



PILOT PROJECTS URBAN DIVERSITY

A SUMMARY

T3.1.1



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PILOT PROJECT T3.1

NETWORKING IN CREATIVE SPACES

T3.1.2 PILOT PROJECT LJUBLJANA (Regional Development Agency of the Ljubljana Urban Region – RRA LUR)

Aim and content of the pilot project

With this pilot project, RRA LUR aims to implement new support schemes for promoting diversity in co-working spaces with exclusive Urban Diversity creative vouchers.

Development of appropriate infrastructure on the local, regional and national level is crucial for a capacity increase and empowerment of the cultural and creative sector because it encourages the development of creative communities. Co-working spaces play a decisive role, due to their function of open platforms for cooperation. The community and networks that form in such places represent its most significant value because they enable the development of new connections between various creators, entrepreneurs and individuals. Consequently, co-working spaces represent an ideal environment for the development of new products, services and business models and are a vital pillar of the innovation ecosystem.

The purpose of the »Urban Diversity Creative Voucher« is to encourage diversity in co-working spaces by linking local organisational aspects and time frame relative with those from abroad. We have designed the voucher to promote the development of entrepreneurial ideas (local and foreign), as well as to support the activities and the development of co-working spaces.

The Urban Diversity Creative Voucher consists of three components:

1. Rent-free desk for a selected creative entrepreneur, for six months,
2. Mentoring program for young creative entrepreneurs,
3. Implementation of a module (event, seminar, workshops, round tables, etc.) that promotes diversity in co-working spaces and connects local creators with foreign ones.

The net value of the Urban Diversity Creative Voucher is 1.721,31 EUR, with the gross value of 2.100,00 EUR.

Organisational aspects and time frame

The partner responsible will create a public call for recipients of ten (10) 6-month Urban Diversity Creative Vouchers. If all ten (10) vouchers are not awarded in the first round, the partner will repeat the call until they allocate all the funds. The pilot project starts in February 2019 and ends at the end of February 2020. The last payments will be made in April 2020.

Outputs

Various levels of the final impact:

1. Ten (10) young entrepreneurs will (at least partly) develop their entrepreneurial idea.
2. It will be easier for foreigners who receive vouchers to integrate into the Slovenian market environment and connect with Slovenian entrepreneurs.
3. Co-working spaces will prosper through various events/seminars/workshops/round tables and will link up with the international environment.

T3.1.3 PILOT PROJECT GRAZ (The Department for Economic and Tourism Development of City of Graz – AWTSG)

Time Frame

The partner responsible plans to carry out the first pitching event April 25th, 2019, at the "Spacelend" co-working-space. The promotion activities for the pitching event will start by March 31st. The main organiser, Ideentriebwek, will post an on-line invitation on their Facebook page. Along with that, other project partners, AWTSG and ZRC SAZU, will also use their social platforms to promote the event.

The second event will be held in Ljubljana, probably the first week of October 2019.

Organisational Aspect

To organise the event, AWTSG created a public call for offers, for the organisation of cross-border pitching event for start-ups, young entrepreneurs and creative people from Graz and Ljubljana

The organisation Ideentriebwerk submitted the best proposal. Their responsibility is for finding start-ups and entrepreneurs that are willing to participate in the pitching. The event will take place at the "Spacelend" co-working-space.

The Slovene partners will get in touch with their co-working-spaces, to try and find start-ups, entrepreneurs, and creative people from Slovenia that will come to Graz on the 25th of April to present their business ideas or their need for cooperation.

Considering the autumn event, the Slovene partners will find a co-working-space in Ljubljana where the pitching event can take place. They will also be responsible for finding a co-working venue, along with young entrepreneurs, start-ups and creative people. AWTSG will procure young entrepreneurs, start-ups and creative people from Austria to participate at the pitching in Ljubljana. AWTSG will organise a return transport.

Content of the pilot project

The content includes an implementation of activities that support diversity in co-working-space, as well as the cooperation of creative entrepreneurs and start-ups in Graz. To achieve this goal, AWTSG will organise two pitching events to enhance the collaboration between start-ups and young entrepreneurs from Graz and Ljubljana.

One event will take place at the co-working space "Spacelend" in Graz with the participation of Slovenian start-ups and young entrepreneurs. A co-working space in Ljubljana will host a similar event in autumn 2019.

Output

The main output of the pilot project is closer cooperation between young entrepreneurs, start-ups and creatives from Graz and Ljubljana, particularly among those working in co-working spaces. People that have a workplace in co-working spaces are mostly alone or have at most a small enterprise. They are young and open-minded, while geographical or cultural borders don't exist for them. They are highly interested in co-operation, particularly in the line of international cooperation.

