

# OUTPUT FACT SHEET

## Pilot actions (including investment, if applicable)

Version 3

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| <b>Project index number and acronym</b>            | Stimulart   |
| <b>Output number and title</b>                     | D.T3.3.3 Establishment & operation of a local shop for heritage/culture based creative products in Jászberény                         |
| <b>Investment number and title (if applicable)</b> | D.T3.3.3 Establishment & operation of a local shop for heritage/culture based creative products in Jászberény                         |
| <b>Responsible partner (PP name and number)</b>    | PP2 (JKER)  |
| <b>Project website</b>                             | <a href="https://www.interreg-central.eu/Content.Node/STIMULART.html">https://www.interreg-central.eu/Content.Node/STIMULART.html</a> |
| <b>Delivery date</b>                               | 03.2022   |

**Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value**

The biggest potential of Jászberény regarding CCI are heritage-based activities such as folk dance (with a whole eco-system built around), traditional trades and crafts as well as contemporary art (also having traditions of its own). The city has failed to turn heritage-based potentials into real CCI business opportunities so far. In crafts (both traditional and modern regarding the product portfolio) talented and productive crafts people are present and active in the region. Heritage-based crafts products might look outdated, old fashioned and useless for many people that is why the artists are ready to renew their product portfolio fitting them more to today's taste. The challenge is to make the new products visible and to find a place where the crafts people can appear jointly with their products.

Objectives of the pilot is to improve the business opportunities of craftsmen, to boost cohesion of the creative people, to enlarge the visibility of heritage-based arts and crafts in the region. And to set up a new visitors' attraction in Jászberény. Roomli contributes to the all project objectives especially PSO2: To turn cultural heritage assets into creative products & services in mid-size cities through developing local culture based creativity and improving entrepreneurial & individual skills.

The original venue was not available thus a new one had to be found. The business plan, corporate design of Roomli was prepared in the preparatory phase. Creative design of the shop's interior was created, and the shop venue was furnished, decorated accordingly. The selection process of suppliers and their training happened in August 2021. The opening ceremony was on the 10<sup>th</sup> of September. It was coupled with the so called Roomli festival. The website app was produced, and other marketing actions took place. The monitoring and evaluation of the Roomli lasted till the end of project.

Multifunctionality of the created place was **experimental**: shop, meeting place, knowledge sharing, co-creation place. The place **demonstrated** that visibility is extremely important for successful business presence.

#### NUTS region(s) concerned by the pilot action (relevant NUTS level)

- NUTS3 Jász Nagykun-Szolnok County
- NUTS4 Jászberény micro-region (township)
- city of Jászberény

#### Investment costs (EUR), if applicable

(only cost items under BL5 and BL6 should be considered).  
37 500 euro (JKER PP2)  
+ 5000 euro reallocated from savings of the LP

#### Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Roomli - the creative hub will improve the business opportunities of the heritage-based arts and crafts in Jászberény and its region, it also strengthens the cohesion of the creative people. It also enhances the reputation of revived arts and crafts traditions. By enhancing the visibility of heritage-based arts and crafts it establishes a new visitors' attraction in the region ultimately. The main beneficiary is the city by gaining a new attraction and meeting point for the local creatives as well as the locals and visitors who wish to meet them and buy their products. The local associations and creative groups also benefit from the place as group of relevant actors.

On urban policy level it has an uptake as CCI is now part of the local integrated urban development strategy (2022). Crafts trainings, CCI sectoral innovation and developing entrepreneurial skills is important - a complementary structure for these all might be added to the Roomli concept next year by using EU-cofinances (TOP Plus).

### **Sustainability of the pilot action results and transferability to other territories and stakeholders**

Jászkerület Nonprofit Ltd. owns and runs Roomli. Jászkerület - with the support of the Municipality - have set up a group of experts dedicated to running the place (1 + 0,5 + 0,5 staff members of JKER). Besides selling creative goods, the multifunctional place raises income from entrance fees of creative workshops, events, and they also rent the attractively decorated venue out for meetings and events to local enterprises.

The pattern can be easily adapted in other territories - the only point is that the place cannot be self-sustaining at the start for months. Alternative incomes - other than selling creative goods - are needed.

Performing art could benefit from this output too, as the place is ideal for small-scale pop-up performances. The venue is hardly appropriate for the full-scale innovation cycle in CCI. Either a larger venue or a complementary structure is needed for the full-scale operation of the multifunctional establishment.

### **If applicable, contribution to/ compliance with:**

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

There are no relevant regulatory requirements related to Roomli.

Roomli's contribution in terms of sustainable development is the place's Multifunctionality - mixing no income and income generating activities. The pilot has no potential negative environmental effects - just the contrary it has motivated other actors in the field to be more proactive in CCI thus Roomli had a positive business environment effect. The horizontal principles most respected and integrated are sustainable development and equal opportunity and non-discrimination. Sustainable development (financial) is addressed via the efforts expressed in the business plan to make the balance of costs and benefits. Ensuring access for all by providing income raising and non-income raising activities is equally important.

The horizontal principles of equality between men and women and environment are less relevant regarding the pilot project. Yet, they are also taken for granted.

**References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links**

**If applicable, additional documentation, pictures or images to be provided as annex**

**Deliverables:**

Roomli - a kreatív pont Üzleti terv (Jászberény) - Business Plan in HUN  
website: <https://roomli.hu/>