



ECoC-SME
Interreg Europe



European Union
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Primăria
Municipiului
Timișoara

Project workshop 3

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LLL2

FA3 “Engagement: ways to activate potential start-ups and SMEs in the three stages of the mega-event: preparation, event year and legacy years”

The main questions we chose to deal with concerning FA3 were:

- How can we communicate efficiently the role and the needs of the ECoC program to the SMEs?
- Which channels to use with the SMEs community?
- Are the SMEs aware of the ECoC potential?
- Which could be the ways of cooperation between the business community and Timisoara 2021?
- How can we identify the needs of the creative sector in relation to the ECoC program in order to see the entrepreneurial opportunities?
- How can we facilitate the access to the information needed by the entrepreneurs in order to act?
- How can we determine SMEs to develop initiatives in relation to the ECoC mega event?

LLL2

- **How can we communicate efficiently the role and the needs of the ECoC program to the SMEs?**

- SMEs are interested in the ECoC program

- SMEs need simplicity, clarity, motivation, trust and pragmatism

- the ECoC program should be presented at SMEs specific events

- actions are not coagulated/integrated/pieced together within a certain field in Timisoara . People act on individual basis. This can be seen in the lack of strong clusters in various industries.

- **Which channels to use with the SMEs community?**

- channels already developed within the ECoC –SME project

- academic environment that is connected to both SMEs and the ECoC

- use of existing networks

- a few representative ambassadors from the ICC sector can be used as communicators

- a good use of social media with smart PR tools, the on-line platforms available and key people in the local ecosystem

- **Are the SMEs aware of the ECoC potential?**

- SMEs do not believe that they have first-hand and reliable information at this time regarding the business potential of the ECoC

- SMEs believe that they have their own image / scenario, at least general, about what they could do but cannot invest further

LLL2

- **Which could be the ways of cooperation between the business community and Timisoara 2021?**

- appropriate and credible framework to attract private capital and a wide range of entrepreneurs to ensure the participation of a functional creative ecosystem

- attracting private players with capital that will invest in the TM2021 ECoC program can create credibility

- the business community and the TM2021 ECoC should empower each other

- win-win partnerships: SMEs service providers for TM2021 mega – event

- **How can we identify the needs of the creative sector in relation to the ECoC program in order to see the entrepreneurial opportunities?**

- only through face to face discussions with actors who are credible in their own sector.

- by consulting organizations who work with the SMEs and start-up community

- by standardizing and recurrent use of statistical tools

- by creating an information platform, to understand the overview of the image impact of the integration of various industries

- by encouraging students and not only to come up with business ideas that fall within the limits of the ECoC program and awarding a number of "X" business plans

- by creating a flow whose coherence depends very much on TM2021 ECoC

LLL2

- **How can we facilitate the access to the information needed by the entrepreneurs in order to act?**

In the current context of the Covid-19 pandemic, this access is only online and could be made through:

- a series of weekly webinars on relevant topics with unique speakers

- mentors, coaches, investors, academia, etc.

- a simple and transparent method: the creation of a button on the <http://timisoara2021.ro> web site menu, "entrepreneurship" or "get involved"

- a newsletter in which the reality of ECoC is presented from the SME perspective

- identifying entrepreneurs, understanding the profile of each entrepreneur, inviting them to a presentation, making a good pitch in their language, delivering info and getting feedback

- a platform site, a detailed pdf or online guide, several networking events and sharing of good case practice, tailored information campaigns

- involvement of the professional bodies

- **How can we determine SMEs to develop initiatives in relation to the ECoC mega event?**

- credibility and a clarified concept of benefits and expectations

- empowerment activities

- TM2021 ECoC could offer advantages/ benefits that encourage and stimulate SMEs to move towards ECoC.

Interregional Learning Progress

Leeuwarden site-visit-inspiration Blockhuispoort

-a former prison with a great significance for the cultural history of the city of Leeuwarden and its province

- preservation and use of the monumental building complex
- strengthening the creative incubator function
- sustainability



Timisoara- MX Center for Art, Technology and Experiment- TM ECoC 2021 legacy project

-former tramyard presently Corneliu Miklosi Tram Museum with a great significance for the industrial history of Timisoara

- preservation and use of the industrial heritage
- promoting the IT&C and culture as the revitalized city identity
- fostering innovation



Interregional Learning Progress

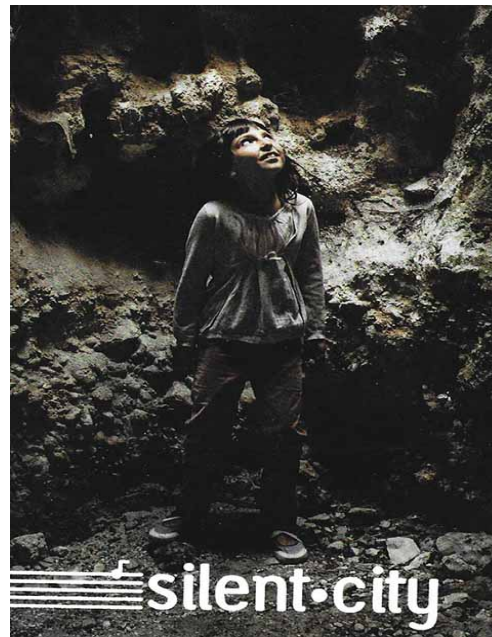


Matera OS

- TraCEs- Transformative tourism across European Capitals of Culture
- transformative tourism – tourists changed perspective and were motivated by connecting, helping, understanding, exploring the local community
- Transformative tourism as a way for SMEs in tourism to survive the Covid-19 pandemic

Matera site-visit

- Silent City – Community opera
- Co-creation
- Involvement of the communities
- Open space



COVID-19 Impacts

Despite the Covid -19 pandemic crisis for our LLL2 we decided to stick to the **FA3 of the project “Engagement: ways to activate potential start-ups and SMEs in the three stages of the mega-event: preparation, event year and legacy years”** as we considered the theme was still of great interest for us and our SG.

What has changed

- way of engagement (on-line vs. face-to-face)
- different workshop methods (interview-set of questions vs. world/learning café, lightning decision jam- more interactive)

Difficulties

- Technical aspects (on-line accessibility, know-how of on-line platforms, new ways of working)
- Participatory engagement (no. of responses/ people engaged)
- Unpredictable results (no control over the quality/value of the responses)

Reflections

- Interest in Leeuwarden GP- The Launch Game

How much did the development of the game cost?

How long did it take to develop the game?

How many people worked to develop the game?

How much will the app cost?

- Interest in the CCI sector and how the sector survived during lockdown and ways for restarting after

Measures taken by local authorities especially for the CCI sector due to Covid-19



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Thank you!

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