

## Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

<b>Project group</b>	<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
<b>Pilot location</b>	Resita (Romania), Sombor (Serbia), Balti (Moldova)
<b>Editor</b>	all PP of the 3 pilot locations

  

<b>1. Name of the tool</b>	<b>Storytelling for Creative Industries Support Centre</b>
<b>2. Aim of the tool</b>	<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><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• story gets spread voluntarily by the enthusiastic listeners</li> <li>• image of the pilot location is uplifted</li> <li>• awareness and visibility of all positive aspects of the pilot location among locals, tourists, Creative Industries etc.</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• awareness raising for further interested promoters, users, supporters, cooperation partners of the project</li> <li>• finding the right balance between suitable stories and a certain degree of abstraction</li> <li>• convincing the city government to support the initiative through promotion and further (legal) requirements</li> </ul>
<b>3. Tool description</b>	<p><b>Short description:</b></p> <p>It is difficult to attract creatives and businesses to floor spaces that have been empty for a longer period. The situation is even more difficult, if there are several such spaces in the location or district (downward circles). Representatives of the Creative Industries (CI) are essential for the revitalisation of city centres, but municipalities often lack instruments to promote the potentials and competencies of their local creatives as well as the opportunities that result through the collaboration with regional/ local creatives.</p>

The use of the storytelling approach in urban revitalisation projects is intended to counteract this problem. The methodology helps to draw attention to the potentials and possibilities of the future creative location as well as their talented users from the CI by impressively telling and visualizing a story.

**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 from 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

recommended Design Thinking (DT) tools: Empathy Map, Persona Board

recommended collaborative tools: Miro, Mural

### **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

recommended collaborative tools: Miro, Mural

### **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)

recommended collaborative tools: Miro, Mural

### **4. media production**

focus: way of visualizing or telling a story (e.g. video, audio, advertising material, website, promotional goodies)

recommended online tools: StoryboardThat, Wisemapping, Storyline Creator, Keeeb Collections

### **RESITA - individual application**

The Hala Minda (pilot location) is an old building which hosted for very long time some metal working workshops, but for today's generation these are only very sad stories of their grandparents. The main challenge of our days is to invent a provocative local business, competitive on the global market, with the force to motivate the young people to come back in the city - shortly to reinvent the city.

An open idea generation process involving the most innovative young people in a common challenge should help to reinvent

Hala Minda, aiming at positioning the city on the map of contemporary art production as a very first example of CI in Resita Together with local partners, some elements of stories for the reinvention of the pilot location should be developed within vision-building processes in the workshops.

With the help of specific Design Thinking Tools such as the Hero's Journey, Storyboard, Storytelling Canvas, as well as the Value Proposition and Sustainable Business Model Canvas interdisciplinary groups should be encouraged to develop their own story, identified as potential content for the pilot activities. During the implementation of developed stories small phases of the story should be documented by images and videos which will be re-used for further media production to promote the whole pilot project.

The content created with the storytelling approach will be used to increase the media exposure of Resita and Hala Minda initiatives such as the Urban Sculpture Event 2021 and the future exhibition in 2022.

#### **SOMBOR - individual application**

By implementing the CUR tool "Online Tool for CI Support Centre" a platform (Google Drive) for the promotion of Creatives will be established where as much as possible information in one place about different topics (e.g. open calls, financing, legislation) will be gathered and freely accessible. Here, different CI organisations or individuals can leave their contacts and, in addition, present their stories and businesses. Successful stories from these CI individuals and organisations will be presented to other members by using the storytelling approach. A good visual representation should accompany the content (e.g. animation, video, infographic).

