

Idea: Support for business development in the field of creative industries, holding local competitions of business ideas

Number in the database: 104

Area: 10

Idea description

Title:	Support for business development in the field of creative industries, holding local competitions of business ideas
Idea objective	<p>Culture and creative industries are essential parts of people's social life. In recent years, thanks to the development of digital technologies, the field of creative industries has also become a field of business, where representatives of various fields of activity work together: artists, engineers, IT specialists, managers, etc. Thanks to Internet technologies, even representatives of small towns have a chance to enter global markets.</p> <p>Small cities face the challenge of how to form teams that could create a successful business in the field of creative industries.</p> <p>The main idea of this activity is to identify potentially successful business ideas and support the creation of teams to generate and implement such ideas through competitions at the local level.</p>
Sharing process (max 1000 characters)	<p>It is better to implement such action in two stages.</p> <p>At the first stage, it is advisable to:</p> <ul style="list-style-type: none"> - analyse the potential of the city in the field of creative industries: who already works in this field, what are the results; are local educational institutions interested in this topic, etc. It is also advisable to determine which type of creative industries is the most popular in the city. We recommend paying attention to such types as advertising, design, music, video, cultural heritage, etc. - to create an organizing committee for a local competition in the field of creative industries - find partners for conducting contests and attract additional financial resources and other means for the winners of the contest <p>In the second stage:</p> <ul style="list-style-type: none"> - distribute announcements about the competition and conduct the necessary informational activities - evaluate the proposals received (descriptions of ideas) - hold an open public event to award the winners of the competition - analyse the results of the implementation of ideas six months after the competition and discuss plans for the next competition
Restrictions/rules (law, skills, time, other)	<p>Such activity does not require obtaining additional permits, but it is necessary to involve people who have the appropriate qualifications.</p> <p>Here it is advisable to find partners among national structures and well-known organizations in this field. Such organizations can help with the attraction of additional financial resources and support the authors of ideas at the stage of implementation of their business ideas.</p>
Procedures (if applicable)	<p>The main procedure is to agree on the terms of the competition and award the winners.</p> <p>Since for this, it will be necessary to attract funds from the city budget, a corresponding decision must be made.</p>
Costs for public institutions (if applicable)	<p>Funds are needed to hold events, promote the contest, pay experts to evaluate applications, and award winners.</p>
Expected result (if possible)	<p>Formation of a new segment of the economy in the city and promotion of the city.</p>