

# KAMIONEK MILOWY

## ANNUAL REPORT

*Enactus Poland National Competition, June 2017*



### 4 MAJOR PROBLEMS OF ENTREPRENEURS FROM KAMIONEK (BASED ON OUR SURVEY)

**42%** of them claim that they struggle with high rent and other payments.

**18%** didn't know how to develop their business.

**17%** reported that they don't have successors to take over the workshop.

**13%** didn't have the knowledge how to advertise their business efficiently

We are a team of young, active people from the University of Social Sciences and Humanities, working for the local community of Kamionek.

We have created a comprehensive and innovative project for micro-entrepreneurs. Using the principles of nostalgia marketing such as history, tradition, and many years of entrepreneurial experience. We use sentiment to the past in education of entrepreneurs, repairing their studios and promotion of their businesses. Our actions are designed to make this area more attractive, improve the functioning of these businesses in the future, and raise history awareness of the local community.

The 3 pillars of the project - education, redecoration and promotion - are the answer to the main problems of local entrepreneurs.

Events we took part in :

Night of Museums, Handicraft Festival, AIP Conference - Business for Humanity, SWPS 2016 University Festival, 100th Anniversary of Saska Kępa Connection, Stones Walk, POSUL Seminar, Xmass Workshop at SWPS University, Revitalization Meetings, Premiere Meetings Map of Craftsmen, Local debates, Intercultural Festival of the SWPS University, Family picnic on the Kamionkowskie Błonie



WE **EDUCATE** CRAFTSMEN AND OWNERS OF MICROENTERPRISES IN VARIOUS FIELDS. WE HAVE CONDUCTED PILOT SERIES OF WORKSHOPS (5 TOPICS) AND STARTED THE SECOND SERIES (6 TOPICS).



WE **RENOVATE** BUSINESS PREMISES OF LOCAL ENTREPRENEURS IN A WAY CONSISTENT WITH IDEA OF NOSTALGIA MARKETING. WE HAVE TOTALLY REVIVED THE SHOE SHOP OF MR. KRZYSZTOF DUBNIAK. WE HAVE ALREADY DESIGNED THE PROJECT TO REDECORATE THE PREMISES OF LADY LAMPSHADE MAŁGORZATA



WE **PROMOTE** THE AREA OF KAMIONEK AND INTEGRATE LOCAL COMMUNITY THROUGH ORGANISING EVENTS, WORKSHOPS AND BUILDING ENGAGEMENT IN SOCIAL MEDIA. ARTICLES IN THE PRESS ABOUT OUR PROJECT HAVE BEEN SOLD IN OVER 500,000 COPIES, WE GAVE 7 INTERVIEWS FOR RADIO STATIONS & AN INTERVIEW FOR TVN24

## KAMIONEK MIŁOWY IN MEDIA



## Main achievements

We have legally registered the association and now we are key project in cooperation of integrated program of Warsaw's Revitalization (development of the factory at Berka Joselewicza street as part of the revitalization of the right bank of the Vistula river).

We are initiators of establishing the Group for Protection of Heritage and Development of the Craft (which includes representatives of The Praga Museum of Warsaw, local craftsmen, our Team and South Praga District Office).

Thanks to our actions, the representatives of the local autonomy from Praga Południe agreed to implement the program proposed by us - equal rent for all craftsmen (8 PLN / square meter) and to abolish signage fees for craftsmen whose workshops are hidden in the courtyards.

## Plans for the near future

June 9 - open lectures on nostalgia marketing and psychology of place (During SWPS festiwal)

June 10 - workshop with craftsmen and a field game on Kamionek

Completing the 2nd edition of workshops for entrepreneurs

Redecoration of business premises of Lady Lampshade Małgorzata

Field game "Game of Thrones" on Kamionek

Launch of the mobile app "Szlakiem Kamionka"

Assistance in the implementation of the program of Crafts team (project of hall on Berka street and "Rogatka" market)

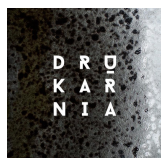
## Plans for the further future

3rd edition of thematic workshops for craftsmen

Conduct another redecoration

Run the sale of KM branded gadgets

## OUR PARTNERS



Warszawa do usług

