

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	West Region Romania: Resita
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1. Name of the tool	Competence Centre for Entrepreneurs
2. Aim of the tool	<p>To design specific services to empower the initiative and provide trainings how to support the Creative Industries to position their products at international level.</p> <p>Further goals that will be addressed: Support the pilot location in designing specific services by focusing on the second business division concerning the basic service 2 (competence entrepreneurship) and empower the initiative with skills/ trainings for designing Creative Industries (CI) services in a competence centre.</p> <p>This consists in understanding their needs and empower them with skills and trainings, with the objective to prepare creatives to position their products at international level.</p> <p>Opportunities:</p> <ul style="list-style-type: none"> • skills development of creatives (a strong link between education and culture-opportunity to learn/ test/ design new creative approaches) • capacity-building process (opportunities can be seized through trainings and exchanges) • community building products <p>Challenges:</p> <ul style="list-style-type: none"> • understanding the contexts of creatives & elaboration of new ideas • protection of IPR • right promotion at international level

<h3>3. Tool description</h3>	<p>Short description:</p> <p>One of the most important attributes of the CI sector is the power of the community in engaging challenges, developing initiatives and building up services and products. At the core of every business support infrastructure and especially in the CI sector is the community building process. There is already an initiative group that is going to implement and manage the activity from the second business division (Competence Center Division). This group is representing the local community and willing to grow their businesses.</p> <p>When going at international level, there are many challenges that CI entrepreneurs (not only) face (understanding the contexts, elaboration of new ideas/ concepts, protection of IPR, promotion at international level, internationalisation etc.).</p> <p>The main question we would like to answer is how do we create the design of CI specific services and help creatives to position/ promote their products at international level?</p> <p>Main activities:</p> <p>To manage the process a business support organisation will act as a support organisation for the pilot location and team-up with the project team to implement the process for the Competence Center business division:</p> <ol style="list-style-type: none"> 1. Preparation of the methodology: set up and define the methodology that will be used to achieve the desired outcome 2. Facilitation process work package: implementation of the workshop along with one2one coaching sessions: <ul style="list-style-type: none"> • implementing one common workshop with the local stakeholders engaged in the Competence Center business division on the Team Charter Canvas (for a better understanding of the needs/ objectives of the team working together towards the common goal) and on the Sustainable Business Model Canvas (for designing the structure of the specific CI services) • one training session delivery on the Value Proposition Canvas for the local stakeholders engaged in the Competence Center business division (for a deeper understanding of their needs)
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- one training session delivery on the Empathy Map Canvas for the local stakeholders engaged in the Competence Center business division (for a deeper understanding of the target user group, as well as when going on international markets)
- one training session delivery on the Context Map Canvas for the local stakeholders engaged in the Competence Center business division (for a deeper understanding of the planned project at national/international level)
- one training session delivery on the Storytelling tool for the local stakeholders engaged in the Competence Center business division (for the creatives that have decided to promote themselves and participate in international markets)
- three coaching meetings one2one with the local stakeholders engaged in the Competence Center business division to create the design of the CI services and finalize the SBMC for this division

3. Conceptualisation: designing of the Competence Center CI services support within the business support organisation as a tool that can be later used on other similar initiatives:

- delivering one common SBMC for Competence Center business division
- delivering one common methodology framework for delivering CI specific services to creatives
- achieving general agreement between the local administration and the stakeholders managing the Competence Center business division regarding the proposed SBMC



The specific CI services were discussed in different brainstorming sessions and they refer to:

- protection of IPR rights
- accessing funding opportunities – project management logic (design/ create a concept for an innovation project)
- internationalisation – promotion of CI businesses at international level (cooperation with international networks)



Recommended methods to be used:

Different Design Thinking tools combined: Team Charter Canvas, Empathy Map Canvas, Context Map Canvas, Value Proposition Canvas, Sustainable Business Model Canvas etc.



4. Expected results

Direct effects:

- specific CI services designed, ready to be applied (in the piloting location or other infrastructure)
- a methodology related to the delivery of specific CI services – working procedures

Side effects:

- creating awareness of the pilot location potential to become a regional player in the CI support community
- attract new CI creatives in the region and promotion at international level

<p>5. Key roles</p>	<p>People/ organisations that should be involved (incl. roles):</p> <ul style="list-style-type: none"> • the business support organisation takes the full responsibility of the methodology preparation of the meetings with the local stakeholders for the Competence Center business division. Business support organisation will: <ul style="list-style-type: none"> → facilitate the workshop related to Team Charter Canvas and Sustainable Business Model Canvas → train on the Value Proposition Canvas, Empathy Map Canvas, Context Map, Storytelling Canvas → coaching one2one assistance to create the design of the CI services and finalyse the SBMC of the Competence Center division → formalise the the design of CI services in a methodology for service delivery • Competence Center business division • business support organisations • cultural organisations • further piloting partners
<p>6. Timelines</p>	<p>Duration of key activities in total (estimation): <i>Possible timeline:</i></p> <ul style="list-style-type: none"> • preparation of the methodology work package – one month • facilitation process work package – implementation of the workshops along with one2one coaching sessions – three months • conceptualising the service support methodology for future replication – final documents delivery two 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 can be combined with the CUR tools “Defining Governance Model”, “Building Networking Activities” and “Heroes of Creative Installations”.</p>
<p>8. Good practices</p>	<p>References to comparable practical experiences: <i>Tabakfabrik Linz</i> A good example from which expertise on different approaches can be gained is the Tabakfabrik Linz, which is a hub for creative industries. Sole traders and businesed in the fields of architecture, deisgn, arts and crafts, media or advertising are producing on site. Link: https://tabakfabrik-linz.at/en</p>

<p>9. Cost factors & recommendations</p>	<p>Possible cost factors: External expertise for training on IPR protection, platform/ administration costs, organisation of events (workshops, trainings, coaching for F2F meetings)</p> <p>Recommendations for piloting the tool</p> <ul style="list-style-type: none"> • general information on the workshop provided before the workshop • initial meeting should be held with all relevant stakeholders (e.g. local administration, stakeholder groups, BSO, local SME/ entrepreneurs)
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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