

Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	<input checked="" type="checkbox"/> Empty Floor Space <input type="checkbox"/> Revitalisation of Retail and Small Businesses <input type="checkbox"/> Establishment of a CI Support Centre
Pilot location	ASRD Košice
Editor	Terézia Paňková/ ASRD Košice

1. Name of the tool	Urban Changemakers
2. Aim of the tool	<p>The development of the "Urban Changemakers" promotional competition as contest marketing to draw the attention of the public. It offers a unique way to drive brand awareness and audience engagement, providing a fun and interactive way for the participants to engage with the promoted object: an empty space building.</p> <p>Further goals that will be addressed:</p> <ul style="list-style-type: none"> ● to make the empty space in the city more attractive for young creatives ● to involve local creative community into the empty space ● to implement the ideas of young creatives <p>Challenges: Municipalities often lack instruments to promote the potential and competencies of their locals and their empty buildings. The empty building located near the city center (empty space) attracts a lot of public attention, however, it is rather difficult to involve locals into the space, especially the young creatives. Those represent an essential target group that could be the key user of the empty space as well as this group might transform the space into the more attractive one.</p> <p>Opportunities: Urban Changemakers is the promotional competition that addresses problem of the empty space and supports its attractiveness. The competition draws attention of the talented youngsters who will have an opportunity to implement their creative ideas in the empty space. The municipality and creatives can</p>

	<p>mutually benefit from this promotional competition based on their active collaboration among the potential users and owners of the empty space.</p>
<p>3. Tool description</p>	<p>Short description: Promotional competition, also known as contest marketing is nowadays perceived as a strategic marketing tool to draw the attention of the public. It offers a unique way to drive brand awareness and audience engagement, providing a fun and interactive way for the participants to engage with the promoted object, which is in our case, an empty space building. The concept of competition is currently massively used especially in online campaigns; however, it has to be a promotion in which prizes are allocated on the basis of skill. Considering our target group, the creative new ideas and their ability to implement them will play a crucial role when it comes to the prize.</p> <p><u>Target group:</u></p> <ul style="list-style-type: none"> • students of art or any other field linked to the Creative Industries (CI), also: high school or university • youngsters from the creative community (Creative centre, NGO, etc.) <p>Main activities:</p> <p>Characteristics of a well-organized competition</p> <p>The following brief description represents a recommendation of the application of the methodology in the context of the own Urban Revitalisation pilot project:</p> <p>1. Main idea and prize</p> <p>The competition should reflect the needs of the empty space, e.g. idea proposal for the wall painting, interior design proposal, transforming the empty space into publicly more attractive space, etc.). The prize should be related to the target group and to the empty space. The winning idea will be awarded a grant of a certain amount for the idea implementation. In this phase, it's needed to decide the competition idea, jury (the expert board to evaluate the project ideas), and the means of visibility.</p>

2. Visibility – it's essential to create a visually appealing poster that catches the attention of the target group online (social media platform) and offline (collaboration with schools and universities), using impactful images and well-made design

2.1 Active social media platforms – to reach the target that is very active on social media such as Facebook, Instagram, etc.

3. Visibility – Writing a project (idea)

4. Collecting the ideas

5. Evaluation procedure

6. Winner announcement: All the projects (ideas) will be evaluated by a jury. If applicable, the public can vote for the best idea as well.

7. Idea implementation

- Checking the completeness of the proposed project. All student groups will be informed whether their projects have met the conditions and whether it has been entered into another round of a selection process
- If the project does not fit the competition objective or if it contains incorrect and misleading information and data, the projects might be excluded from the further evaluation process.
- The jury (expert board) will assess all submitted project ideas. The best project (ideas) will proceed to another evaluation round, in which the projects will be presented to the jury

The project (idea) should contain:

- problem description, including context
- detailed description of the solution: activities, including drawings, maps, photos, etc.
- project implementation: how to realise the idea, with whom
- budget: material, tools, professional services

