



smath

**Smart atmospheres of social and financial innovation
for innovative clustering of creative industries in MED area**

D.3.7.2. Strengthening the joint cooperation and the cross-innovation activities by CIs industries



Interreg
Mediterranean



smath

Project co-financed by the European
Regional Development Fund

Project information

Acronym		smath	
Title		Smart atmospheres of social and financial innovation for innovative clustering of creative industries in MED area	
Name of the Lead Partner organisation		Veneto region	
Project Nb		3225	
Duration of the project	Starting date	2018-02-01	Number of months
	Ending date	2020-07-31	30
Programme priority axis		Priority Axis 1: Promoting Mediterranean innovation capacities to develop smart and sustainable growth	
Programme specific objective		1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area	
Call for projects		3rd call	
Type of project		Testing	
Internal ref number		3MED17_1.1_M2_084	
Partner responsible for the deliverable		Technopolis City of Athens SA	

Consortium:

Veneto Region - Direction of Cultural heritage Cultural Activities and Sport, IT, Lead Partner

Ca' Foscari University of Venice, IT

Autonomous Region Friuli Venezia Giulia, IT

Barcelona Activa SA SPM, ES

Institute of Culture of the Municipality of Barcelona, ES

Technopolis City of Athens SA, GR

The Culture and Heritage Industries Cluster, FR

TVT Innovation, FR

Agency for Territorial Marketing Ltd., SI

Zagreb Innovation Centre Ltd., SI

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1. Introduction

The present document is a methodology for the pilot implementation of the deliverable Strengthening the joint cooperation and the cross-innovation activities by CIs industries.

This deliverable aims to provide concrete recommendations and a shared approach to SMATH's Creative Nests that will inform them about the crowdsourcing experience, platforms, operation in order to urge the beneficiaries to this way of provision of services. The key point of the service is to let the beneficiaries know this type of collaboration and possibly to find new job opportunities or partners, that would not be able to find in their own.

Main objectives of this can be listed as following:

- To introduce the main concept of the Crowdsourcing;
- To inform the partners on:
 - Crowdsourcing definition
 - Crowdsourcing benefits
 - Crowdsourcing users
 - Crowdsourcing platforms
- To coordinate the selection of a crowdsourcing platform o be linked to SMATH platform
- To give detailed instructions to the Creative nests for communicating crowdsourcing to the beneficiaries

In this extent, the report is consisted of the below sections:

- SMATH creative nests' cooperation approach
- Methodological Framework
- Crowdsourcing Experience
- What is crowdsourcing?
- Benefits of crowdsourcing
- Types of crowdsourcing
- Operation of Crowdsourcing platforms
- Proposed platforms
- Communicating Crowdsourcing experience
- Summary - Action plan
- ANNEX - Presentation
- ANNEX – Proof of communication / feedback

2. SMATH creative nests' cooperation approach

The support services offered by the SMATH creative nests offered a variety of tools to be used during the implementation of these pilot services according to needs of the targeted groups and scope of these services so far. These activities may be implemented in parallel, combined or in succession.

The services provided by the eight creative nests so far:

Strengthening CIs' networking and cooperation attitude

- Strengthening the cooperation between CIs and core cultural engines: 1 cultural heritage site event and an info day to help creative and cultural operators strengthen the cooperation and develop common cooperation ideas.
- Supporting the collaboration and the generation of new projects between Creative Industries and Cultural Engines: 2 working labs to proceed with the cooperation and deepen the structure the projects.
- Assisting CIs to develop joint projects in key areas of social innovation: 3 study visits and 3 follow-up workshops to create opportunities of synergies and foster to cross-fertilization actions.
- Strengthening transnational cooperation and spill-over actions: 2-day-event in Arles to strengthen the cooperation, identify common opportunities and collaboration, promote idea generation processes

Enhancing managerial capabilities of cultural engines

- Awareness seminars addressed to operators of "cultural engines" to promote management, financial and marketing instruments: Seminars to strengthen the skills in marketing and commercial methods and strategies
- Coaching assistance on management skills for cultural engines: Coaching & mentoring services offered in management skills with focus on leadership, organizational behaviours and processes, decision making in complex situations to fine-tune personal skills that are necessary for implement collaboration
- Promoting market orientation for culture-based products/services: a fair/market place where the beneficiaries will present their projects ideas to an audience of public agencies and private firms to check their market orientation and expand the domain of stakeholders interested to cooperate and promote new collaboration and ideas
- Developing marketing strategies for CIs operators: support to the implementation of a business plan and an investment plans to define the business model and get prepare for potential providers of financial resources.

