

Newsletter

No. 3: Project Progress

Welcome back to news about the CINEMA project! We are happy to report that our project is proceeding nicely: We had our first live meeting in September in Ljubljana, we published the first important outputs in form of Factsheets and Roadmaps, we have been working a lot on the definition

and implementation of suitable tools and concepts to revitalise inner cities, we have started the first actions in our pilot locations and have published our own Youtube Channel. Enjoy the details below and let us know in case you have any comments or questions!



Finally: After over a year of working mainly virtually together the CINEMA consortium finally was able to organise the **first live meeting in Ljubljana**, hosted by our Lead Partner, the [Chamber of Commerce and Industry of Slovenia](#). Two days packed with presentations, team exercises, work-

shops, brainstorming sessions, lively discussions and face to face meetings, of course under strict Corona regulations. On the second day Mladen Kraljic, member of the [EUSDR Steering group](#) under PA8 Competitiveness, gave a presentation about the EUSDR and the expectations towards the new programming period. The [Danube Transnational Programme](#) is getting ready for the new period 2021-2027 with a new call expected for next year. Additionally, the partners enjoyed a city tour of Ljubljana and meetings with some of the cultural operators in the city. It was great to get to know each other and hear about the progress in each pilot location. For more pictures check out our [Facebook site](#).

As you know, CINEMA deals with three thematic focus in order to change inner city centers for the better: 1. Revitalisation of empty or under-utilised floor space, 2. Revitalisation of retail and small businesses and 3. Establishment of a CI support centres. The partnership is working in three groups and each group prepared a **Roadmap**. These strategic documents intend to give guidance and structure to reach the desired changes, e.g. to unlock the potentials of the creative industries and support their contribution to urban economic activities. They will help to enhance collaboration between creatives and



other small businesses and show e.g. tools and models on how to revitalise empty floor spaces.

The roadmaps will define the expected change, the pilot locations' measures and activities, and typical examples of urban challenges in the Danube Region. Hopefully, they also will be sources of information for cities or regions with similar challenges and for stakeholders to learn more about our approaches on cross-fertilisation with creative industries for urban revitalisation.

For a quick reference on the different types, tools and methods for each focus group check out the **Factsheets**.

Both roadmaps and factsheets are available on our [website](#).

The realisation of our **plans in the pilot locations** is under way. We will give you a detailed description of what's going on in the next newsletter early next year, but here are already a few examples of some of the activities: The pilot location of Herrenberg (Stuttgart Region) starts its first test phase in November. The "Chameleon Spaces" will revive an empty pub in the inner city for four weeks and offer a combination of workspaces, popup stores, cultural and gastronomy events.



The City of Sombor team in Serbia is currently gathering all kind of information that could be of assistance

to the CI. They will be sorted into categories (e.g. funds for the CI, legislation procedures, suitable trainings, etc.). Once the compilation is finished, it will be made accessible to all interested parties.

The project team from Gabrovo in Bulgaria is working on an Open Business



Call: The Municipality hopes to reach potential entrepreneurs ready to start retail or small business in the pilot location District 6. During the summer the team identified the owners who are willing to participate in the Open Business Call initiative and offer their premises for rent.

Also things in Leonding/Austria are proceeding: the first event „InnenSTAR(D)T - together from idea to project” was a great success to join forces! The City of Leonding wants to co-create a shared vision for bringing retail and small business to House 44.



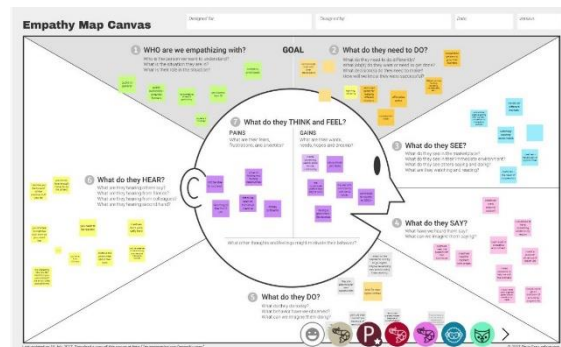
One big part of the CINEMA project is to develop tools and concepts for **Creative Urban Revitalization (CUR)** in order to strengthen the innovation process between the Creative Industries (CI) and urban economies. The CUR tools we are working on in our focus groups have been developed with the help of Design Thinking Workshops and will respond to the different innovation levels and framework conditions in the DR:

1. Tools for assessment of floor space to develop a clear expectation for potential tenants and benefits as well as information and marketing tools for new target groups: e.g. mapping and analysis of the location itself as well as the needs of CI and event activities, a promotional competition for young creatives, an internship program, a students’ project on window displays or a homeowners’ consultation tool.

2. Cross-fertilisation tools for retail and small businesses to facilitate the cooperation with the CI, concepts and tools for municipalities to activate the potential of CI: e.g. an assessment tool for empty floorspaces, a tool for the establishment of a cultural and creative network or a “city vision implementation support tool”.

3. Business support organisations extend their SME support to the needs of CI such as customer care services, a business and legal framework, network

and value creation in urban eco-systems: e.g. a competence center tool for creative entrepreneurs, a “Heroes in Residence” tool, a financial support and a young entrepreneur tool.



All three focus groups have agreed to work with the “Storytelling” tool which will help to simplify information on the potentials and key characteristics of the pilot projects, to prepare information in an appealing way which will create attention and identity as well as the promotion of emotional experiences. The partners have been trained by the responsible partner, the [Stuttgart Media University](#), on their respective tools and will start to implement them in their locations. The intention is for them to become reference points in the Danube Region for urban regeneration and to be able to transfer the tools to other interested stakeholders in the DR and beyond.

We are very pleased to announce that our new **Youtube Channel** for the CINEMA project is online! It includes e.g. testimonial videos from all our partner regions presenting their pilot locations and local creatives. **Check it out [here!](#)**

We will continue to add project videos to the channel and will hopefully give you a comprehensive picture about all

our actions and the progress we're making in the course of the project.



In case you have any comments or questions please contact us:

Project Coordination:
Chamber of Commerce and Industry of Slovenia
grit.ackermann@gzs.si

www.interreg-danube.eu/cinema

Project Communication:
Stuttgart Region Economic Development Corporation
margit.wolf@region-stuttgart.de

Don't forget to follow us on