T3.1.4 PILOT PROJECT ST. MARTIN (St. Martin Castle – SSM)

Time Frame

The Creative Space (Kreativestatt) at St. Martin Castle started its activities in December 2018 and is still on-going. The space will continue its operation until the end of the project and will hopefully be in use, even after the project ends. This pilot project, therefore, presents one of the long-term effects of Urban Diversity project.

Organisational Aspect

The Creative Space is a seminar room at the St. Martin Castle that gives its users a means to wish to share their creative knowledge. Those that are interested can apply to use the room through booking an appointment via a web interface. The room can be used once or regularly.

SSM will create a public call for the development of a platform, that includes a calendar and on-line booking service.

Content of the pilot project

The pilot project Kreativstatt includes an implementation of a support programme for the establishment of a co-training area for various creative entrepreneurs. By developing an online tool, the Creative Space will offer a connection between creative training offers and interested individuals. It will also comprise of a mobility sharing tool that is not yet in use.

<https://www.verwaltung.steiermark.at/cms/ziel/148750227/DE/>

Output

The effect of this pilot project is to connect people - creatives and those who want to present their training ideas but have no place to do so because they cannot afford it or the space is not available. In this space, however, people can create, perform, design, grow and learn together.



PILOT PROJECT T3.2

CREATIVE NETWORKING IN URBAN SPACES

T3.2.2 IMPLEMENTATION IN LJUBLJANA (Slovenian Migration Institute ZRC SAZU)

Content

The pilot project will connect various entrepreneurs, residents and visitors of Trubarjeva Street, and promote it to the general public. To this end the partner responsible will organise public events and use variety of online tools that enable an interactive representation of the happenings on the Street. The latter will include several content and offers of street entrepreneurs, residents and urban interventions.

The Trubarjeva street is one of the most well-known creative spaces of the City of Ljubljana, with a high production of social innovations, based on the input of several diverse crafts and visitors. It is located on the edge of the old town centre, defines and co-creates it. This pilot project activity will develop small participatory spatial and virtual interventions. The aim is to test these interventions in a real-world setting at the local level and evaluate their potential for continued use in other urban contexts. By implementing the pilot, we will promote social and economic cooperation, support migrant entrepreneurship, thus the whole social environment of the Trubarjeva street and its surroundings. Target groups of pilot activities (local, regional and national authorities, small and medium-sized enterprises, creatives, NGOs, creative spaces, research and educational institutions, the general public) and in particular residents and visitors of the Trubarjeva street are already actively involved in the development of concepts and ideas, creative tools/applications and their realisation and evaluation. The pilot activity will be carried out under a collective graphic design, motto *Trubarjeva at your fingertips*, along with the organisation of public events. The aim is to connect different realities on the street (inhabitants, visitors, entrepreneurs), build a collective identity (branding) and promote Trubarjeva street outward (for both Ljubljana residents and visitors). The exchange of ideas, experiences and results with similar pilot activity in Graz (T3.2.4) will contribute to crossing border synergy and international recognition of the project, city and region.

Time Frame

Preparations for the pilot project will take place between May and October 2018: identification of entrepreneurs wishing to participate in the pilot activity, networking, initiative

design, content design and technological infrastructure. The next step will be putting out a call for proposals for a Corporate Identity Design (November 2018). At the beginning of 2019, the partner and Trubarjeva street initiative will launch a Facebook page and an Instagram profile under the name *Trubarjeva at Your Fingertips*. A web page under domain “trubarjevanadlani.eu” is projected for launch in May 2019. The partner responsible intends to organise a public event by September 2019.

Organisation

The partner responsible, in coordination with a group of active entrepreneurs/residents in Trubarjeva street, will create web tools. This group will create further working groups that will cover a variety of areas (photography, event posting on web platforms, event organisation, communication with the city and other stakeholders, spreading the initiative to the whole street, marketing, design). The Slovenian Migration Institute ZRC SAZU will coordinate the decisions this group meets with external contractors (designers and developers). It will also ensure regular communication with the group, organise finances, conceptual designs for public events, network with the City of Graz and the Awareness-raising campaign that represents migrant entrepreneurs from the Trubarjeva street in Ljubljana.

T3.2.3 IMPLEMENTATION AT ST. MARTIN (St. Martin Castle – SSM)

Time Frame

The first event of this series of events already took place on September 9th, 2017 at St. Martin Castle. For the duration project, the partner responsible will further organise at least 30 events, approximately ten (10) events per year, i.e. ten events per program.