#### **BALTI - individual application**

The development of the CUR tool "Youth Create" will promote the CI sector among young aspiring entrepreneurs in an appealing way. It aims to encourage interactions and cooperation among young entrepreneurs from different sectors of the regional/ local economy. By using the storytelling approach it

	<p>should be underlined how quality education and good skills influence the success of a business, especially in the creative sector. Also, storytelling should help the initiative in Balti to promote the results based on the business support provided to CI beneficiaries either we speak about access to funding or access to fab-lab and RDI infrastructure.</p>
<p><b>4. Expected results</b></p>	<p><b>Direct effects:</b></p> <ul style="list-style-type: none"> <li>• communication and promotion of pilot project's story, sharing the solution for urban regeneration</li> <li>• an active community of actors brought around the heroes and the pilot interventions</li> <li>• feasibility to bring innovation through creatives in the existing local potentials</li> </ul> <p><b>Side effects:</b></p> <ul style="list-style-type: none"> <li>• good communication and visibility of the CINEMA project and its potential to influence the local development</li> <li>• interventions realised and planned within the CINEMA project are taken into consideration by the revised Local Development Strategy, as being an example worth to be replicated and it is connected to the inventory of the other existing empty spaces of the city</li> <li>• increasing confidence of local CI entrepreneurs in the existing public support services and their commitment to build their businesses using public local opportunities: public events, public initiatives, support services</li> </ul>
<p><b>5. Key roles</b></p>	<p><b>People/ organisations that should be involved (incl. roles):</b></p> <ul style="list-style-type: none"> <li>• manager &amp; coordinator of interventions</li> <li>• internal/ external communicator</li> <li>• expert in partnership building</li> <li>• city government</li> <li>• local industry</li> <li>• schools/ universities</li> <li>• NGOs</li> <li>• external expert for media presence</li> </ul>
<p><b>6. Timelines</b></p>	<p><b>Duration of key activities in total (estimation):</b> <i>Phase 1</i></p>

	<ul style="list-style-type: none"> <li>• two direct meetings with relevant stakeholders, brainstorming, vision building &amp; storytelling sessions, including inspirational visit at the empty spaces proposed for the interventions</li> <li>• collecting ideas and structuring them, clustering in different divisions</li> </ul> <p><i>Phase 2</i></p> <ul style="list-style-type: none"> <li>• concrete first interventions and implementation of piloting elements</li> <li>• relevant documentation of different steps, intermediary and final results, including media production and project visibility</li> </ul> <p><i>Phase 3</i></p> <ul style="list-style-type: none"> <li>• dissemination and multiplication of the tool results</li> </ul> <p><b>In total: 2-3 months</b></p>
<p><b>7. Link to other tools</b></p>	<p><b>Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools</b></p> <p>This tool should be closely linked/ combined with the following CUR tools:</p> <ul style="list-style-type: none"> <li>• Heroes of Creative Installations</li> <li>• Online Tool for CI Support Centre</li> <li>• Youth Create</li> </ul>
<p><b>8. Good practices</b></p>	<p><b>References to comparable practical experiences:</b></p> <p><i>Emotive project</i></p> <p>Emotive is an EU-funded heritage project that aims to use emotional storytelling to dramatically change how we experience heritage sites. For heritage professionals, the Emotive application will provide a powerful storytelling engine and a set of rich digital media assets that can be used to create detailed characters and narratives featuring archaeological sites or collections of artefacts. For visitors, Emotive will offer dramatic, emotionally engaging stories that can be experienced while at a cultural site or remotely. Wherever visitors are, they can follow characters, look for clues and explore environments alone or with family and friends.</p> <p>Link: <a href="https://emotiveproject.eu">https://emotiveproject.eu</a></p>

<p><b>9. Cost factors &amp; recommendations</b></p>	<p><b>Possible cost factors:</b> Media production/design, documentation, event cost, external expert in Storytelling, optional: researcher</p> <p><b>Recommendations for piloting the tool</b></p> <ul style="list-style-type: none"> <li>• initial meeting should be held with all relevant stakeholders (e.g. city, BSO, local SME/ entrepreneurs, engaged citizens)</li> </ul>
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## 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