

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	Kamnik (Slovenia), Gabrovo (Bulgaria), Leonding (Austria)
Editor	all PP of the 3 pilot locations

1. Name of the tool	Storytelling for New Retail & Small Businesses
2. Aim of the tool	<p>To prepare and simplify information on the potentials and key characteristics of the pilot projects in an appealing way by creating identity and promoting emotional co-experience.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • story gets spread voluntarily by the enthusiastic listeners • image of the pilot location is uplifted • awareness and visibility of all positive aspects of the pilot location among locals, tourists, Creative Industries etc. <p>Challenges:</p> <ul style="list-style-type: none"> • awareness raising for further interested promoters, users, supporters, cooperation partners of the project • finding the right balance between suitable stories and a certain degree of abstraction • convincing the city government to support the initiative through promotion and further (legal) requirements
3. Tool description	<p>Short description:</p> <p>The majority of cities have experienced the appearance of big out-of-town commercial centres which displaced economic activity from the inner city areas, leaving behind the “abandoned” spaces. These spaces are not attractive for the businesses which creates a challenge. On the other hand the underutilized buildings present the opportunities to create new jobs, promote the collaborative economy, social innovations and the development of the start-ups scene. The storytelling tool can empower and open up the grounds for these opportunities.</p>

Main activities:

Storytelling is now used in many contexts - stories are sometimes told about companies, projects, representative people or even places. Especially founders and startups from the CI prefer the storytelling approach for everyday communication of their brand and vision.

Even though a variety of definitions exist, every story has certain characteristics that make it a story. As a rule, the **following characteristics** are found in every story:

- one or more protagonist(s)
- an event or problem
- the solution to or workaround of a problem
- a transformation within the story: initial to final situation

Across different usage scenarios, it is also possible to identify some **functions** that every good story brings in terms of storytelling. The narrative...

... **activates:** A good story makes the recipient listen and engage with the topic at hand.

... **emotionalises:** A good story charges the recipient emotionally. Which emotions these are depends on the story, the topic and the purpose.

... **inspires:** A good story inspires recipients for an idea, a process, a brand or a product. In the best case, they are so enthusiastic that they voluntarily spread the story.