The sustainable part of this pilot project is to establish a “bonus system” that helps to raise the appeal to the advantages and opportunities of multicultural and creative education and training.

Organisational Aspect

The partner responsible will carry out a public call for training and education offers. The trainers are external and often associated with NGOs.

All training will take place at the St. Martin Castle.

Each event will host approximately 10 to 40 attendees.

Content of the pilot project

This pilot project aims to connect families and inhabitants of the Graz-West urban region, through an inventive integration model used in Sweden. The activities include the development, organisation and implementation of inclusive and integrative training for young families are develop. The goal is to improve physical and mental strength. The program includes an organisation of at least 30 events in three years (courses, seminars, workshops, etc.). The partner will also organise a motivational program for youth, young families and families with a different cultural background.

Output

The output of the pilot project is to ensure higher connectivity and inclusion of local families, through free training and educational courses.

T3.2.4 IMPLEMENTATION IN GRAZ (The Department for Economic and Tourism Development of City of Graz – AWTSG)

Time Frame

The pilot project will start in March 2019 and will end by November 2019. In this period, 3 to 5 shops in the Griesplatz district of Graz will collaborate with design students and mentors to renovate and improve their image.

Organisational Aspect

The Department of Economic and Tourism Development carried out a public call among companies for proposals on establishing better creative networking in urban spaces – Networking of entrepreneurs in a city quarter. Freiraum company submitted the best proposal. In line with the public call, the company will get in touch with schools, NGOs and enterprises at Griesplatz, to plan and implement activities in the course of T3.2.4 activity.

Together with Freiraum, AWTSG will meet the companies interested in collaboration and the schools that can redesign their business spaces. Such transformation, or better improvements, do not mean renovating a specific space. Instead, it is a creative upgrade of the existing form.

The partner responsible will present the results of cooperation between companies in Griesplatz district and young creatives from Graz at three public events, attended by Slovene partners, companies and NGOs from Ljubljana.

Content of the pilot project

This pilot project intends to establish a network between different companies, locals and NGOs in the City of Graz.

Griesplatz is a smaller district in Graz with a high percentage of migrant companies and enterprises. Many NGOs in the district already started initiatives to improve the co-habitation of Austrian locals and migrants. In the course of this pilot project, AWTSG aims to cooperate with design schools that focus on urban creativity. One of the goals is to improve shop appearance (business spaces, window displays and stores) with creative ideas of students and their mentors. Creative improvement of business spaces and window displays would increase their attractiveness, resulting in a larger turnout of clients.

Along with the activities, the partner plans to organise three promotional events with participants from local NGOs and companies from Griesplatz district. The purpose of these events is to enable networking between Ljubljana and Graz entrepreneurs. Slovene partners, migrant entrepreneurs, NGOs and creatives that are part of the Trubarjeva Street scene, will therefore also participate in these events. Entrepreneurs and organisations from both cities will thus get an opportunity to meet and share mutual experiences.

Output

The pilot project Implementation in Graz presents a low-cost initiative and solutions on possibilities to create attractive shops and business spaces. Events in the course of the pilot project aim to include the exchange of ideas and experiences between Austrian and Slovene partners, especially in cases of activities in Trubarjeva Street in Ljubljana and Griesplatz district in Graz. By sharing their experiences, the two cities can learn from each other and perhaps realise new ideas.



PILOT PROJECT T3.3

NETWORKING OF DIVERSE CREATIVE PEOPLE

T3.3.2 IMPLEMENTATION (The Department for Economic and Tourism Development of City of Graz – AWTSG)

Time Frame

1st workshop – 19th April 2018

2nd workshop – May 2018

3rd workshop – 15th May 2019

Organisational Aspect

For the implementation of the first and third workshop, AWTSG will invite various companies and NGOs to a meeting with experts in the field of networking of diverse creatives. This meeting will be a form a “world café” in the course of which the attendants and experts will form groups to discuss various topics. The meeting will close with the presentation of the discussion’s results within the groups, and a networking event for attendees and experts. The first workshop already took place during the 3rd reporting period.

The second workshop also took place as a “pitching” event in a co-working space in Graz. Slovenian companies attended the event, after which the attendants had an opportunity to network and create contacts for further collaborations.

Content of the pilot project

In the course of T3.3.2 achievement, AWTSG will implement three workshops that will take place in parallel with the Design Month in Graz. This activity aims to find joint cross-border projects and activities for migrant companies and creatives.

Since Graz Design Month activities in 2017 already passed before Urban Diversity project started, AWTSG organised the first two workshops in 2018.