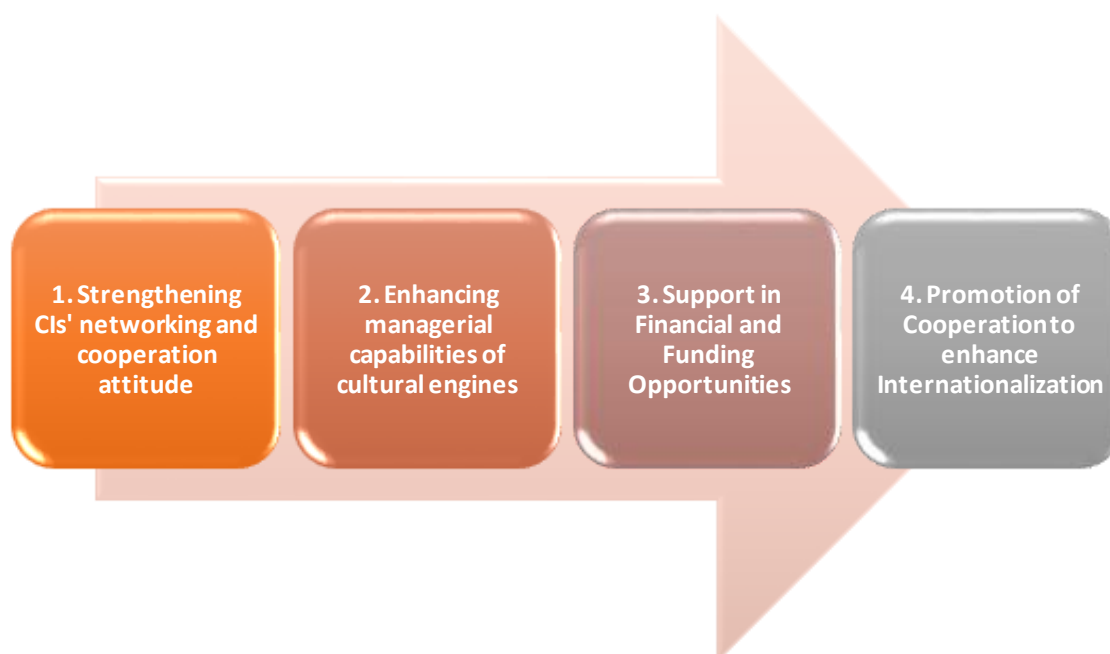
Support in Financial and Funding Opportunities

- Setting-up local networks of private investors interested to work with projects&ideas from CIs: 1 pitching event, where the projects developed by CIs operators will be proposed for investment.

- The Crowdfunding experience to support start-ups and new products: 1 proposal from each Nest will be assisted for the uploading on a crowdfunding platform to promote its ideas through the platform and attract investors.
- Promoting EU funding opportunities addressed to CIs industries: an online service host in the SMATH platform will select call for proposals, request of partnership for the submission of proposals to be funded, or to set up MED partnership under COSME, CREATIVE Europe, etc.

Promotion of Cooperation to enhance Internationalization

- Setting up a MED Creative Cluster: a methodology to set up a MED Creative Cluster to create smart atmosphere of social and financial innovation for innovative clustering focusing on social cohesion, urban regeneration and sustainable tourism
- Strengthening the joint cooperation and the cross-innovation activities by CIs industries: a methodology to promote the internationalization and the approach to new markets by operators from CIs and cultural engine
- Setting up an international service to promote the cooperation in MED area: CIs will be supported to identify potential partners to develop new products and services focusing on the 3 transnational social innovation sectors identified.



3. Methodological Framework

The development and implementation of this pilot service has been designed with a view to inform the beneficiaries about crowdsourcing, providing them with useful informative material about crowdsourcing. The aim is to inform them for this alternative way of finding new collaboration and possibly making profit.

Under this deliverable, Technopolis will implement this report, that will:

- inform partners about crowdsourcing
- present crowdsourcing platforms related to cultural and creative industries, from which the partnership will choose one to link with SMATH platform
- provide guidelines to partners on how to communicate crowdsourcing to the beneficiaries of the creative nests
- provide a presentation about crowdsourcing to partners

Each partner is responsible to send to their beneficiaries' informative material about crowdsourcing and send back to Technopolis proof of sending (i.e. screenshots of the email) and feedback by the beneficiaries (if any).

The deliverable 3.7.2 will be this report, with a presentation about crowdsourcing, proofs of communicating crowdsourcing to nests' beneficiaries and feedback (if any) by the partners, as annexes.

4. Crowdsourcing Experience

What is crowdsourcing?

Crowdsourcing is the practice of utilizing the wisdom of a group for a common goal. It is best applied when attempting to solve complex problems in an innovative way or streamline intricate processes. Practically, it is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.

Crowdsourcing in the cultural and creative industries can involve making contributions to creative projects or outsourcing micro-tasks linked to a project such as a new workflow or business model.

Benefits¹ of crowdsourcing

The Crowdsourcing experience will have many benefits for the project holders which mainly are:

- Opportunity for new creators to develop projects that would otherwise lack resources.
- Higher level of career development and popularity
- Getting insider knowledge, or the sense of belonging and involvement
- Feeling of having an impact on the cultural products on the market
- Potentially diminish the risks of pirating
- Contributions by various artists that inspire each other
- Cost-effective
- Speed of the process
- More diversity
- Marketing and media coverage

Types of crowdsourcing

Crowdsourcing can be found in different formats. The most usual are Crowdfunding, CrowdInnovation and Crowd Creativity. Below are listed the types of crowdsourcing.

CrowdFunding helps in raising capital for new products and businesses through donations and sponsorships from online investors and the general public. Crowdfunding websites such as www.kickstarter.com can be used to attract funding (donations) from the crowd. The process involves filling in a very small amount of documentation about the project including how much you need to raise and for

¹ [https://www.europarl.europa.eu/RegData/etudes/ATAG/2016/577979/EPRS_ATA\(2016\)577979_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/ATAG/2016/577979/EPRS_ATA(2016)577979_EN.pdf)

what, and what rewards will be offered to backers of your project. Typical reward schemes promise 1st edition complete products to the funders, official limited-edition merchandise, inside stories about development process, invitations to launch parties but not financial rewards. The project and advert goes live having about 30days to gain 100% of the funding required (all or nothing).