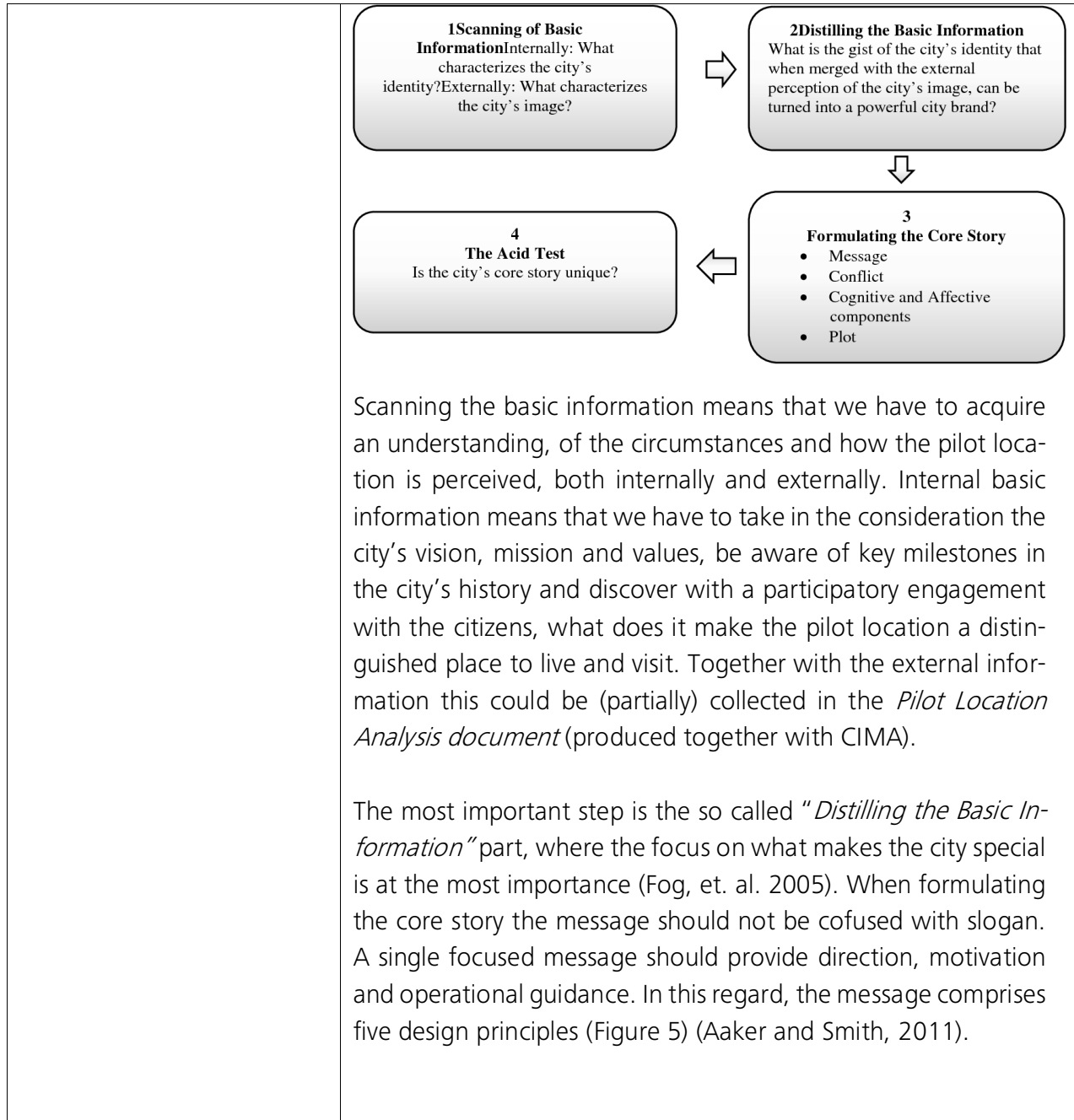
... **binds:** People like stories, this is why a lot of events and processes have always been packaged in narratives such as fairy tales or legends. An entertaining and informative website can therefore encourage recipients to become regular visitors. If you can tell good stories, you can retain your audience.

There are several approaches to developing a good story. The following brief description represents a recommendation of the application of the methodology in the context of the own urban revitalisation pilot project:

1. initial meeting with all relevant stakeholders

focus: brainstorm on a potential story

	<p>recommended Design Thinking (DT) tools: Empathy Map, Persona Board recommended collaborative tools: Miro, Mural</p> <p>2. (optional step) conduction, transcription & evaluation of interviews: focus on: protagonists of story (creatives but also representatives from other branches) recommended tools: questionnaire, easy transcription template recommendes collabortive tools: Miro, Mural</p> <p>3. development of common story focus: pay attention to key characteristics & functions recommended tools (DT): Storytelling Canvas, Hero's Journey Canvas (focus on one creative/ business) recommendes collabortive tools: Miro, Mural</p> <p>4. media production focus: way of visualiazing or telling a story (e.g. video, audio, advertising material, website, promotional goodies) recommendes online tools: StoryboardThat, Wisemapping, Storyline Creator, Keeeb Collections</p> <p>In the last years, storytelling has been used as a powerful tool for enhancing marketing and branding communication strategies. Storytelling could be also regarded as a multi-level process, a powerful tool for enhancing the destination development, being inevitably connected to the city marketing more specifically to the city branding. Therefore, it is crucial to look from this perspective when applying the storytelling tool to pilot locations. Storytelling can be considered as a strategic branding tool to create the core story for the specific pilot location. Below is the illustration of what to consider in the process of generating the pilot locations's core story (Tales of Cities: City Branding through Storytelling, Halit Keskin, Ali Ekber Akgun, Cemal Zehir, Hayat Ayar, Yıldız Technical University, Gebze Technical University).</p>
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HUMANISTIC
Focus on understanding people rather than making assumptions about quick solutions

ACTIONABLE
Use the attributes and values of city to attract people's attention.

TESTABLE
Identify a gap between the city identity and the city image

CLARITY
Get personal, unexpected and visual
Make a visceral connection

Happiness
Ensure that city message is meaningful to residents and your

Through conflict, the core values of the pilot location can be explained. Since the core story of it is a strategic platform for communication, it should be launched in a way that is widely acceptable, easily marketable, presentable and open to experience in a daily manner (Fog et. al. 2005; Zhang & Zhao, 2009).

