

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE1491 STIMULART
Output number and title	Output O.T3.1 Pilots developing and testing new financing and organizational frameworks; D.T3.2.3 Revivifying 3 abandoned urban places to enhance collaborations within local CCIs through different cultural actions.
Investment number and title (if applicable)	/
Responsible partner (PP name and number)	City of Amberg, PP7
Project website	https://www.interreg-central.eu/Content.Node/STIMULART.html ; StimulART (amberg.de)
Delivery date	December 2021

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

On November 11th the pilot project started. It started with a vernissage at Spitalkirche. The exhibition contained 12 printed figures which are a portrait of local members of the 12 branches of the CCI. They told the visitors of their branch and explained. The exhibition was supported with multimedia. In this audio, every person of the 12 representatives explained their job and branch. (PR-Campaign). Simultaneously the people going by could see the "happening" in Spitalkirche on a screen in Stadtlabor, got interested, were invited, and could visit the exhibition in Spitalkirche. A live stream out of the Spitalkirche in the pedestrian precinct.

On November 11th also started our campaign SAG' MAL. That means "Tell us". We wanted feedback from the public and the visitors. They should tell us, what their opinion is about the use of the 3 locations in our "Dreiklang" after the pilot project. Dreiklang were the 3 locations with Spitalkirche, Ringtheater and Stadtlabor.

On November 18th in Spitalkirche moved to an event location. The young CCI could present their work. Musicians played, the writer read their texts, rappers were on stage, etc. And BeatAM a local internet radio streamed the evening in the program.

In Stadtlabor were workshops with CCI members. The visitors could participate in their work and got more knowledge. A photograph, a radio-maker and members, and a professor presented their work in software and games.

In Ringtheater the evening was dedicated to the local filmmakers. They presented their films, network and got each other known. The local TV station, the university OTH Amberg-Weiden, media companies, and individual filmmakers presented their films. Then there was a discussion about this branch and the work in Amberg.

On November 25th in Spitalkirche was the Vernissage of the "Amberger Kunstsymposium" (Amberger Art Symposium). The leader Hanna Regina Uber opened the exhibition of the artists.

8. Later in Ringtheater the films of the making of the artworks will be shown. At the same time, there will be the premiere of the song from two artists. They composed that song/performance, especially for this event! After that, the guest and interested people are invited to discuss the potential usage of the three Dreiklang-locations.

The experimental nature was that there were events in standing empty locations and organized events that contains mostly every branch of the CCI. Never before there were events like this. Especially such events in these locations. It was achieved that many actors could get to know each other and network. It was also experimental to offer several events at the same time. Normally, it is tried not to have another event at the same time. A conscious decision was made not to do this in order to test whether the events would have a symbiotic effect on each other. This can be said in the affirmative and can be considered a complete success!

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

City of Amberg
Amberg-Sulzbach County
Schwandorf County
Metropolregion Nürnberg

Investment costs (EUR), if applicable

No investment.

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

One of the aims of the pilot project was to bring more attention and awareness to the local CCI. Through these events and the accompanying coverage, the Amberg CCI came into focus and became accessible to many. On the other hand, we tried to connect the CCI actors with each other and introduce ourselves. Some of the participants have already planned something together for next year. This can also be seen as a success of the project. And furthermore, it was achieved that the administration, CCI members, and all stakeholders work together easily and efficiently. Hurdles had to be removed here. This was also achieved. We wanted to organize events in empty rooms and organize events that include almost all branches of the CCI. We have achieved this goal. In our region, an event with this breadth of CCI branches is unique. And the success of the pilot project made it repeatable. We also received a lot of feedback from interested parties. So we got to know the interests of the citizens of Amberg and the surrounding area. And we incorporated this feedback into the strategy for a basis for upcoming pilots and events.

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

The results from the pilot project provided a good overview of the needs and challenges for future events in the CCI field. These results can be used by pretty much everyone who tends in this direction of thrust. The results can be used in a variety of ways.

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

- All relevant regulatory requirements have been complied.

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

The biggest success was that the three locations could be played together, and a kind of main use case could be worked out for each location. In addition, the CCI was brought into focus, and understanding and knowledge were created in this regard. Furthermore, there was also very positive media coverage. This confirmed that our thrust was correct and pointed the way for further projects.