CrowdInnovation Sites have enabled designers to submit their ideas and call upon the crowd to undertake conceptualisation and development work on their behalf. Developers gain 'influence' on the design proportional to their contributions. Quirky encourage contributors by proposing an interesting equity model where developers gain 'influence' on the design proportional to their contributions. Percentages of influence are then converted into monetary value as a proportion of product sales. (i.e www.quirky.com)

CrowdCreativity / CrowdDesign When crowdsourcing is used for innovative media content, it is called crowd creativity. Crowdsourcing is often used to procure photographs, audio clips, short films etc. For reasonable prize money inventors can expect around 100 high quality logos to be submitted by the crowd. The same process can be followed for packaging design and other product styling tasks (see figure 4 for example concepts).

CrowdLabour fills the gap between supply and demand of labour by getting a distributed labour pool to perform tasks virtually.

Crowd Voting is the process of gathering votes from the crowd for various decisions, from designing a product to the flavour of chips.

Micro Tasks Small tasks that are outsourced to the public and do not require any particular skills are micro-tasks.

Macro Tasks, are the exact opposite of micro tasks and need expertise in a particular area like coding or graphic designing.

Open Innovation is companies asking people outside their organization for innovative ideas.

Distributed Knowledge Crowdsourcing is also used to obtain knowledge and information on a particular topic. Citizen journalism is an important example of this type of crowdsourcing.

Operation of Crowdsourcing platforms

Crowdsourcing platforms have two types of users. For easiness sake, the one type will be named as "Solution Seeker" and the other type as "Solution Provider".

Solution Seeker is this type of user (company or individual) that has a need that crowdsourcing experience can cover. For example, a company needs a logo. This can be covered by using the CrowdCreativity type of crowdsourcing.

The steps that this user should follow are:

- Registration to a crowdsourcing platform that provides these solutions

- Selection of a method that he can crowdsource the need of a logo designing. Crowdsourcing platforms usually, offers two or three different type of methods. The most common methods are:
 - 1-1 cooperation, where the solution seeker selects a solution provider and work together for the project
 - Launching a contest, where many solution providers will design a logo for the solution seeker
 - Buying a package proposed by the platform. Many platforms provide the service in packages with different offers, like the number of the solution seekers that will be engaged for the project.
- Launching of the need and working with the solution provider, depending on the selected method
- Awarding the Solution Provider, if it is demanded by the platform

Solution Provider is this type of user (designer, employee, company) that offers a solution to cover someone's need (i.e. an innovative design for a website).

In solution provider's case, he should be registered to the platform as a solver / designer /affiliate (depending on the platform) and then he can :

- demonstrate his work,
- search for collaboration opportunities
- offer solution depending on the launched needs of Solution Seekers
- cooperate directly with them when is selected with 1-1 cooperation method or participate in contests

In order someone to be registered as a Solution provider on a crowdsourcing platform, in many cases is requested to send samples of work, passes tests or evaluation processes to be accepted by the platform.

Proposed platforms

Below are proposed some platforms that could be linked to SMATH platforms and the projects can be uploaded:



At [Designhill](#), a wide pool of talented and skilled designers, both professionals and amateurs from across the world can exhibit their work and cover the demand of large firms.



[Envato](#) is a crowdsourcing sites. It has all the components you need for your dream project. The site has individual platforms for different digital content. It is like a creative market where you can simply buy and offer the products.



[CrowdSpring](#) This platform put you in touch with great designers, that will help you create your product and industrial design and grow your business. How does it work? You write down what you want and get submissions from freelancers on the platform. All you have to do is pick your favorite, and you'll only pay for that one. It is a great tool, in particular, if you're not confident in the product design you already have, to come up with new ideas.



[99Designs](#) is an artistic platform, more focused on graphic design than product design. These types of crowdsourcing sites allow you to develop a new brand, logo, website, or packaging. You simply create a design brief on the platform, choose from one of the 4 packages that the platforms offers, and then your project is turned into a contest between more than 1 million professionals. You choose the winner, and they win the prize. You can provide feedback on the design you've chosen: unlimited revisions are part

of every plan.



On [DesignCrowd](#) you can find designers with various filters, like specialty (Blog, Facebook Page, Twitter Page, Banner Ad, Magazine, Landing Page...), country, earnings, percentage of jobs awarded, etc. Designers' stats and performances are also rated, and their cost increasing with their quality.



[Quirky](#) can help inventors with patents, prototypes, or even manufactured products get to the next level by providing valuable opportunities for scale and distribution under the Quirky brand.



[Chaordix](#) powers long-term customer & employee communities for engagement, advocacy, insights & co-creation. The platform is filled with creative challenges, activities, discussions, gamification, polls and more. Chaordix enables someone to launch, build & drive a dynamic online community, eliminating the barriers

Any proposed platform from partners' experience is more than welcome.

Doodle for voting a platform: <https://doodle.com/poll/ir2vb2xbqvnvfgrb>

5. Communicating Crowdsourcing experience

Crowdsourcing can be really helpful for SMATH beneficiaries, since through this, they may find new job opportunities, partners or collaboration, gain reputation and money. For this reason, it is proposed that **the partners should disseminate crowdsourcing among the beneficiaries of their nest**. Partners should approach them in order to inform them about the crowdsourcing experience.