KAMNIK - individual application

The pilot project in Kamnik consists from three basic steps:

- 1) mapping the empty floor spaces in city centre (Šutna),
- 2) creating the open call to revitalize empty spaces by providing the place for start-ups and
- 3) promoting the pilot location and its activities with the storytelling approach. Kamnik will be presented as the location which has the potential for the development of the entrepreneurship, based on the strong tradition and diverse, rich business and innovation ecosystem. This differential advantage as oppose to other mid-sized cities in the region will present the base for the core story that will be promoted through the social media, articles and other innovative communication tools.

GABROVO - individual application

As part of the application of the CUR tool "Share, Experience, Imagine: Mobilisation of Culture and Arts Cooperation" the following promotional tools will be developed with the help of the

	<p>storytelling approach: new cultural label, visual identity, website, social media, print materials in cooperation with the local information and tourist centre or other stakeholders. This should help to raise awareness for the cooperation partners coming from the CI and further cultural institutions as well as for the pilot project in general on a regional to supra-regional level, especially through the visitors.</p> <p>LEONING - individual application Through the application of the CUR tool "Co-Creation Lab: Destill & Plant" a platform should be created to bring creative methodologies for new ideas in the city center and to support new collaboration between small businesses, retailers and representatives from CI. Here, the storytelling approach will help to focus on convincing and easily communicable stories of local/ regional creatives, retailers and/ or small business. Different media (e.g. flyer, postcards, posters) will help to share these stories on a local/ regional level.</p>
<p>4. Expected results</p>	<p>Direct effects:</p> <ul style="list-style-type: none"> • engaged listener, increased engagement of the addressed target groups • the story gets spread voluntarily by the enthusiastic listeners • the image of the pilot location is uplifted (raising awareness and visibility of all the positive aspects of the pilot location among potential tourists, locals, entrepreneurs, start-ups, etc.) <p>Side effects:</p> <ul style="list-style-type: none"> • revitalisation of underused city centre spaces • increased community engagement • increased visits to the city centre
<p>5. Key roles</p>	<p>People/ organisations that should be involved (incl. roles):</p> <ul style="list-style-type: none"> • Marketing and communication expert: for the development and realisation of communication activities based on the storytelling approach • Local community members, citizens, actors: the source for identifying the core story • Important local institutions (optional): for scanning basic information and also as one of the channel for disseminating stories

<p>6. Timelines</p>	<p>Duration of key activities in total (estimation): The storytelling approach could be applied to communicate a part of the pilot project, which means that the timeline is synchronised with the specific pilot activity addressed. On the other hand if the storytelling approach is the base for communicating the pilot project as a whole it should be applied before the pilot project starts (preparation phase), address specific activities during the pilot process and communicate the results that resonate to the core story at the end of the pilot project.</p> <p>In total: 2-3 months</p>
<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 should be closely linked/ combined with the following CUR tools:</p> <ul style="list-style-type: none"> • Empty Floor Spaces for Creative Businesses • Open Call for City Business Starters • Share, Experience, Imagine: Mobilisation of culture & arts cooperation • Co-Creation Lab: Destill & Plant
<p>8. Good practices</p>	<p>References to comparable practical experiences: <i>EU project ROCK</i> A toolkit for storytelling. Link: https://7d0f1075-4922-4095-988b-c256767bd474.filesusr.com/ugd/658b7b_9da7275fab4741738fa210d3ad76efff.pdf</p> <p><i>RE:IMAGINING RETAIL</i> Following the fact that our group focuses on Retail & Small Businesses this project could present an inspiration for the pilot project and storytelling approach. Link: https://www.savills.com/ReimaginingRetail/contents/ui/theme/images/Re-ImaginingRetail-Issue1.pdf</p>
<p>9. Cost factors & recommendations</p>	<p>Possible cost factors: Media production/design, documentation, event cost, external expert in Storytelling, optional: researcher</p> <p>Recommendations for piloting the tool</p> <ul style="list-style-type: none"> • initial meeting should be held with all relevant stakeholders (e.g. city, BSO, local SME/ entrepreneurs, engaged citizens)

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