



## Experiment Overview

### Objective

- To diagnose – explore and evaluate the opportunity of using a local product to boost entrepreneurship, contributing to the transformation of the Radomski subregion and its place-making
- To prescribe potential solutions.

### Relevance

The experiment responds to the challenge, and builds on the opportunities identified.

### Key innovation

- Local entrepreneurs test out local knowledge. The entrepreneurs willingly introduce new products or services
- The experiment prioritizes the input and ideas of the local community. By involving residents in identifying solutions, it ensures that the resulting initiatives are directly aligned with community's ideas, fostering a sense of ownership and collaboration.
- It involves co-creation: the experiment can innovate by facilitating a co-creation process where entrepreneurs and residents indirectly collaborate to develop and refine solutions
- The process fosters innovation by enabling entrepreneurs to experiment, learn, and refine their approaches quickly in response to changing circumstances or emerging insights

## Experiment Progress

Based on ideas chosen by residents, and the experience from stakeholder workshops, a group of six local entrepreneurs representing different branches has been engaged in implementing various business boosters.

### Methods and tools used:

- Survey with residents on the use of chocolate flint and other natural resources
- Survey with local NGOs on territorial capital and funding
- Collection of data on registered business entities in the Radomski subregion
- Mapping the location of businesses by branch (experiment relevant branches as indicated by survey respondents among matching branches according to the Polish Classification of Activities)



## Learning

- Entrepreneurs learn how to use the local product
- Entrepreneurs learn to collaborate while using the local product
- Entrepreneurs co-create the Radomskie subregion businesses' map
- In a long-term perspective - the subregion gains a new and specific identity that replaces the existing one

*"dull and unspecific"* (as seen by both residents and non-residents).  
*"a problem area"* (as identified by the Strategy of the Mazowieckie voivodship).

## Reflections

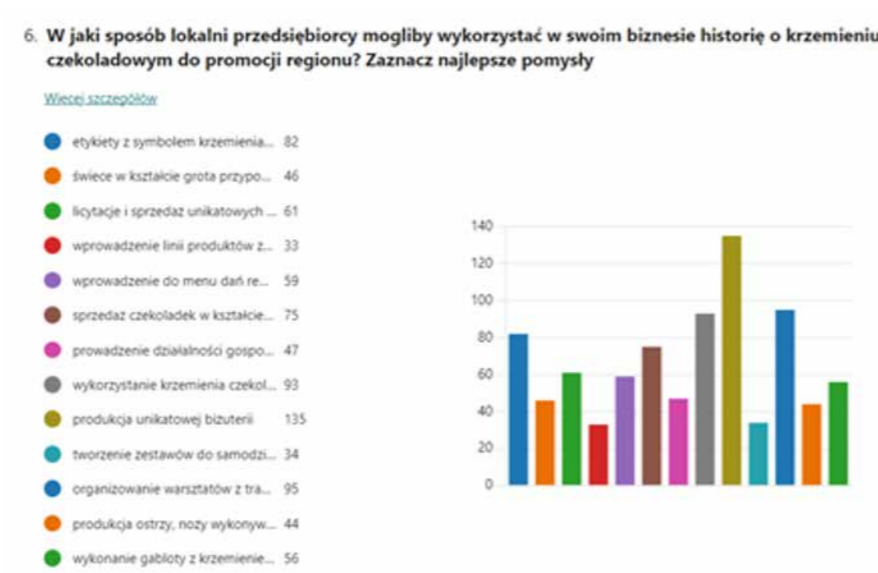
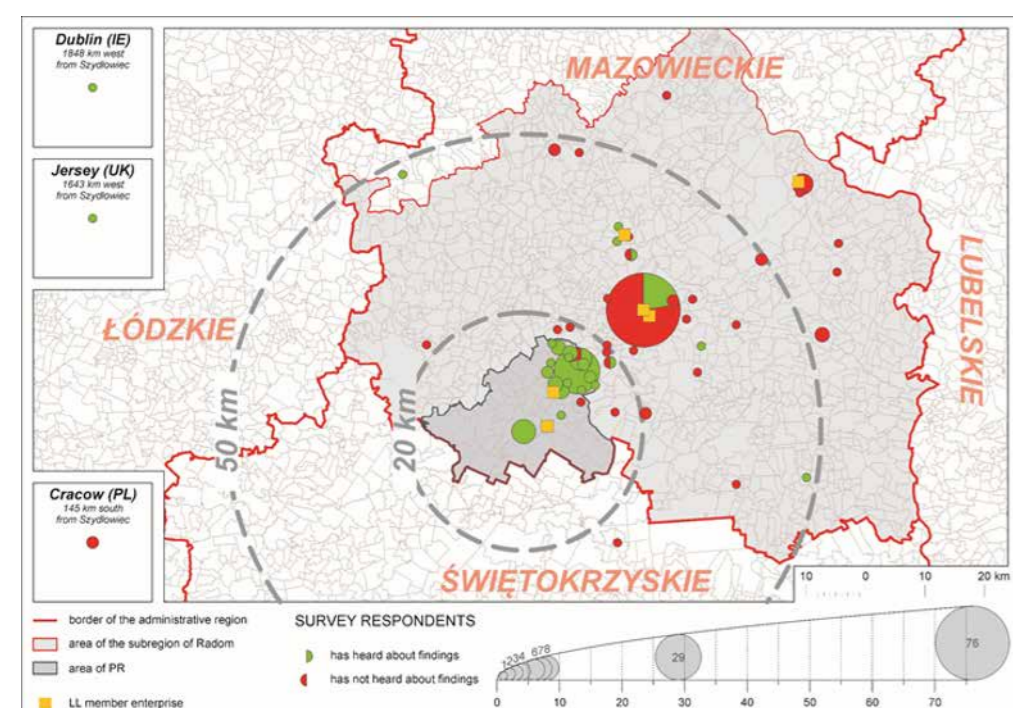
- The survey got over 200 responses
- Almost all entrepreneurs asked have taken up the experiment challenge
- Not all entrepreneurs are monitoring the effects of the experiment
- Paraphrasing Carl Jung, working with few entrepreneurs who show engagement is worth more than working with plenty of entrepreneurs who don't

## Next steps

- Use Maptionnaire to feed elaborated Google maps
- Engage entrepreneurs in uploading information on their businesses
- Wrapping up the actions taken by the businesses (collective in-depth interview; site visits, analysis of sharing activities, etc.)

## Plans for 2025:

Translate the experiment results into long-term policy.



## Our findings:

- The residents are aware of the potential that the local product can offer in boosting local entrepreneurship
- NGOs and entrepreneurs find that the Radomski subregion can profit from its identification with the local product
- There is a multitude of businesses that could use the local product