In particular, we propose that the communication to be made by e-mail. This email will present to the beneficiaries the purpose and scope of Crowdsourcing as well as the benefits of it for their business activities. In the email, will be attached a presentation which includes more information for crowdsourcing, as well as guidelines for registering on a crowdsourcing platform.

Partners should send back to Technopolis proofs of communicating crowdsourcing nest's beneficiaries, like screenshots from the email was sent, as well as the feedback was received by beneficiaries (if any). Proofs of sending and feedback will be presented in the final version of this deliverable.

The proposed email for the beneficiaries is below and the presentation can be found [here](#). The email can be adjusted by the partners.

"Dear XXX

*We would like to inform you, through SMATH Project, about an alternative working experience, that has been very popular in recent years, **the crowdsourcing experience**.*

Crowdsourcing it is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.

*There are different types of crowdsourcing like open innovation, crowdfunding and crowd creativity, that have many benefits to participants from the development of **creativity** until **profit making**. Crowdsourcing boosts **team's spirit, collaboration, popularity** and **diversity**.*

The various crowdsourcing platform can fit in everyone's needs. For the sector of Cultural and creative industries, the most popular crowdsourcing platforms are [Quirky](#), [CrowdSpring](#), [Chaordix](#), and [DesignCrowd](#).

In the attached presentation, you will find more information about crowdsourcing, crowdsourcing types and users, as well as how you can be registered in a crowdsourcing platform.

We suggest you explore this type of opportunity and we will be glad to hear from you, about your experience.

We remain at your disposal for any additional information you might need.

Yours sincerely,

"

6. Summary - Action plan

For the finalization of this deliverable, the following actions should be done by SMATH partners, respecting the proposed deadlines.

Task	Deadline
Selection of a crowdsourcing platform (doodle)	12/10/2020
Linking the crowdsourcing platform with SMATH platform (TVT)	29/10/2020
Communicating crowdsourcing experience and sending proof of it and potential feedback by the beneficiaries	29/10/2020
Final version of the deliverable by Technopolis	5/11/2020

7. ANNEX – Proof of communication / feedback

Pays D'Arles Creative Nest

présentation de l'opportunité Crowdsourcing dans le cadre de SMATH



BALTAG Olga <International@industries-culturelles-patrimoine.fr>
 Προς: [Henri Maquet](#); [Miki Mobierre](#); [diffusion@gmail.com](#); [Martine Sousse La Boate](#); [MARTINESOUSSE@GMAIL.COM](#); [flamencoanarles@gmail.com](#); [marie pilee](#); [flo lupit](#); [Pascal Hubner](#); [FABRICE.PAUL@EDIKOM.FR](#)
 Κοιν.: [BERTRAND Laetitia](#); [LAMOTTE Ludvine](#)

SMATH - Presentation for Crowdsourcing.pdf
2 MB

Απάντηση Απάντηση σε όλους Προώθηση

Τρι 6/10/2020 12:12 μμ

Chers porteurs de projets,

Je vous envoie ce mail car nous souhaitons vous informer, que dans le cadre du SMATH, une plateforme de **crowdsourcing** va être reliée à la plateforme du projet, afin de promouvoir une expérience de travail alternative, devenue très populaire ces dernières années.

En quelques mots, le **crowdsourcing** est la pratique qui correspond à faire appel au grand public ou aux consommateurs potentiels pour proposer et créer des éléments de la politique marketing (choix de marque, création de slogan/logo, création de vidéo, co-création produit,...).

Dans le cadre du crowdsourcing, les prestataires professionnels (entreprises, ONG, artistes freelances) ou amateurs peuvent alors être récompensés, rémunérés ou parfois uniquement valorisés lorsque leurs créations sont choisies par l'annonceur ou parfois simplement pour leur effort de participation.

Il existe différents types de crowdsourcing comme le financement participatif ou la créativité de foule, qui présentent de nombreux avantages pour une marque, du développement de la créativité à la réalisation de profits. Le crowdsourcing stimule l'esprit d'équipe, la collaboration, la popularité et la diversité.

Les différentes plateformes de crowdsourcing peuvent répondre aux besoins de chacun. Pour le secteur des industries culturelles et créatives, les plateformes de crowdsourcing les plus populaires sont [Quirky](#), [CrowdSpring](#), [Chaordix](#) (toutes en anglais); [DesignCrowd](#) et [99designs](#) ont des versions françaises de leur site.

Dans la présentation ci-jointe, réalisée par nos partenaires grecs, vous trouverez plus d'informations sur le crowdsourcing, les types de crowdsourcing et les utilisateurs, ainsi que la façon dont vous pouvez vous inscrire sur une plateforme de crowdsourcing (document en anglais).

Nous vous suggérons d'explorer ce type d'opportunité et nous serons heureux de vous entendre parler de votre expérience.

Nous restons à votre disposition pour toute information complémentaire dont vous pourriez avoir besoin.