	<p>Main project criteria to be evaluated:</p> <ul style="list-style-type: none"> • Are the project activities realistically defined, sufficiently described, have a logical connection, and are they linked to the results and goal of the project? • Is the time schedule for the implementation of the project realistic and adequate in relation to proposed activities? • Is this an innovative proposal? • Is the project budget clear, detailed, adequate in relation to the activities? <p>Recommended prizes:</p> <ul style="list-style-type: none"> • grant for a project idea realisation • a trip/ excursion • material prizes (headphones, stakeholder's promo materials, etc.)
<p>4. Expected results</p>	<p>Direct effects:</p> <ul style="list-style-type: none"> • higher attractiveness of the empty space • young creatives are eager to join the competition bringing innovative ideas to the empty space • implementing an idea of the creative youngsters <p>Side effects:</p> <ul style="list-style-type: none"> • youngsters engaged in the competition and their peers/ social circles are more aware of the local situation and the transformed space • building a community • communication of the pilot project • practical education for young students • ownership, the sense of leadership and responsibility for the local area
<p>5. Key roles</p>	<p>People/ organisations that should be involved (incl. roles)</p> <ul style="list-style-type: none"> • a project manager – the main responsible • a promoter – responsible for the visibility of the competition, raising the awareness • a marketing/ external graphic designer (if applicable) • a jury (expert board) – this group will include persons with the CI background (NGO, academics) as well as municipality representatives, local public authorities, department of culture

	<ul style="list-style-type: none"> • a moderator/ facilitator at the final presentation of the project ideas • designated persons (ideally within the jury board) to consult the project ideas, criteria, etc. • piloting partners and their organisations, further stakeholders, hackathon participants • universities (departure of Art), secondary (Art) schools in order to reach the target group • CI organisations and centres - to reach the target group • local municipalities – promotion of the competition – mainly online at the social media and website • the jury – project ideas evaluation and consultations, if needed
<p>6. Timelines</p>	<p>Duration of key activities in total (estimation) :</p> <p><i>Forming the main idea for the competition – 1 month</i></p> <ul style="list-style-type: none"> • related activity – the stakeholder meeting to agree on the main topic of the competition, the follow-up and to designate persons to form the jury <p><i>Visibility – 1 month</i></p> <ul style="list-style-type: none"> • marketing campaign (paid promotion, leaflet, etc.) <p><i>Writing a project (idea) – 1-2 months</i></p> <ul style="list-style-type: none"> • designing the idea (students, creatives) • related activity (optional) – consultations/ coaching of the project ideas, if needed <p><i>Collecting the ideas – 2 weeks</i></p> <p><i>Evaluation procedure – 1 month</i></p> <ul style="list-style-type: none"> • the best project ideas will be announced and invited for a presentation to be evaluated by the jury • related activity: final presentation of the project ideas <p><i>Winner announcement - 1 day</i></p> <p><i>Idea implementation – 1-2 months</i></p> <p>In total: 4-6 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</p> <p><i>Funding opportunities:</i> voucher (local government or stakeholders) for the winning ideas, subvention programme by a local/ regional government, cooperation with a company to receive the prize for the winning ideas or a grant</p>

	<p><i>Example for Košice - recommended template to be used:</i> The project proposal form (version for MS Word)* can be found at the CUR tools downloads section within the digital toolbox.</p>
<p>8. Good practices</p>	<p>References/ practical experiences with such a tool</p> <p><i>Eurofondue</i> This is a student's teams competition organised by Faculty of Economics at the Technical University in Košice with cooperation with Košice Self-Governing region. The main question to be solved is „What would you change in your local reality, if you had had 20 000 euro?“ The main prize is a trip to European parliament and material prizes. The competition is funded by EU and held under the MEP. http://krvam.ekf.tuke.sk/krvam/index.php/studium/sutaz-eurofondue</p> <p><i>Social Impact Award</i> Social Impact Award, founded in 2009, runs education and incubation programs in more than 15 countries in Europe, Africa and Asia to support early-stage social entrepreneurs in developing and implementing innovative business solutions to tackle the most important societal challenges of our times. In Slovakia, it was held as a team competition where the best project ideas were evaluated by a grant to implement the project. As a final event, the project ideas were presented to a public and experts. It was organised in collaboration with the Slovak National Agency for Non-formal education. https://slovakia.socialimpactaward.net/ https://socialimpactaward.net/</p>
<p>9. Cost factors & recommendations</p>	<p>Possible cost factors: external marketing expert (optional), graphic designer/ marketing material (poster, social media), reward for the advisory board involved, paid promotion for the social media (optional)</p> <p>Recommendations for piloting the CUR tool:</p> <ul style="list-style-type: none"> ● a tailor-made marketing campaign to reach the target ● a good communication towards the target ● when evaluating the ideas, it is suggested to have the possibility to additionally edit projects if needed

Add-on: see “Project Proposal” form (Downloads)