

Newsletter

No. 5: Pilot Actions



SAVE THE DATE for our international conference **"Redesign your city - engaging creative potentials for innovation"**!

On November 23, 10am-1:30pm on Zoom, we invite you to dive deeper into urban revitalisation with the help of the creative industries, listen to renowned experts and work on your ideas and suggestions in breakout sessions. More news and registration soon on www.interreg-danube.de/cinema!

The CINEMA project is slowly moving towards its end and with this (very long!) newsletter we would like to update you on our regional actions. Each partner region has dealt with the realisation of one idea or concept and all of them are quite different. Have a look at the local actions and achieved results, it's worth the read!

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LEONDING / AUSTRIA The piloting activities in Austria are divided into two parts to TELL and SHOW the revitalization process of the 44 house in Leonding. A series of so-called TELL workshops is organized and one SHOW tool is conceptualized based on the jointly developed CUR tools in the CINEMA project. The TELL workshops have been aiming to encourage cooperation between creative minds, innovators and SMEs and bring ideas for inner city regeneration into the doing. The 4 co-creation workshops are dedicated to these topics: regional production, cross innovation, social innovation and traditional innovation. The aim of the workshops is that collaborative projects between the creative minds and SMEs will be co-created and prototyped in the follow up. Inspiration is provided at each workshop by key note speakers from the creative industries. The SHOW tool is themed "WIR stellen



vor" and is a creatively adapted phone booth. "WIR stellen vor" presents creative entrepreneurs or artists at a time for one month in the pop-up exhibition space directly in front of house 44. WIR also stands for „Wirtschaft-Innovation-Regionalität“ (=Economy-Innovation-Regionality) which reflects the spirits of Leonding's population. The goal is to provide visibility and awareness for creatives, retailers and SMEs in the middle of the city based on the piloting process. (Photo: Business Upper Austria - öö. Wirtschaftsgagentur GmbH)

GABROVO / BULGARIA Two concepts were tested simultaneously in Gabrovo. One was developed in cooperation between Gabrovo, Backa and Kamnik aiming to identify strategic important empty floor spaces for revitalisation in inner city centres. Through the means of an open call Gabrovo Municipality invited representatives of SMEs to apply for renting one of three such locations in District 6. Thus e.g. a new souvenir shop, a beauty salon and a herb shop opened as part of these strategic efforts. The tool to mobilise the power of culture cooperation was realized as a 10-day series of events at the end of June in District 6. Involving representatives of



various creative spheres and of institutions, both local, Bulgarian and international, the program proved the viability of similar mixed alliances. It included an extensive research and experimental workshop on local resources and waste, a poetry reading and walking, a discussion on sustainable practices, a documentary theatre with stories from the neighbourhood, a production of site-specific social posters and a workshop

for kids with leaves and natural dyes. The participants and the audience were actively engaged in all formats and the streets of District 6 turned into a vibrant culture spot for



the duration of the festival. The above events also led to the artistic “refreshment” of one prominent facade with metal blinds in District 6. The results proved the validity, flexibility, agility and adaptability of both concepts to be replicated in other locations with similar challenges. Most importantly they demonstrated the attractiveness of District 6.

HERRENBERG / GERMANY The concept for empty floor spaces and future business case for the pilot location in Germany is called “Chameleon Spaces”, organised by the regional project partners in close cooperation with the Municipal Administration of the City of Herrenberg. It’s a flexible and adaptable concept which combines different approaches like New Work, culture, gastronomy and retail. It can adapt to various locations, seasons, festivities etc and is the result of the Virtual Hackathon Herrenberg in February 2021. Having found the ideal location, an empty pub in the city center, the “Chamäleon Spaces” came alive for the first pilot phase for four weeks in Nov/Dec 2021. It was quite a success with many gastronomical events, meetings, workshops, movie Sundays, etc. - although with a few restrictions due to COVID. Based on this experience a second test phase was organised for 10 weeks in May-July 2022, in an empty retail space within a small shopping mall in the city center

of Herrenberg. Due to its layout and size this space offered a different focus - less gastronomy but more coworking



spaces, larger events or meetings and more popup store shelves. Also this test phase was a success and the organisation team was happy with the outcome. Next step, until the end of the project, is to work on a business model for the Chamäleon concept and hand it over to the City of Herrenberg, hoping it will be realised in different locations on a long-term perspective and ultimately help to bring the city center back to life by filling empty floorspaces.