Cordialement,

Olga BALTAG

European Project Manager SMATH
 Pôle Culture & Patrimoine - Archeomed
 17 Chemin de Séverin, 13200 Arles



<https://www.industries-culturelles-patrimoine.fr/archives/smath/>

Greek Creative Nest

SMATH_ Crowdsourcing Experience



Business Accelerator INNOVATHENS <accelerator@innovathens.gr>
 Προς: [paulfotiades@gmail.com](#); [antonistri96@gmail.com](#); [mariapb09@yahoo.gr](#); [ck@thehappyart.org](#); [team@thehappyart.org](#); [maria.karakasidou@thehappyart.org](#); [pprovatas.aegae@gmail.com](#); [panagiotis.provatas@aegae-athina.gr](#); [marios.chatzidamianos](#); [sales@creatorsofcosmos.com](#); [info@360pointsofview.gr](#); +15 άλλοι
 Κοιν.: [g.detsis@yahoo.gr](#); [Antonis Ikononou](#); [Anastasia Sakkoula](#)

SMATH_ Crowdsourcing Experience.pdf
2 MB

Απάντηση Απάντηση σε όλους Προώθηση

Δευ 2/11/2020 4:37 μμ

Αγαπητοί συνεργάτες,

Στο πλαίσιο των δράσεων του έργου SMATH, θα θέλαμε να σας ενημερώσουμε για μία εναλλακτική εργασιακή εμπειρία, ιδιαίτερα δημοφιλή τα τελευταία χρόνια, την εμπειρία του crowdsourcing.

Το **Crowdsourcing** είναι ένας τύπος συμμετοχικής διαδικτυακής δραστηριότητας στην οποία ένα άτομο, ένα ίδρυμα, ένας μη κερδοσκοπικός οργανισμός ή εταιρία αναθέτει σε μια μεγάλη ομάδα ανθρώπων ή μία κοινότητα, μέσω μιας ευέλικτης ανοιχτής κλήσης, της εθελοντικής ανάληψης μια εργασία.

Υπάρχουν διάφορες υποκατηγορίες crowdsourcing (Crowdfunding, Open Innovation, Crowdcreativity, κ.ά), οι οποίες έχουν πολλά οφέλη για τους συμμετέχοντες, καθώς συμβάλλουν στην ανάπτυξη της δημιουργικότητας, της συνεργατικότητας, την καλλιέργεια του πνεύματος, ακόμα και την κερδοφορία.

Η διαδικασία αυτή υποστηρίζεται μέσα από crowdsourcing πλατφόρμες, ιδανικές για να καλύψουν τις ανάγκες όλων των ενδιαφερόμενων. Στον τομέα των πολιτιστικών και δημιουργικών βιομηχανιών, οι πιο δημοφιλείς πλατφόρμες crowdsourcing είναι οι [Quirky](#), [CrowdSpring](#), [Chaordix](#) και [DesignCrowd](#).

Στο επισυναπτόμενο, θα βρείτε περισσότερες πληροφορίες σχετικά με το crowdsourcing, τους τύπους και τους χρήστες του, καθώς και πώς μπορείτε να εγγραφείτε σε μια πλατφόρμα crowdsourcing.

Σας προτείνουμε να εξερευνήσετε αυτού του είδους την ευκαιρία και θα χαρούμε να μάθουμε νέα από την εμπειρία σας.

Παραμένουμε στη διάθεσή σας.

Με εκτίμηση,

Η ομάδα του INNOVATHENS

T: (+30) 213 0109300 (int. 111)
accelerator@innovathens.gr



Hub of Innovation & Entrepreneurship- Technopolis City of Athens
 100, Pireos str. Gazi - 118 54 Athens, Greece
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Barcelona Creative Nest

outlook.office.com

Correu - Brunella Mariani - Outlook | Meet - dam-miop-osw | WeTransfer | D.3.7.2 Strengthening the joint cooperation an... | Correu - Brunella Mariani - Outlook

Respon a tothom | Suprimeix | Correu brossa | Bloqueja

Crowdfunding possibilities

Tradueix el missatge a: Català | No tradueixis mai de: Anglès

BM Brunella Mariani
Dj, 12 Nov. 2020 10:33
A/c: Brunella Mariani

Dear all,

We would like to inform you, through SMATH Project, about an alternative working experience, that has been very popular in recent years, the crowdsourcing experience.

Crowdsourcing is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.

There are different types of crowdsourcing like open innovation, crowdfunding and crowd creativity, that have many benefits to participants from the development of creativity until profit making. Crowdsourcing boosts team's spirit, collaboration, popularity and diversity.

The various crowdsourcing platform can fit in everyone's needs. For the sector of Cultural and creative industries, the most popular crowdsourcing platforms are Quirky, CrowdSpring, Chaordix, and DesignCrowd.

In the attached presentation, you will find more information about crowdsourcing, crowdsourcing types and users, as well as how you can be registered in a crowdsourcing platform.

We suggest you explore this type of opportunity and we will be glad to hear from you, about your experience.

We remain at your disposal for any additional information you might need.