The workshop “The Potential of Diversity” that took place on April 19th, focused on employment of the elderly, women and migrants. During the “world café” workshop, working groups formed by the attendants and experts presented the advantages for employers when

employing representatives of these groups. The working groups under expert guidance will form different inputs and give a presentation on the findings, followed by a networking event.

In May 2018, AWTSG organised a “pitching” event, participated by Slovene attendants.

The schedule of the 2019 “world café» workshop is on May 15th, with the title “Hidden Potential in the Labour Market”. Once again the format will be group work between attendants and experts. The topic of discussion will be cultural competences, language and qualification, and whether there is a need for an upgrade on the issues of the previous “world café» workshop. The discussion will include an assumption that the current labour market is experiencing a lack of employees, which might lead to an alternative for the employers, to employ people with only a limited knowledge of German language and weak qualifications, and train them for needed positions. Once again, the workshop will close with a discussion among attendants and experts, and a presentation of results.

AWTSG will invite the Slovene partners to attend the workshop, so they can contribute with information on Slovenian circumstances in this field, and bring an essential input to the discussion, as well as forming suggestions.

The workshop will be held in German and translated to the Slovene language.

Output

The workshops in the course of the achievement T3.2.2 will contribute to raising awareness about possibilities of integrating diverse groups to the labour market (the elderly, migrants, as well as migrants with limited knowledge of German language and lesser qualifications).

One of the results is also to procure information on the situation in other countries, such as Slovenia. The aim is to find an efficient way of creating a faster and successful integration of the labour market.

T3.3.2 IMPLEMENTATION (Regional Development Agency of the Ljubljana Urban Region – RRA LUR)

Aim and content of the pilot project

This pilot project aims to connect various creatives and foresee the implementation of three workshops in the time of Ljubljana Design Month (October - November), one in 2017, 2018 and 2019. The goal of the workshop is to develop new common concepts, projects and activities by migrant entrepreneurs and creatives from a various cultural and migrant background.

The first workshop took place in November 2017, in the City of Design in Ljubljana, where Ljubljana Design Month takes place each year. The workshop was divided into two parts. The

first part of the workshop addressed the topic of migrant entrepreneurs in Ljubljana, with experience sharing by young entrepreneurs from Russia, China and Romania. The second part was set to connect the organisers of the Design Month Ljubljana and Graz, as they were looking for possibilities of closer collaboration in the future.

The second workshop took place in November 2018 and was titled: »Migrant cuisine and creativity«. This workshop took place at Skuhna restaurant in Trubarjeva Street. The participants had the opportunity to become familiar with migrant entrepreneurship, the cuisine of the global South, spiced up with design particularities of various countries. Moreover, migrants that found their home in Ljubljana thought the participants to create rag dolls, a traditional craft of Bangladesh, and how to make Argentinian leather bracelets. A musician from Burkina Faso gave some rhythm to the with an exclusive drum performance. Debbie Adams, a Kiwi from New Zealand that resides in Austria, and manages similar events in Graz, attended the event and returned full of impressions.

The third and last workshop will take place in the Autumn of 2019. This workshop will also connect various aspects of migrant entrepreneurship and creativity to enhance the cooperation between the two cities.

Organisational aspects and time frame

In the course of this pilot project, we aim to implement three workshops, that is one 1-day workshop for every year of the project.

Outputs

The activities, part of the T3.3.2 pilot project, will connect migrant entrepreneurs and creatives from Ljubljana and Graz from a different cultural and migrant background. It will allow them to meet, exchange ideas and experiences, as well as to develop cooperative projects.

T3.3.3 ADDITIONAL EVENTS (St. Martin Castle – SSM)

Time Frame

In the course of the Design Month Graz in 2018 and 2019, the partner SSM will offer exclusive training on creative cooking and food design. First events Already took place in April 2018. This pilot project should start in 2017; however, due to the late start of the project, the beginning of this pilot project moved to the next year.

Organisational Aspect

In 2018, SSM created several public calls for qualified trainers/cooks from all over Europe. The contractors, chosen from the tender, carried out several half-day courses at the St. Martin Castle premises.

Content of the pilot project

The events at the St. Martin Castle will take place in parallel with the Design Month Graz (years 2018 and 2019), and will include various activities of creative cooking and food design (preparation, decoration, cooking, service, documentation, publishing). These workshops aim to represent the traditional competence of the St. Martin cooking school, as well as to exhibit an added value of diversity, in the ever-evolving and progressive culinary arts.

Output

The workshops are free of charge and open to all interest groups that aim to discover new and unconventional ways of connecting, cooking and designing. The partner responsible will collect the results of the training in a booklet, which will be published by the end of the project.