

Project idea name	StimulART: Stimulating mid-sized urban centers to boost change in the local economy and the cultural scene by developing an innovative operational framework for CCI
Contact name	Mr. Lóránt Deme and Ms. Zsuzsanna Földi
Organisation	Municipality of Jászberény
Email	Loránt Deme: lorant.deme@grantseurope.eu Zsuzsanna Földi: zsuzsa.foldi@grantseurope.eu ; foldizsu@hotmail.com James Herbert: james.herbert@grantseurope.eu
Telephone number	In CC: Gábor Hajnal Nagy, Vice-Mayor of Jászberény: hajnal-nagy.gabor@jaszbereny.hu
Which of the priorities and the specific objectives fits your project idea best?	Priority Axis 3: Cooperating on natural and cultural resources for sustainable growth in Central Europe Specific objective 3.2: To improve capacities for the sustainable use of cultural heritage and resources.
What is the aim of the project idea? (What are the issues, problems, opportunities you want to address?)	<p>Lot of mid-sized Central European urban centres with good economic potentials offer employment opportunities and still loose creative young population. In order to keep them and to strengthen local identity these municipalities often follow an out-dated model: directly finance cultural infrastructure and events as well as cultural organisations abundantly. They ignore or work parallel with bottom-up creative business initiatives and CSR for culture by local larger businesses.</p> <p>This municipal practice is against the principles of social and financial sustainability, resource efficient operation, and the development of smart and creative communities, all of which are core elements of developing and better integrating the cultural and creative sector.</p> <p>Unlike larger urban centers, mid-sized cities (sub-regional centers) lack human capacities and skills needed to introduce and operate new operational models serving CCI: management skills are usually missing on the public's, while business and communication skills on the cultural and creative actors' side.</p> <p>StimulART thus aims to generate change by working out new operational models and tools. Through these the public sphere can boost creative businesses and employment, while the creative potential of local cultural and creative business activities helps to create balanced financing schemes, thus improving the sustainability of cultural activities and boosts the business potentials of creative industries. This way new types of employment can be created and the cultural and creative environment will be enriched.</p>
What are the planned activities and expected results?	<p>StimulArt will deliver the following outputs:</p> <ul style="list-style-type: none"> • Developing strategies and action plans. Tailor-made to local needs and challenges, these will focus on improving the operation and business application of cultural services via good governance, policy development, public-private funding, and integrated management solutions. • Developing transnational methods and guidelines, which will incorporate the following: innovative CCI management schemes, alternative policy instruments and financial incentives, smart cross-sectoral organisation, and collaborative management and business models. They will be built with shared responsibility of CCI related roleplayers via the use of participatory methods. They will be supported by raising the public's awareness of cultural products and services, and by improving the public's attitude to these products and services through informal education. • Providing practical training for authorities and cultural and creative service providers. For example, participatory governance methods and best practices in cultural management. The training will be focused on two areas: <ul style="list-style-type: none"> ○ Firstly, on cultural marketing and cultural development methods that integrate artists, artisans and CCI enterprises. ○ Secondly, on transforming cultural activities into marketable cultural products (e.g. objects, services, etc) that can generate income and thus allow for sustainable operations. • Implementing pilot actions that will initiate institutionalised stakeholder cooperation frameworks and models that implement and maintain specific place-based CCI actions with maximal transnational transferability. The pilot operational models may concern and focus on revitalized infrastructure (such as brownfield sites). <p>The benefits to be achieved by StimulART are fourfold:</p> <ul style="list-style-type: none"> • Firstly, innovative operational schemes will be developed that establish more sustainable income streams for cultural and creative activities. • Secondly, the entrepreneurial and operational skills of CCI stakeholders will be improved • Thirdly, underutilised infrastructure and/or open spaces will become new

	<p>scenes of CCI.</p> <ul style="list-style-type: none"> Finally, the municipalities will reduce their financial burdens and the cities will be better placed to retain young and creative minds.
<p>Partners involved at this stage</p>	<p>The Lead Partner, Municipality of Jászberény (HU) thanks to its abundant cultural heritage and strong economic performance, is a flourishing regional hub, drawing in workers, students and tourists from a substantial distance. However, until recently there has been very little interconnection between the city's local economy, culture, creative activities and community life. Its economy has been centred on low value-added production, leaving very little space for creative entrepreneurship and employment. This has had negative demographic consequences, with young and creative minds leaving the city in their droves.</p> <p>Meanwhile, over the last two decades the city has received a large amount of structural funding from the EU. A large proportion of this has been used for the revitalisation of cultural and urban infrastructure. However, very little attention has been paid to factors such as financial sustainability, integration with the community, and the utilisation of the creative potential of renewed urban spaces. Slowly but surely, macro-regional economic forces have spurred Jászberény's cultural and creative stakeholders into action: local cultural arts movements have started vibrant bottom-up initiatives; local enterprises have launched creative activities and are engaging in CSR.</p> <p>The municipality has come to realise it must transform itself from the role of cultural benefactor to cultural partner and facilitator working in an integrated cultural and creative framework. Thus, the time has come to renovate the underlying structures and conditions and, in the process, to formulate an innovative operational framework for local CCI.</p>
<p>Type of partner I am looking for (country, governance level, activity sector, expertise etc.)</p>	<p>Mid-sized city municipalities (population: 20.000-160.000) with a firm economic background and a relatively strong and developed cultural scene. These can then be twinned with: local cultural actors, cultural management organisations, creative industry organisations, or horizontal knowledge provider institutions (e.g. universities or research institutes).</p>

The project idea is owned by the Municipality of Jászberény.