Brunella Mariani
Tècnica del projecte europeu SMATH
Direcció del Serveis a les Empreses
C/Roc Baronat
08018 Barcelona

[Respon](#) | [Reenvia](#)

Maribor Creative Nest

Shrani | Priprni | Podpis | Odgovori

Zadeva: Projekt SMATH - D 3.7.2 Informacija o "Crowdsourcing" platformah
Datum: 2020-10-15 22:44
Od: agency@territorial-marketing.eu
Za: info@aleksander-legen.com, info@soraj.si, unikatnakeramika@gmail.com, kreal@kreal.si, info@viveslovenia.es, info@rajzefiber.si, info@mydreamjourney.eu, ppoklukar@gmail.com, maotara.art@gmail.com, jure89@gmail.com, info@artofmyown.com, lucia.zitnik@gmail.com, tine.lampet@gmail.com, mg@mashag.com, mia.crnec@gmail.com, enej@designful.si, zelenasteza@gmail.com, filip.fras@gmail.com, m.klemencic@scape.si, matic.a@gmail.com

Spoštovani nosilci kreativnih projektnih idej,

na podlagi vašega sodelovanja v projektu SMATH vas želimo obvestiti o alternativni delovni izkušnji, ki je zadnja leta zelo popularna - izkušnji množičnega izvajanja.

»Crowdsourcing« je vrsta participativne spletne dejavnosti, pri kateri posamezna oseba, institucija, neprofitna organizacija ali podjetje skupini posameznikov z različnimi znanji predlaga pripravljenost za izvedbo naloge s prilagodljivim odprtim pozivom.

Obstajajo različne vrste množičnega izvajanja, kot so odprte inovacije, množično financiranje in ustvarjalnost množični, ki imajo mnogo prednosti za udeležence, od razvoja ustvarjalnosti do ustvarjanja dobička. Crowdsourcing krepi **isamsko** ustvarjanje, sodelovanje, prikljubljenost in raznolikost.


Različne platforme za množično izvajanje se lahko prilagodijo različnim potrebam Za sektor kulturne in kreativne industrije so najbolj priljubljene platforme za množično izvajanje: [Quirky](#), [CrowdSpring](#), [Chaordix](#) in [DesignCrowd](#).

V priloženi predstavitvi boste lahko našli več informacij o vrstah množičnega izvajanja, njihovih uporabnikih ter o tem, kako se lahko registrirate na platformi za množično izvajanje.

Predlagamo vam, da raziščete to vrsto priložnosti, veseli bomo vaše povratne informacije o tej vaši izkušnji.

Za vse dodatne informacije vam z veseljem ostajamo na voljo in vas lepo pozdravljamo.

Zoran Hedžet, vodja projekta
Agencija za trženje območij [d.o.o.](#)



Možnosti in priponke

Največja dovoljena velikost datoteke je 256 MB

[Priprni datoteko](#)

f22... (21 KB)

S... (2,1 MB)

Potrdilo prejemnika ☐

Status dostave sporočila ☐

Prioriteta ☐ Običajna

Shrani poslana sporočila v ☐ Poslano

Zagreb Creative Nest

Projekt SMATH: CROWDSOURCING - Message (HTML)

File Message Help Tell me what you want to do

Ignore Delete Archive Reply Forward IM+ More+ Meeting To Manager Done Reply & Delete Create New Rules+ Move Actions+ Mark Categorize Follow Up+ Tags Find Translate Related Select+ Read Aloud Zoom Insights

Marko Helfrih
Projekt SMATH: CROWDSOURCING

SMATH_Task 3.7.2 - Presentation for Crowdsourcing.ppt.pdf
2 MB

Poštovani sudionici projekta SMATH,

koristimo ovu priliku da vas informiramo o mogućnostima „CROWDSOURCING-a“ kao participativne online aktivnosti putem koje pojedinac, institucija, neprofitna organizacija ili tvrtka predlaže grupi pojedinaca sa različitim znanjima volontersko obavljanje zadatka putem fleksibilnog otvorenog poziva. Postoje različiti tipovi crowdsourcing-a, kao što su otvorene inovacije, grupna kreativnost, a putem kojih se mogu ostvariti brojni benefiti, od razvoja kreativnosti do ostvarenja profita. Crowdsourcing potiče timski duh, suradnju, popularnost i različitosti.

Brojne crowdsourcing platforme prilagođene su različitim potrebama, no za kulturne i kreativne industrije najpopularnije crowdsourcing platforme su:

- Quirky
- CrowdSpring
- ChaoDix
- DesignCrowd

U prilogu vam dostavljam prezentaciju u kojoj možete pronaći više informacija o crowdsourcing-u te postupku same registracije na jednu od crowdsourcing platformi.

Sugeriramo da istražite mogućnosti koje crowdsourcing nudi za inoviranje, razvoj kreativnosti i financiranje vaših projektnih/poslovnih ideja.

Bit će nam drago ako nas povratno informirate o svojim iskustvima.

S poštovanjem,

Zagrebački inovacijski centar / SMATH projekt /

Marko Helfrih
Pomoćnik direktora
E: marko.helfrih@zicer.hr · M: +385 91 36 67 254

ZICER
ZAGREBAČKI INOVACIJSKI CENTAR

Avenija Dubrovnik 15, Zagrebački velesajam,
Paviljon 12, 1.kat, 10020 Zagreb
www.zicer.hr

Nabava iz mnoštva... Google disk - Prist... Poslane stavke - m... Projekt SMATH: CR... 3.7.2.Strengthening... Document1 - Word... Ampovian 1 - Ado...

FVG Creative Nest

SMATH: informazioni sul Crowdsourcing - Messaggio (HTML)

File Messaggio Help Che cosa si desidera fare?

