

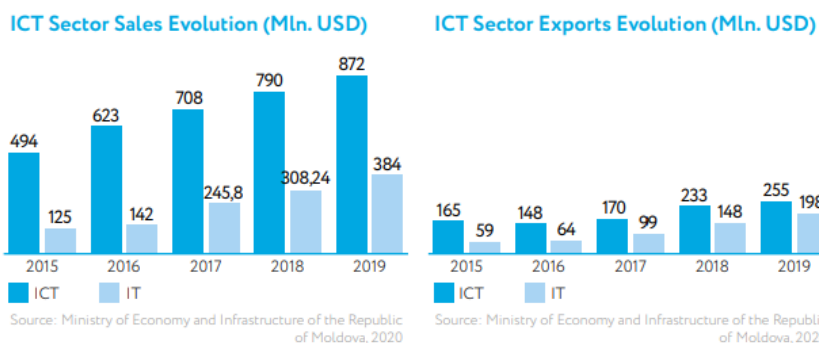
Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	<input type="checkbox"/> Empty Floor Space <input type="checkbox"/> Revitalisation of Retail and Small Businesses <input checked="" type="checkbox"/> Establishment of a CI Support Centre
Pilot location	Innovation and Technology Transfer Centre, Balti (Moldova)
Editor	Victoria Zabolotnii/ North RDA

1. Name of the tool	Youth Create
2. Aim of the tool	<p>To promote the Creative Industries sector among young entrepreneurs and to contribute to the capacity development of young entrepreneurs in urban revitalisation projects.</p> <p>Further goals that will be addressed:</p> <ul style="list-style-type: none"> • promote Creative Industry (CI) sector among young entrepreneurs in an appealing way • contribute to the capacity development of young entrepreneurs in urban revitalisation and CI • encourage interaction and cooperation among young entrepreneurs from different sectors of regional/ local economy <p>Challenges and opportunities addressed:</p> <p>The creative sector is just emerging in the Republic of Moldova and the development of the CI in the North Development Region is following the national trend. However, the creative sector is evolving very fast and it has a larger share to the national GDP in the recent years. According to statistics, the CI sector shows an increase of 20% in 2018 compared to 2015, respectively 1600 companies, which provide jobs for 11,000 young people. In this sense, Republic of Moldova is positioning as a destination for creative services due to its linguistic diversity, favorable West-East interconnectivity, talents and human resources consisting especially of young people, access to state-of-the-art technologies and trade and fiscal incentives. The attractiveness of this field is confirmed by statistics which shows that in the period 2017-2018, companies in the industry generated sales of</p>

186 million dollars, and exports of creative services were 61 million dollars and creative goods in the amount of \$ 75 million. When referring to ICT, it is one of the most developed fields present in the North Region from the CI sector. On the country level, we have the following situation.



At present, there are no official data for this sector on the regional level.

Taking into consideration that CI is a sector in which mainly youngsters are involved, the young entrepreneurs tool will develop capacities and promote CI, creating linkages with other sectors of regional economy. The main challenge of the CI sector is the fact that Moldovan companies are mainly delivering services for other countries and don't create products or services with added value. In this sense, in order to contribute to problem solving, the interaction and cooperation among young entrepreneurs from different sectors will be encouraged.

3. Tool description

Short description:

The development of the "Youth Create" tool will promote the Creative Industry sector among young aspiring entrepreneurs in an appealing way. This tool will encourage interactions and cooperation among young entrepreneurs from different sectors of the regional/ local economy.

Main activities:


1. Identification of the young entrepreneurs needs

- focus: brainstorming on potential themes for trainings
- recommended Design Thinking tools: Empathy Map
- recommended collaborative tools: Miro or Mural

2. Capacity development of the young entrepreneurs

- focus: organise trainings for potential young entrepreneurs

	<ul style="list-style-type: none"> recommended Design Thinking tools: Value Proposition Canvas <p>3. Development of common story The storytelling tool will be used to underline how quality education and good skills influence the success of a business, even in the creative sector</p> <ul style="list-style-type: none"> recommended Design Thinking tools: Storytelling Canvas <p>4. Media production The materials will show how important the way from a fantastic idea to its implementation is and how developing competences will help in reaching the goals</p> <ul style="list-style-type: none"> focus: way of visualiasing or telling a story (e.g. video, audio, website, promotional goodies) recommended online tools: StoryboardThat, Wisemapping, Storyline Creator, Keeeb Collections
<p>4. Expected results</p>	<p>Direct effects:</p> <ul style="list-style-type: none"> more young entrepreneurs are thinking about developing their business in the creative sector increased number of potential users of the support centre for CI services increased number of tenants in the pilot location <p>Side effects:</p> <ul style="list-style-type: none"> many businesses of young people would not stop just at the level of the business plan products and/ or services created by young people could compete with international companies especially at R&D aspect and marketing
<p>5. Key roles</p>	<p>People/ organisations that should be involved (incl. roles):</p> <ul style="list-style-type: none"> the beneficiary of the pilot location (in this case: University) that should be involved across all the activities Regional Development Agency should take over the documentation local public authorities educational institutions Clusters SMEs

<p>6. Timelines</p>	<p>Duration of key activities in total (estimation): The planned duration is 6 months for the</p> <ul style="list-style-type: none"> • inception phase: needs analysis and logistical preparations for the workshops, stakeholders selection and confirmation of participation (1 month) • organisation of min 3 workshops/ trainings (2 months) • selection of information for the tutorial with the help of an expert in the field of CI (1 month) • creation of promotional materials (2 months) 
<p>7. Link to other tools</p>	<p>Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools: This tool is connected with the “Competence Centre for Entrepreneurs”, “Online Tool for CI support centre” and the “Financial Overview Tool”. The Information and Business support centre from North RDA is organising trainings and workshops for entrepreneurs and also offering counseling how to start a business and financial support overview of the existing opportunities. Besides, on the website investnorth.md different trainings are available in online format.</p>
<p>8. Good practices</p>	<p>References practical experiences with such a tool (optional) <i>Site Gallery</i> An example of successful collaboration with young people can be found at Site Gallery. Site Gallery collaborates with young people from all over Sheffield, from all sorts of backgrounds. They welcome the divergent opinions, experiences and beliefs young people bring to situations and encourage curiosity, provocation and creative conversation. They commission artists to collaborate with young people to research, experiment and create work that can be shared in the gallery, online or in a range</p>

	<p>of community settings. This can be a sharing of research, knowledge or artwork. One of the main ways young people engage with Site Gallery is through the Society of Explorers, an art collective of 14-19 year olds from Sheffield who meet weekly at the gallery. Link: https://www.sitegallery.org/projects/young-people/</p>
<p>9. Cost factors & recommendations</p>	<p>Possible cost factors: Media production - especially for the tutorial for opening a business in CI, organisational costs for workshops (e.g. venue renting, renting equipment, etc.), external expertise, communication costs (e.g. support materials, notebooks, pens, etc.), administrative costs (e.g. printing, etc)</p> <p>Recommendations for piloting the tool: keholders, clear role definition, conducting kick-off workshop)</p> <ul style="list-style-type: none"> • different categories of stakeholders (e.g. city, local SME/ entrepreneurs, students, etc) should be invited to the workshops/ trainings as well as shape and support the overall approach

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