

Idea: Free premises/stadium for specific mSMEs to test / exhibit the equipment - sport field

Number in the database: 39

Area: 4

Idea description

Title:	Free premises/stadium for specific mSMEs to test / exhibit the equipment - sport field
Idea objective	<p>The activity consists of offering to specific mSMEs for free or for preferential prices premises or concrete stadiums for the propose of testing some equipment in the sport field or to exhibit sport equipment.</p> <p>This idea might be a good occasion in the city to organize local public events where additional to exhibition of sport equipment by mSMEs some local producers could come with their products (such as food, beverages, etc.) for people that are visiting the event/stadium.</p> <p>Additionally, exhibition or testing the sport equipment may also include a part of sport competitions/rallies, etc. in order to attract not only the local people but also the tourists.</p> <p>The main objectives of the activity are:</p> <ol style="list-style-type: none"> 1. encouraging small business in the sport field to exhibit their equipment 2. creating a platform for potential sales of sport equipment for local business 3. offering physical platforms for testing specific sport equipment 4. promoting the sport among inhabitants 5. organizing public events in the city based on the public-private cooperation.
Sharing process (max 1000 characters)	<p>Implementation of the measure requires mutual involvement of public authorities and institutions and private companies in the sport field. The main step is conceptual and implementation work aimed at identifying:</p> <ul style="list-style-type: none"> - specific needs in terms of exhibition or testing sport equipment by the local business - mapping the sport premises of the city by the public authorities and matching the disponibility - potential public events that can be organised on stadium with testing/exhibition of the equipment but also allowing the participation of the visitors (inhabitants, tourists, etc.) - defining the cooperation framework (the need of specific agreements, preferential prices, etc.) - programming a calendar (including grouping private companies for bigger events/activities) - designing the sales framework according to the regulation and cooperation basis - involving / dialogue with police and/or other specific authorities for organising testing/exhibition of sport equipment - how to promote and communicate events in the media (where / if applicable) <p>Conceptual work should be completed with the development of an action plan with a schedule and division of activities between the parties involved.</p> <p>The aim is to address the needs for as much as possible private companies, so grouping the needs would be a relevant aspect.</p>
Restrictions/rules (law, skills, time, other)	<p>The operation may encounter many limitations resulting from, among others, with:</p> <ul style="list-style-type: none"> - specifics of sport equipment and its testing, - the format of events and the specificity of the resources that will be used for the implementation of the initiatives, - internal regulations of public institutions involved in the organization. <p>Limitations may result from gaps in competencies, resources, building the necessary relationships at the regional/national level, technical aspects in exhibiting and testing sport equipment, etc.</p>
Procedures (if applicable)	<p>The action is defined mainly by the local regulation in the sport field, organizing events, stadium availability or other sport premises. A significant procedure would be related to the financing the events but for this propose a concrete and mutual action plan for public and private cooperation should come with proper solution (e.g. shared costs, shared roles, etc.).</p> <p>At a certain moment and level if the initiative is becoming complex implementation may require applying for external funds (regional, national, international).</p>

Costs for public institutions (if applicable)	The action is related to incurring organizational costs, including: <ul style="list-style-type: none"> - providing of public infrastructure for events of exhibition/testing the sport equipment, - organizing the activity (in the form of events or other), - promotion (if needed/decided by the parts)
Expected result (if possible)	Organized exhibitions/testing events of sport equipment for local business and diversification of local public events