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	Sombor (Serbia)
Editor	Kristina Harjung/ COS, Dragana Milin/ COS

1. Name of the tool	Online Tool for CI Support Centre **POKRENI – POdrška KREativnim industrijama** podrška (srj) – support (eng) kreativne industrije (srj) – creative industry (eng) pokrenuti (srj) – to move, to start up, to set in motion (eng) pokreni (srj) –imperative of the verb "pokrenuti"
2. Aim of the tool	To support the Creative Industries even before f2f location is ready through consultation and sharing knowledge adjusted to the needs of creatives. Further goals that will be addressed: • gathering as much as possible information in one place, about open calls for project proposals, ways of financing, procedures to be fulfilled, legislation, available trainings, etc. • networking of Creative Industries (CI) sector • fostering communication, sharing knowledge and experience with individuals and organisations from CI sector • facilitating communication between CI sector and the local administration/ decisionmakers Opportunities: • preparing information and counseling for CI according to their needs • gathering as much as possible important information for creatives in one place • fostering communication, sharing knowledge and experience with individuals and organisations from CI sector

	Challenges: • attracting local/ regional creatives to the centre/ platform • establish a good networking system between creatives • facilitating communication between the CI sector, the local administration & decisionmakers
3. Tool description	**Short description:** This tool represents an „Online drive" with stored information which are of significance for CI. All those information are sort in categories such as possibilities for funding, legislation procedures, training or counselling. There is also a part within Drive for networking, where sucessfull CI organisations or individuals can leave their contacts and present their stories and businesses. Although there would be other ways of presenting all information for the promotion of CI online, establishing Google Drive is financially the least demanding option and still all representatives of CI could can get the info needed. This online tool contributes to the further development of connections with local creatives, which were established during the interviewing stage and the virtual hackathon. Succesfull stories from individuals and organisations of the CI sector will be presented to other members by using the storytelling approach. A good visual representation should accompany the content, e.g. an animation, video or infographic. Potential tools: Context Map Canvas to scan the business environment related to CI in Sombor/ Bačka region. Possible media production: social media and website posts, photograph with text, video **Key activities:** 1. Gathering information on funding and promotional programs in one place 2. Creating a good visual presentation of the tool 3. Listening to input of local creatives & selecting elements of it for promotional materials
4. Expected results	**Direct effects:** • a number of users who are actively engaged with the CI support centre through the online support • individuals and organisations from CI sector are actively applying to means of support (financial and non-

	financial, education, trainings,..) from both foreign and domestic sources • improved cooperation between CI sector • increased visibility of products and services that the CI sector can offer to other sectors Side effects: • it is expected that the online support will establish a strong base for the planed support through the physical space once the CI centre is refurbished and opened • together with that, by communicating and collaborating with the CI sector online, we will gain insights in their needs, necessary opportunities and pitfals they might step into, so we will be able to 'tailor' out f2f services even better
5. Key roles	People/ organisations that should be involved (incl. roles): • project teams from City and BSO as mentors and organisers • hackathon teams • other successful CI organisations or individuals as storytellers
6. Timelines	Duration of key activities in total (estimation): The online support will be offered until the physical space is available, which is estimated to be until the project ends (end of 2022, around 1 year). However, if necessary, the online support will be offered also after the physical space becomes operational. The support tool for the CI support centre is planned to be online by the end of tihs year (2021) – planning phase ~ 4-6 months. More intense activities connected with the online support are expected whenever some calls for funding, projects or activities suitable for the CI sector are announced, when some legislation related to the CI sector changes or when there is an education/ training of interest for the CI sector.
7. Link to other tools	Integration in a leading tool concept and/ or recommendations for combinations with other CUR tools: *Financial Support Overview* This tool, developed by RDA Bačka, will provide information on current public calls for financial support for CI and support in terms of collecting documentation and counselling in filling out applications and related documents such as business plans.

	Notifications about those activities which will be provided through the financial support tool will be shared through the online support tool to keep the CI sector always updated on new possibilities and opportunities.
8. Good practices	**References to comparable practical experiences:** Some (regional) institutions share on their websites important information about project calls, ways of financing, procedures to be fulfilled, available trainings, etc. Links: https://www.vojvodinahouse.eu/src/pozivi https://europa.rs/otvoreni-pozivi/ http://www.evropa.gov.rs/Evropa/PublicSite/index.aspx https://www.mei.gov.rs/srl/fondovi/fondovi-evropske-unije/ http://ceup.rs/edukacija.php
9. Cost factors & rec-ommendations	**Possible cost factors:** External expertise for platform/ tool design **Recommendations for piloting the tool:** • the initial meeting should be held with all relevant stake-holders (City, BSO, representativs of local CI sector, en-gaged citizens,..) to define the info needed by CI sector • technical literacy of the staff, to be able to upload and maintain info on Google Drive • this tool is easily transferable to any partner, organisation or institution, wherever there is a need for distribution of information, another benefit of this tool, which can ease the transferibility, is that it is free of charge

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