

SELLING

Regional Growth through Culture

Funded by the Botnia Atlantica programme and the public sector in Västerbotten, Ostrobothnia and South Ostrobothnia

November 2011 – October 2014

Total budget: 610 000 euro





UMEÅ

VASA

SEINÄJOKI

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OBJECTIVES

1. To develop the **value chain** for creative industries.
2. To boost the **entrepreneurial skills** in the creative sector.
3. To increase **visibility** for the creative professionals in the Kvarken region.

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1. *THE IDEA TEAM*

- 7 of Kvarken region's most exciting entrepreneurs at the same table.

"Where do you see business potential?"



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Mission:

- To develop at least 25 new business ideas or models for the creative sector

Challenges:

- Coming up with a great idea requires dedication.
- How to outline a process that results in new, relevant business ideas?

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2. *INTERNATIONAL WORKSHOPS*

-9 artist in Berlin, Paris, Stockholm, Vasa and Umeå

Teaching artists about presentation, marketing, commercialization and sales.



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Key to Success:

- Connecting with a professional profile within the field.
- Getting access to the professional's contacts.
- Getting artists out of their comfort zones, both mentally and physically.

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WHAT HAPPENS NOW?

- Planning of new project based on experience from Selling – Regional Growth through Culture
- Getting international: Connecting creative work spaces in EU together, creating creative exchange.

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