

STIMULART - FINAL PILOT EVALUATION

D.T3.3.5 - Final pilot status report - by
Jászberény Municipality and Jászkerület
Non-profit Ltd.

2022





Please, repeat the info already discussed in the mid-term evaluation report as this is the overall and final evaluation of the pilot action.

Question				
1.	Number of the action (relevant for the pilot concept) according to the Application Form	D.T. 3.3.1 Preparation of detailed roadmap, implementation plan and communication plan for Pilots supporting and testing products/services built on local culture-based creativity.		
2.	Title of the pilot action	Roomli-the creative hub		
3.	Please, provide the real final value of the defined indicators .	1. indicator: a creative hub – a furnished and designed venue	target value:1	final value: 1
		2. indicator: number of suppliers in the shop	target value:15	final value: 17
		3. indicator: number of people fully employed to run the shop	target value:1	final value: 1
4.	<p>Please, describe in detail all pilot implementation steps as completed.</p> <p>Please, report on the steps - events, happenings, partners involved, number of participants (at events) etc.</p>	<p>In the preparatory phase of Stimulart the pilot of Jászberény was interpreted as a shop selling handcrafted products. During project implementation two major things changed to the original idea:</p> <ul style="list-style-type: none"> the location / venue was shifted from the Mill - cultural and event center (due to the failure of the project supported by the EU) to a main square venue owned by the municipality and managed by Jászkerület (PP2) The change, though unexpected proved to be advantageous concerning the visibility of the shop. The main entrance opens to the main square of the town. the functions of the pilot got wider: from a pure shop it has become a creative community place with events, workshops, exhibitions, regular meetings of the creative community <p>Steps completed:</p> <ol style="list-style-type: none"> extra activity as a preliminary intervention: the procurement of the works for the refurbishment in the new venue (on the main square of the city in a building owned by the Municipality) happened and the new venue was refurbished 		



Question	
	<ol style="list-style-type: none"> 2. The business plan – including the marketing plan of Roomli – has been completed and the action planning of the marketing activities has also been launched, some elements of the marketing action plan esp. the ones related to the opening event have been completed. 3. Creative design of the shop’s interior was conducted by a local reputed creative architect Mr. Balázs Sisa, the design also helped to determine the parameters of the furnishing as preparation for the relevant procurement by JKER (PP2) 4. The corporate design of Roomli was the fruit of co-working but the work was led by a graphic designer Ms. Kinga Bartos – as the result the logo the overall look, the practical utilization of the core design elements was produced – the graphic designer co-operated with the interior designer intensely to make the overall look coherent 5. Selection process of suppliers – meanwhile, the call for suppliers was issued and the applications were evaluated by a board of experts, the ones selected presented their portfolio of creative products and the final list of first round suppliers was made. 6. Training of the suppliers - after finalizing the list of suppliers they were all invited to a preparatory session and an entrepreneurial training in summer 2021 7. furnishing and preparing Roomli for opening – In August all furnishing of the shop was produced and acquired and were installed in the venue, the products of the first round of suppliers were arranged in the shop venue 8. Opening ceremony – the opening ceremony of Roomli occurred on the 10th of September. The event was open to the public and the press was also invited. The Amberg partner delegation also participated at the event on their peer review visit to Jászberény. The opening ceremony was coupled with the so called Roomli festival covering the whole weekend (it was financed from other resources than Stimulart) 9. completing website / app and other marketing actions promoting Roomli 10. monitoring and evaluation of the Roomli operation (presented at the final stakeholder meeting and the final conference)



Question			
5.	Which pilot implementation steps have you failed to complete and why (compared to what was planned in the pilot concept)?	None of the scheduled steps was missed. There was no delay to the timetable.	
6.	How do you see/judge the contribution of the pilot action to the realization of the strategic objective (as described in the pilot concept) the pilot was supposed to contribute to?	<p>The pilot largely contributed to the Strategic objective: 2. The heritage based creative sector of regional importance is a characteristic feature of the city and the local economy</p> <p>All aims of the actual pilot were realized:</p> <ul style="list-style-type: none"> • To improve the business opportunities of the heritage-based arts and crafts in Jászberény and the Jászság region • To strengthen the cohesion of the creative people in Jászberény and the Jászság enhance repute of revived arts and crafts traditions • To enhance the visibility of heritage-based arts and crafts industries in Jászberény and the Jászság • To establish a new visitors' attraction in the region <p>The regional aspect of operation is to be further strengthened.</p>	
7.	Which are the anticipated risks that got realized and needed intervention during the pilot implementation	Risk	Measures to avoid or minimize the risk
		keeping up the interest of people is critical	intensive marketing activity at the final stage of the project implementation
8.	Budget of the pilot. How much of the pilot budget has been spent?	all planned budget was spent on the AF-determined content	
9.	Requested and completed financial reallocations (only concerning the pilot!)	in addition, 5000 euro was reallocated from the savings of Jászberény Municipality to the refurbishment of the venue	



Question		
10.	Procurements completed	all necessary procurement processes were successfully completed PP2: procurement for the refurbishment of the venue ; procurement for the furnishing of the venue
11.	Overall delay of the pilot – reason for the delay	No delay in the implementation