BALTI / MOLDOVA The pilot location for the project implementation in Balti was the Innovation and Technology Transfer Centre, located on the Alecu Russo Balti State University campus. Taking into consideration that creative industries are mostly concentrated in the capital city and there was limited information with regard to the CI in North Development Region, one of the key activities was to determine the key questions and challenges encountered by the young generation and respectively future entrepreneurs in the field of creative industries. In partnership with Balti City Hall a questionnaire was conducted among youngsters, including students and the 12th form pupils. According to the results of the questionnaire, there is lack of structured information how to develop a business in CI and what is the best legal form for startups. To cope with this, we planned to produce a video tutorial how to start a business in CI, which is to be ready by the end of September. Recently, the “Young creative motivate...” promotion campaign has started. Four videos were shared by CI’s communities and it was also disseminated by the DTP in Moldova, cross-border projects in Moldova, etc. showing that the interest towards the CI in the North



Development Region is constantly growing. On September 17th 2022, the workshops on design thinking and resource mapping for a start-up and pitch preparation took place at the Alecu Russo Balti State University within the CINEMA project. During the first workshop, dedicated to Design Thinking, the students identified problems and needs in the process of conceiving a startup idea. The students also learned about the tools applied for the systematic identification of problems and about interview techniques. During the second workshop, the participants learned about resource mapping for a startup and pitch preparation. They were taught how to map resources and partners, which are the most effective public speaking techniques, how to communicate the project idea in one minute, and how to present the business to investors.

RESITA / ROMANIA Resita's dynamic urban regeneration envisions for 2030 a green and vibrant city, by treasuring the 250 years of metal industry inheritance. This is clearly illustrated by 'Minda' experience - redesigning a former industrial site into a living place for the community and a space for creatives. While waiting for its rehabilitation, Minda accommodated several activities and piloted, on a



smaller scale, the future functions of the building. The goal was to create an identity for the location, to ensure

visibility and recognition by the local community and to engage the local stakeholders. In 2021, Minda became the location for the first urban revitalization experience through creative industries in Resita, when it hosted the 1st ReMetal artistic residency and exhibition of 6 monumental metal sculptures, project that continued in 2022 with a 2d ReMetal edition. 2022 was dedicated to ensure sustainability through the development of three separate business models using the same space and identical assets. The “Competence



centre & production workshop” was dedicated to local business whose principal object of activity is metal processing, the ones who had the courage to open themselves to the area

of creating artwork, based on models created by the artist to our metal carving camp (ReMetal 2021). The second one, „Cafeteria - Kitchen Lab” had the aim to build up the CI „spirit” and Resita as a destination for CI. This workshop involved local contractors and entrepreneurs from the hospitality area, as well as NGO’s, with the purpose of identifying possible collaborations. The “Makerspace workshop” gathered together individuals who had been interested in working in an innovative and inspirational space, as Hala Minda started to be. In September 2022 the Reșița Municipality obtained the membership for the UNESCO Global Network of Learning City, the first and only city from Romania with this title, and the whole pilot experience in Hala Minda was one of the case studies presented in our application. We also obtained the support in form of technical assistance from the European New Bauhaus program. This will have a strong contribution to ensure the sustainability of the already implemented processes.

SOMBOR / SERBIA Grašalković’s palace is a baroque building in the center of Sombor. It has the status of a cultural monument, a cultural asset of great importance. This palace is, among other purposes, intended for the creative industries, and the plan was that the Serbian project partners conduct pilot actions like e.g. non-financial assistance for SMEs in the field of creative industries, networking, cooperation, promotion of innovation and creativity between the creative



industries and other branches of industry. However, due to pandemic conditions and resulting budget constraints, the City was not able to commission refurbishment on the offices designated to house the CI support centre. Renovations are quite expensive due to the level of historical importance of the building and because it is designated as a site of cultural significance any works need to be approved by the Provincial institute for cultural preservation. This coupled with a big increase in prices for construction material has made the intervention too expensive for the City at the moment, without external funding to complement the local budget. Therefore, the City is focusing on offering piloting and other services online, in cooperation with RDA Bačka.

