Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description form (WP T2)

Project group	☒ Empty Floor Space ☐ Revitalisation of Retail and Small Businesses ☐ Establishment of a CI Support Centre
Pilot location	Košice, Slovakia
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1. Name of the tool	Internships and Mentoring for Young Creatives
2. Aim of the tool	To share experiences between young aspiring creatives and to establish businesses and creative entrepreneurs. **Further goals that will be addressed:** With the help of this tool new opportunities for sharing the experience between young aspiring creatives and established businesses and creative entrepreneurs should be created. Young creatives, either students or at the very beginning of their career, will get a chance to gain knowledge from the practice working on the various tasks while led by an experienced mentor from the company. Established companies and creative entrepreneurs will benefit from the new energy and "fresh eyes" on the products or operational aspects of the company that can bring the creation of innovative approaches. The company will also gain from the mentoring experience and potentially be open to new collaborations with younger creatives. Especially for smaller companies, there is no capacity for hiring and testing new employees, and the internship program can be a good start for future cooperation. **Opportunities:** • promotion of interdisciplinary cooperation • networking activities: young creatives can present their skills and portfolios to the companies. • promotion of the pilot location between young creatives and established businesses.

	Challenges: • process of matchmaking: organise f2f networking meetings between companies and young creatives. The decision needs to be confirmed by both sides. • promotion of the internship: having enough applicants on both sides • process management of different kind of cooperation
3. Tool description	Short description: The development of "Internships & Mentoring Programs" for young creatives. Being at the very beginning of their career, they will get the chance to gain knowledge from the practice working on various tasks while led by an experienced mentor from the company. Established companies and creative entrepreneurs will benefit from the new energy and "fresh eyes" on the products or operational aspects of the company that can promote the creation of innovative approaches. Main activities: *1. Communication and promotion of the internships* • a precise formulation of the benefits for young creatives and businesses • creation of the promotional materials: catchy visual materials and promotional text distributed through online channels, direct contacts with companies, teachers, universities, etc. • open call for businesses and young creatives: creating an online form with a clear definition of the conditions; businesses should provide: Motivation to be part of the process and description of the ideal candidate, Portfolio of the services/ products, profile of the future mentor(s)/ young creatives should provide: CV, Motivation to be part of the internship and description of the ideal company, portfolio *2. Matchmaking* • f2f networking events can have several forms, depending on the number of applicants • first, all applicants present themselves: can be in the form of a Pecha-Kucha presentation (quick and engaging)

	• individual talks between companies and young creatives: can be in the form of World Cafe or Speed Dating • organisers gather evaluation forms and announce the results *3. Internships* • 1-6 months: at least 2 days per week • monitoring of the process: before the start, during the internship (once per month), after the internship (evaluation) *4. Evaluation* • separated interviews with company and intern • promotion of the results: photos, videos, texts; for the creation of the engaging story, we can use Storytelling Canvas or Hero´s Journey Canvas **Recommended methods to be used:** *Individual interviews* They can be used as a tool for the monitoring and evaluation of the process. *Storytelling canvas or Hero's Journey Canvas* The canvas can be used to promote the results and process of the internship to create exciting and engaging stories to promote internships, involved stakeholders, and impact on them. The matchmaking process can be supported by creative and fun ways of presentations like Pecha-Kucha, where each presenter has 20 slides and only 20 seconds per slide to present their work, Speed Dating where people have individual discussions for a limited time (3-8 minutes), World Cafe: round table discussions in the smaller groups.
4. Expected results	Direct effects: • creation of the good relationships between young creatives and businesses: networking • training of the young creatives for their future career • strengthening leadership skills of the mentor • networking between young creatives and established businesses or creative entrepreneurs • strengthening the creative community

	• jobs creation Side effects: • promotion of the pilot location • innovations in the established company
5. Key roles	People/ organisations that should be involved (incl. roles): • project manager: coordination of the process, communication of the activities • assigned mentor from the business • external facilitator of the process and evaluation • graphic designer Internships: • local businesses from CI • creative entrepreneurs • students and young entrepreneurs Communication activities: • universities • secondary schools • vocational schools • business clusters • CI support organisations
6. Timelines	Duration of key activities in total (estimation) 1 month: definition of the benefits for young creatives and businesses and creation of the promotional materials; persons: project manager, graphic designer/ 20h 2 months: open call for businesses and open call for young creatives. Persons: project manager/ 40h 1 month: Matchmaking: networking event. Persons: project manager, technician, production assistants, mediator/ facilitator/ 4h event, 40h preparations 6 months: internships: 1-6 months. Persons: project manager, mediator/ facilitator/ depends on the length of the internship, minimum 1 meeting before, 1 after and 1 per month during the internship

	1 month: evaluation and promotion of the results. Persons: project manager, mediator/ facilitator, graphic designer/ 2 interviews per internship, each interview 1h + 3h preparation. 20h preparation of promotional materials In total: 11 months
7. Link to other tools	**Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools:** The tool can be combined with other educational and mentoring programs for "learning by doing". Internships can be part of the support programs of creative centres and creative hubs.
8. Good practices	**References to comparable practical experiences:** *Erasmus for Young Entrepreneurs* Programme EXCITE offered motilities for both new and experienced entrepreneurs in the Creative Industries. As part of the Erasmus for Young Entrepreneurs programme, CIKE offered cross-border exchanges that allow new or aspiring entrepreneurs to learn from experienced entrepreneurs who run small or medium-sized firms in one of the eight partner countries. https://www.cike.sk/en/project/excite-erasmus-for-young-entrepreneurs/
9. Cost factors & recommendations	**Possible cost factors:** project manager; promotional costs (graphic design, texts), mediator/ facilitator of the process, matchmaking event (space, technician, production assistants, equipment, projector), refreshments, printed materials, documentation: video and photo **Recommendations for piloting the CUR tool:** • good engaging matchmaking event to motivate participants • clear definition of the roles/ tasks on both sides, it should be defined before the start of the internship • skilled mediator/ facilitator monitoring the process who can deal with communication between intern and company

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