practice and materiality.** The goal is to build a common meaning and identity amongst stakeholders by using and testing a mixture of formal and creative, and non-formal approaches. The results of the ethnographic and phenomenological research approaches are communicated through: A. **Representative biographies** - combining storytelling and rigorous qualitative data analysis B. **Maps of meaning** The tool analyses the needs of the users through an understanding of: 1. social interaction and interaction with the physical space surrounding them 2. how they are enabled to form professionally 3. how they are enabled to develop their community

4. how they can create meaning
5. how can they have an influence on society and the region they are part of

Main activities:

A. Framework, workshop and materials preparation
- definition of the relevant stakeholders
- development of methodology and evaluation metrics
- graphic design for tools, canvases etc.: adjustment of the templates to the local situation
- consideration/ consultation of digital methods to gather and visualise data

B. Non - formal stakeholder's meetings (optional)
- preparatory meetings with most relevant stakeholders as introduction to the process and prototyping of various types of events and activities, defining level of cooperation and co-responsibility

C. 10x focus groups/ interactive workshops with selected stakeholders. Each focus group should have max. 8 people from:
- CCI businesses
- project managers
- artists/ creatives
- public institutions
- educational institutions
- supporting organisations
- business sector
- audience & clients
- architects
- other actors (students, disadvantaged, minorities etc.)

D. analysis and visualisation, evaluation:
- transcription of the focus groups
- textual analysis
- combination of the results with existing data

E. 2x Expert Group workshop:
- collecting recommendations on selected areas based on focus groups

	• definition of the "gaps" in the collected data
	
	F. Stakeholders feedback. Preparation of report, recommendations and visual materials in order to be presented to the wider public and project owners.
	    • online feedback round with all involved stakeholders
	    • communication strategy
	    • creation of the visually attractive materials
	
	G. Community event
	    • meeting of all involved stakeholders - mixed groups and networking
	    • presentation of the analysis, recommendations and floor space concept
	
	Recommended methods to be used:
	Focus groups
	    • Street Methodology - "The Go-Along" interview Kusenbach, M. (2003)
	    • Phenomenological interview
	    • Meaning and Space mapping
	    • Mapping Canvases
	
	Non - formal stakeholder's meetings
	    • Expert walks
	    • gamified activities
	    • alternative discussion forms (e.g. hot seat, world cafe)
	
	Expert Group workshops
	    • (Sustainable) Business Model Canvas
	    • Context Map Canvas
	    • Value Proposition Canvas
	
	Community event
	    • World Café
	    • Mapping Canvases
	
	Promotional activities
	    • Storytelling canvas

4. Expected results	Direct effects: • defined roles of stakeholders in connection with the pilot location • clear relationships between stakeholders • creation of the sustainable model of operation for the pilot location • strengthening the community building process • defined position of the pilot location on the local and regional level Side effects: • communication of the pilot project to the local stakeholders and networking between them
5. Key roles	People/ organisations that should be involved (incl. roles): • **project management:** planning, communication with stakeholders, preparation of the events • **researcher(s):** preparation of the methodology, facilitation of the focus groups, data analysis, research report • **research assistants:** data preparation (mapping), transcription of the focus groups, assistance during the events • **graphic designer:** preparation of the visual materials in cooperation with the researcher: maps, templates • **stakeholders** identified in the methodology • **expert group:** approx. 6 people involved in the project, local and international experts for the evaluation of the results
6. Timelines	Duration of key activities in total (estimation): • 2 months: Framework, workshop and materials preparation. Persons involved: project manager, researcher/ depends on the amount of existing data and materials • 1 month: Non - formal stakeholders' meetings: Persons involved: project manager, researcher/ 1h per meeting • 2 months: 10x Focus groups with selected stakeholders: Persons involved: project manager, researcher, research assistants/ each focus group: 2h preparations, 2h realisation • 2 months: Data analysis and visualisation: Persons involved: project manager, researcher, research assistants/ approx. 160h transcriptions, 80h analysis

	• 1 month: 2x Expert Group workshop: Persons involved: project manager, researcher, external expert/ 3h each workshop, 10h preparations • 2 months: Preparation of data analysis, recommendations and visual materials to be presented to the wider public and project owners. Persons involved: project manager, researcher, graphic designer/ depends on the amount of data • 1 month: Community event. Persons involved: project manager, researcher, production assistants, graphic designer, technician/ 3h event, 40h preparations Total: 11 months *some activities can overlap, minimum for process: 9 months
7. Link to other tools	Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools: This tool can be combined with other research or mapping tools (e.g. as preparation for larger quantitative research project). It can be used as preparatory tool for creation of design brief for architects when the aim of the future space is to create learning community of practice, e.g.: campuses, creative centres, vocational schools, creative hubs. The results can be used as a basis for creating strategies or action plans for complex projects.
8. Good practices	References to comparable practical experiences: CIKE - Cultural and Creative Spaces and Cities: https://www.cike.sk/en/project/cultural-and-creative-spaces-and-cities/ Result of the project is New Cultural Plan for Košice: https://www.cike.sk/wp-content/uploads/2018/11/Kulturny-plan-155x245-digital-min.pdf?x50940&x50940 Used tools: https://www.spacesandcities-toolkit.com/tools/mapping-back-critical-cartographies-and-collective-mapping SPOLKA- NEVER NEVER SCHOOL: https://spolka.cc/en/nevernever19 OrangoTango: https://notanatlas.org/#atlas-maps CIKE - Co.Create: https://www.cike.sk/en/project/co-create-eng/

9. Cost factors & recommendations	Possible cost factors:
	skilled researcher and facilitator, graphic designer, assistants, material costs (papers, markers, sticky notes, etc.), refreshments, small gifts for participants, venues: focus groups and expert workshops - compact room for 10 people / community event - room for 50 people, technician and production assistant for community event, recorder Recommendations for piloting the tool (if there are any) • clear definition of the stakeholders for the pilot location • skilled facilitator for the focus groups • reflection of the previous activities, analytical documents, mappings, strategies • preparation of the online version (Miro board, Mural) good voice recording device

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