As a form of support to creative industries, the City of Sombor has established an online library with financial and legal information that can be useful to creative industries, as well as information on education and training. The library is accessible [here](#) and it is free of charge. Six online workshops were implemented for the participants from the CI - unemployed, owners of small businesses, employees in the CI and municipal staff. Together with that, advisory sessions for the interested organisations and individuals were conducted as well. Local creative individuals and organisations will be given the opportunity to get involved in the work of the creative industries center and thus connect with similar organizations in the countries of the Danube basin.

KOSICE / SLOVAKIA In Košice, partners are working on the urban revitalization of the premises of former tobacco factory (future Creative Center) in the city centre. At the previous stages of the project, we have created the tool for the site-specific interventions of creative industry in the urban revitalization. In order to verify the usability of the tool, we have implemented 2 pilots related to the future co-working space in Creative Center in Košice. The first tool is the project-developed CUR tool “Building space for creative learning communities” to build a community around the center as an essential part of its effective operation and sustainability. We mapped the needs of potential tenants and partners of the future co-working space coming from different fields (businesses sector, CCI, public institutions, educational institutions, etc.) by organizing 11

focus groups. We analyzed the mapping results and, together with the methodology, processed them in the form of a toolbox that will be published



soon, in autumn 2022. The purpose of the toolbox will be to establish an instrument for empowering other potential communities wishing to use creativity for the revitalisation of their urban areas. The second piloted tool is the internship tool. Thanks to the CINEMA project four local cultural organisations were able to hire 9



talented young interns from different parts of Slovakia. Young people under the age of 30 could carry out activities in the public library, cinema and galleries. Mostly students applied, who had the opportunity to gain valuable experience in the field of PR and marketing, work with

graphics, dramaturgy, event organization or project management during the summer months. Feedback from interns shows that gaining practical experience was one of the main motives for participating in an internship, and it is also interesting for young creatives to gain new contacts from the creative industry. The trainees appreciated the trust of the organization, flexibility and having a chance to implement their own ideas.

KAMNIK/SLOVENIA The CINEMA project has breathed new life into the heart of Kamnik. New tenants with interesting, innovative and sustainable business ideas took over three long-vacant spaces. At the same time, renowned designers created four pop-up shop windows to promote companies emerging from Kamnik's fertile entrepreneurial environment. In addition to its rich history, Kamnik has a strong tradition of entrepreneurship and a well-integrated business support environment with exceptional creative

up their creative and innovative businesses in Kamnik's town centre were awarded a voucher worth EUR 5,000 to redeem for various creative



potential. For many years, the business ecosystem has been shaped by the Kamnik Business Club, the idea generator, the business incubator and the KIKŠtarter accelerator, among others. Three entrepreneurs who set

services. All three entrepreneurs have sustainable and prospective business models with high potential for the old town centre to become more vivid in the long term. They are already closely connected to the local business community and are already initiators of other public towns' events aiming to bring more life to the historic city. In addition to the new commercial activities launched in Kamnik's town centre, four empty spaces have been transformed into creative displays, which present innovative ways of promoting the temporary use of empty spaces, called pop-up shop windows.

By bringing town centre shop windows to life and connecting entrepreneurs and creatives, owners of vacant business spaces are encouraged to work more closely with the strong business community and revitalise empty spaces. We brought together the owners of the unoccupied spaces, a chosen group of entrepreneurs from Kamnik or connected to the town in one way or another, and designers to bring four shop windows in the old town centre to life for a month. In Kamnik, the town of entrepreneurs brand, the entrepreneurs' stories allow the town's characteristics and strengths to come to life through

powerful and evocative images and also dynamically present their values, highlighting their distinctive advantages and identity. The press conference that took place in September 2022 was followed by a tour of the town centre with the Mayor to welcome the new entrepreneurs and visit the innovative pop-up shop windows, which will be on display until mid-October. You can also visit them using the QR codes on the floor stickers, which will take you to a map of the pop-up shop windows and information on how they were designed. *(Photos: Ales Rosa)*

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