Ignora Posta indesiderata Elimina Rispondi Rispondi Inoltra a tutti Altro - Riunione Inoltra a: AI responsabile Chiudi Conf Presidenti Messaggio di p... Rispondi ed eli... Regole+ OneNote Azioni+ Segna come Categorizza Completa da leggere Traduci Trova Elementi correlati Seleziona - Zoom

Elimina Rispondi Azioni rapide Sposta Categorie Modifica

giovedì 08/10/2020 11:05
Mengotti Elena
SMATH: informazioni sul Crowdsourcing

A
Cc Manca Antonella; Ricciarelli Mariagiovanna; Vidoni Anna; 'project-smath@informest.it'; Failace Simone; 'saverio.deredita@friulinovazione.it'; maurizio.caradonna@areasdencepark.it; 'roberto.pillon@areasdencepark.it'
Cc: 'info@bolinasall.it'; 'francesca.salcioli@gmail.com'; 'piedinudi27@gmail.com'; 'sverrusio@getnet.it'; 'robertacuti@yahoo.com'; 'natascia.fasiolo@gmail.com'; 'eleonoradenardo@gmail.com'; 'giorgio.ivan@bluesinvilla.com'; 'exploringemotions.1@gmail.com'; 'direzione@zoprai.com'

SMATH_Presentation fo...
2 MB

Gentili tutti,

Il progetto SMATH sta oramai volgendo al termine, ma non si ferma! Vorremmo informarVi dell'ultima opportunità offerta dal progetto per Voi.

Di cosa si tratta?

Si tratta di un'esperienza lavorativa alternativa che, negli ultimi anni, ha riscosso molto successo e popolarità: il **Crowdsourcing**.

Che cos'è il Crowdsourcing?

Il Crowdsourcing è un'attività online in cui un soggetto, un'istituzione, un'organizzazione no-profit o un'azienda propone ad un gruppo di individui di diversa conoscenza, eterogeneità e numero, l'assunzione volontaria di un compito.

Esistono diversi tipi di Crowdsourcing come l'**Open Innovation**, il **Crowdfunding** ed la **Crowd Creativity** che apportano diversi vantaggi ai partecipanti: dallo sviluppo della creatività fino al profitto.

Quali sono i benefici del Crowdsourcing?

Talking: Amar

Toulon Var Creative Nest

Laetitia AMIOT

De: Laetitia AMIOT
Envoyé: vendredi 6 novembre 2020 10:03
À: bonjourstudioa2@gmail.com; asso.le.nez@gmail.com; alextelliez@yahoo.fr; lionel.girod@stepat.com; laetitia.marineche@stepat.com; Julie Tinsel; Loïc ALEGOT
Cc: Le Port Des Créateurs Toulon; TVT Europe
Objet: [SMATH] Crowdsourcing + mise en relation européenne

Chers porteurs de projets,

Deux informations à vous transmettre concernant le projet SMATH :

Une plateforme de CROWDSOURCING [Envato](https://creativenest.eu/crowdsourcing-experience/) a été reliée à la plateforme des Creative Nests <https://creativenest.eu/crowdsourcing-experience/> afin de promouvoir une expérience de travail alternative, qui s'est développée ces dernières années.

En quelques mots, le *crowdsourcing* est la pratique qui correspond à faire appel au grand public ou aux consommateurs potentiels pour proposer et créer des éléments de la politique marketing (choix de marque, création de slogan/logo, création de vidéo, co-crédation produit,...). Dans le cadre du crowdsourcing, les prestataires professionnels (entreprises, ONG, artistes freelances) ou amateurs peuvent alors être récompensés, rémunérés ou parfois uniquement valorisés lorsque leurs créations sont choisies par l'annonceur ou parfois simplement pour leur effort de participation.

Il existe différents types de crowdsourcing comme le financement participatif ou la créativité collective « par la foule », qui présentent de nombreux avantages pour une marque, du développement de la créativité à la réalisation de nouveaux projets. Le crowdsourcing peut favoriser l'esprit d'équipe, la collaboration et la diversité. Les différentes plateformes de crowdsourcing peuvent répondre aux besoins de chacun. Pour le secteur des industries culturelles et créatives, les plateformes de crowdsourcing les plus populaires sont [Envato](#), [Quirky](#), [CrowdSpring](#), [Chaordix](#) (toutes en anglais); [DesignCrowd](#) et [99designs](#) ont des versions françaises de leur site. Nous vous suggérons d'explorer ce type d'opportunité et nous serons heureux de vous entendre parler de votre expérience.

Autre sujet – MISE EN RELATION EUROPE : nous cherchons des candidats pour la mise en relation avec d'autres entrepreneurs des Creative Nest ou partenaires européens du projet SMATH. Pourriez-vous nous informer si cela vous intéresse (pour rencontrer d'autres porteurs de projet, promouvoir votre activité en Europe, imaginer de nouveaux projets ... ?)

Bien à vous,

L'équipe SMATH

leportdescreateurs@email.com
europe@tvf.fr

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 Chef de Projet Europe & International
 EU & International Project Manager
 Tel : +[33] 4 94 03 89 85
 Mobile phone : +[33] (0)6 27 01 64 55
 Skype ID : laetitia.amiot1

ADHÉREZ ET REJOIGNEZ L'ÉCOSYSTÈME VAROIS



Veneto Creative Nest

Ricerca Management

Da: Ricerca Management <ricerca.management@unive.it>
Inviato: mercoledì 16 dicembre 2020 12:08
A: info@alessioballerini.com; 'Kensuke Koike'; federico.leoni91@gmail.com; 'Sergio Marchesini'; spelavolcic@gmail.com; jm.zanessi@gmail.com
Cc: 'Fabrizio Panozzo - UCF'; 'Roberto Sandrini'; 'Serena Favaro'
Oggetto: SMATH - D. 3.7.2 - Esperienza di crowdsourcing
Allegati: SMATH_Task 3.7.2 - Presentation for Crowdsourcing.ppt.pdf
Priorità: Alta

Carissimi partecipanti,

vi contattiamo in quanto si sta presentando l'opportunità di una nuova occasione per dare visibilità alle vostre progettualità sviluppate all'interno di SMATH.

