

Idea: Providing cultural and art products for use in the activities of local companies

Number in the database: 21

Area number: 18

Idea description

Title:	Providing cultural and art products for use in the activities of local companies
Idea objective	<p>The aim of the initiative is to facilitate the promotion of local culture and art products, both in the offer of local enterprises and through their commercial contacts. Often, local entrepreneurs dealing with crafts, handicrafts or culture are not recognizable. It is worth for municipal units to have the best knowledge of the local offer. The first element of cooperation may be the free promotion of local products among the guests of the city hall, other municipal units along with the distribution of information about possible contact with local entrepreneurs. Entrepreneurs themselves can also prepare promotional packages with their products for other entrepreneurs who run a wider economic activity and could be ambassadors of local products and culture.</p> <p>The second phase of cooperation will be the development of the cultural and art products catalogue and its distribution among local entrepreneurs along with the organization of an information meeting.</p> <p>Possible alternative approach/additional element of the idea:</p> <ul style="list-style-type: none"> - Sharing the idea with other cities. - Supporting the distribution of cultural and art products by partner cities.
Sharing process (max 1000 characters)	<p>Sharing process will be organised in the following steps:</p> <ol style="list-style-type: none"> 1) Identification of entrepreneurs providing cultural and art products 2) Preparation of a free catalogue of cultural and art products from the city 3) Distribution of the catalogue in electronic and paper form among local entrepreneurs 4) Organization of a meeting with local entrepreneurs, during which cultural and art products will be presented 5) Supporting mSME contacts with entrepreneurs by providing cultural and art products <p>Access to catalogue is free of charge.</p>
Restrictions/rules (law, skills, time, other)	<p>The initiative requires an analysis and answers to the following questions:</p> <ul style="list-style-type: none"> - What cultural and art products can be shared under the program? - How to program the rules of cooperation of the city office and other public entities with entrepreneurs providing cultural and art products so that it is compliant with the law? - How and to what stage to animate the cooperation of local SMEs with entrepreneurs providing cultural and art products? - What information should be included in the catalogue? - How often should the catalogue be updated? - How many paper copies of the catalogue will be needed? - How often should entrepreneurs providing cultural and art products organize meetings with mSME and should the city hall participate in them? Until when? <p>The initiative requires the involvement of the following resources:</p> <ul style="list-style-type: none"> - human resources: intellectual property rights, Public Relations, graphic skills, catalogue distribution, - catalogue printing, - infrastructure: hall for the meeting.
Procedures (if applicable)	<p>The implementation of the initiative requires several formal procedures:</p> <ul style="list-style-type: none"> - concluding promotion agreements with entrepreneurs providing cultural and art products, - development of rules for the transfer of cultural and art products by entrepreneurs to the units of the city hall, - development of transparent rules regarding the support of mSME contacts with entrepreneurs providing cultural and art products.

Costs for public institutions (if applicable)	Cost of preparing and printout of the catalogue Costs of organizing the meeting and distribution
Expected result (if possible)	It is expected that due this initiative, the recognition of local cultural and art products will increase, and local mSME will be able to add souvenirs promoting local culture to their orders for key customers, which will positively affect their perception among contractors.