Tools for Creative Urban Revitalisation (CUR tools)

CUR Tool description (WP T2)

Project group	☒ Empty Floor Space ☐ Revitalisation of Retail and Small Businesses ☐ Establishment of a CI Support Centre
Pilot location	West Region Romania: Resita
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1. Name of the tool	Building Networking Activities
2. Aim of the tool	To empower the initiative (3rd business division) with skills and tools for designing a succesfull and sustainable concept for networking activities. Further goals that will be addressed: To support the pilot location by focusing on the third business division concerning the support services (networking, events, meets, kitchenlabs) and empower the initiative with skills and tools for designing a succesfull business model. This consist in understanding their market, finding a market niche and create a value proposition for the Creative Industries (CI) sector. Opportunities: • establish a consortium of local entrepreneurs that are going to use the kitchenlab infrastructure • empower the community in engaging challenges, developing initiatives, building up services/ products • promotion of community building through networking Challenges: • design of new and creative networking events that would attract creatives in pilot location • development of sustainable concept of networking activities (offline/ online) • consistent communication model for kitchenlab
3. Tool description	Short description: 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. This will be addressed by empowering the consortium of entrepreneurs that are going to use the Cafeteria infrastructure in the Hala Minda to act as community builders and facilitators through events. Their business activity is important to "coagulate" the CI by the use of thematic events. Events will be at the core of the business model and by creating the events the whole support infrastructure will benefit along with the regional CI community. The main question we want to answer is how do we create the design of thematic events such as bistro/ small networking events that would attract creatives in Resita?

Main activitities:

To manage the process of mentoring the organisation that will act as support organisation for the pilot location and team-up with the local project management team to implement the process for the Cafeteria business division.

1. **Preparation** of the methodology work package – set up and define the methodology that will be used to achieve the desired outcome
2. **Mapping** existing community events for CI, including online, to understand the current offer and competition framework
3. **Facilitation** process work package – implementation of the workshop along with one2one coaching sessions:

- implementing one common workshop with the local stakeholders engaged in the Cafeteria business division on the Context Map Canvas and Emphaty Map Canvas to define their position in the market
- one training session delivery on the Value Proposition Canvas for the local stakeholders engaged in the Cafeteria business division to transfer the skills needed to perform
- three coaching meetings one2one with the local stakeholders engaged in the Cafeteria business division to formulate a viable business model and a possible list of thematic events that can be piloted

	4. **Building networking activities** concepts – stakeholders will desing value added networking activities that can respond to local needs and are covering the existing gaps in the market 5. **Conceptualisation** work package - designing of the Cafeteria service support as a tool that can be later used on other similar initiatives: • delivering one common methodology framework for delivering the support services to creatives willing to engage in the CI community • achieving general agreement between the local administration and the Cafeteria business division on the thematic of future events to take place **Recommended methods to be used:** Different methods can be used mostly focusing on understanding their market potential (Context Map Canvas) the CI needs as future clients of the events and services (Emphaty Map) and transforming those into a business that delivers value (Value Proposition Canvas).
4. Expected results	Direct effects: • a viable business concept oriented to building CI community by providing value, assure financial sustainability • a list with different concepts of networking events that are designed to strenghten and to empower the local CI community • a stable community of participants that are sharing their ideas and contribute to cross-fertilisation between sectors and businesses • a community identity that can inspire and attract new talents to join to implement their ideas Side effects: • creating awareness of the pilot location potentials to become a regional player in the CI support community • city identity as a place to go and join events whether you are a CI freelancer or just a wanabee
5. Key roles	People/ organisations that should be involved (incl. roles): • **mentoring organisation,** takes the full reponsibility of the methodology preparation of the meetings with the

	local stakeholders for the Cafeteria business division, this means: → **facilitate** the worskhop related to Context Map Canvas and Emphaty Map Canvas to define the role of such a service within the local market → **train** on the Value Proposition Canvas for the local stake-holders engaged in the Cafeteria business division → **coaching** one2one assistance to develop a viable business concept and a list of thematic events → **formalize** the service support methodology in order to be able to replicate it • **piloting partners** and the **Cafeteria business division** along with **cultural organisations** that could be involved in creating content and thematic for the events, the piloting partners will provide support during the implementation regarding the feedback on methodology, logistics and outcomes of the process
6. Timlines	Duration of key activities in total (estimation): *Possible timeline:* • **preparation** of the methodology work package (1 month) • **facilitation** process work package – implementation of the workshops along with one2one coaching sessions (3 months) • **conceptualisation of** the service support methodology for future replication – final documents delivery (2 months)
7. Link to other tools	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", "Competnece Centre for Entrepreneurs" and "Heroes of Creative Installations".
8. Good practices	References to comparable practical experiences: *FABER* This is a project for the creative community, which connects in an industrial Europe and important local actions - those aimed at the creative power, innovation and sustainable development of local communities. https://faber.ro/

	EMBASSY This is a meeting place for creative people (NGOs, freelancers, artists, musicians, passionate people, companies), with great ideas. With free facilities and services for the creative and non-profit environment, anyone can set up a project, training, event or a simple outing here. https://www.plai.ro/ambasada/
9. Cost factors & rec-ommendations	Possible cost factors: external expertise: external facilitator and workshops logistics Recommendations for piloting the CUR tool: There are several factors that need to be take into account when piloting the process: • empowering the stakeholders to understand the canvases and their role in the process • set realistic expectations for stakeholders regarding the output of the process • building up communities is a slow process that need an adequate monitoring and create gains for the community builder as well for the community that is building-up etc.

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