Come da obiettivi del progetto, il partenariato ha selezionato una piattaforma di crowdsourcing, Envato, allo scopo di popolarla con le idee e le proposte avanzate dagli attori direttamente coinvolti nelle attività di implementazione progettuale. E noi avremmo pensato a voi.

Concretamente, vi stiamo offrendo la possibilità di condividere questa nuova e stimolante esperienza di crowdsourcing, inserendo il vostro progetto all'interno della piattaforma citata. Sarà nostra cura occuparci direttamente di questa azione; a voi chiediamo soltanto la disponibilità a partecipare.

Riteniamo l'esperienza utile fondamentalmente per due questioni: da una parte potrebbe aiutarvi ad allargare la vostra visibilità e dall'altra ad avere e attivare nuovi contatti, a beneficio assoluto della vostra creatività e della vostra arte.

In allegato trovate la presentazione dell'attività che è stata sviluppata all'interno del progetto, permettendo di giungere alla selezione della piattaforma citata.

Aspettiamo quindi un vostro feedback in merito ad accogliere l'iniziativa proposta; siamo a disposizione per ogni chiarimento ritenete necessario e per un confronto,

a presto

Fabrizio Panozzo – Responsabile scientifico

Roberto Sandrini – Project Manager

Serena Favaro – Financial Manager

8. ANNEX - Presentation

This section includes the presentation of the crowdsourcing experience that was used to inform the nest's beneficiaries.



SMATH project – Crowdsourcing experience



Project co-financed by the European
Regional Development Fund



project partners





What is crowdsourcing?

Crowdsourcing is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task.





Types of Crowdsourcing (1/2)

- **CrowdCreativity / CrowdDesign**
Companies outsource the task of designing anything, from logos to product packaging, to freelancers. This reduces the company's costs a lot. 99Designs is a great example of this type of crowdsourcing.
- **CrowdFunding** helps in raising capital for new products and businesses through donations and sponsorships from online investors and the general public. www.kickstarter.com.
- **CrowdInnovation** Sites have enabled designers to submit their ideas and call upon the crowd to undertake conceptualisation and development work on their behalf. Developers gain 'influence' on the design proportional to their contributions.
- **Crowd Voting** is the process of gathering votes from the crowd for various decisions, from designing a product to the flavour of chips.



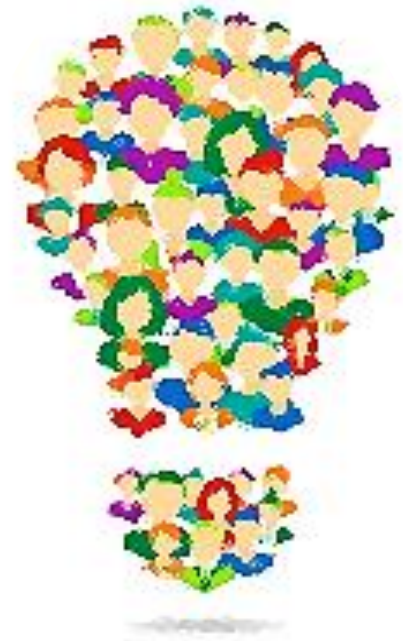
Types of Crowdsourcing (2/2)

- **Distributed Knowledge** Crowdsourcing is also used to obtain knowledge and information on a particular topic. Citizen journalism is an important example of this type of crowdsourcing.
- **CrowdLabour** fills the gap between supply and demand of labour by getting a distributed labour pool to perform tasks virtually.
- **Open Innovation** Open innovation is companies asking people outside their organization for innovative ideas. Examples would be My Starbucks Idea or Cisco iPrize.
- **Micro Tasks** Small tasks that are outsourced to the public and do not require any particular skills are micro-tasks.
- **Macro Tasks** Macro tasks, are the exact opposite of micro tasks and need expertise in a particular area like coding or graphic designing.



Why Crowdsourcing?

- Opportunity for new creators to develop projects that would otherwise lack resources.
- Higher level of career development and popularity
- Development of individual skills
- Potentially diminish the risks of pirating
- Contributions by various artists that inspire each other
- Cost-effective
- Speed of the process
- Marketing and media coverage
- Harvesting Knowledge





Crowdsourcing examples

Lego

Lego is a crowdsourcing champion. Any user can submit a design that other users vote for. The idea with the highest number of votes is moved to production. While the designer gets a 1% royalty, the company enjoys increased customer engagement as well.



Starbucks

Starbucks has a strong presence on multiple social networks, and regularly encourages consumers to submit, view and discuss submitted ideas along with employees from various Starbucks departments. They even have a website dedicated to this very purpose, which includes a leader board to track which customers are most active.





Crowdsourcing examples

Lays

Lays reaped the rewards of their ten month long 'Do Us A Flavour' Crowdsourcing campaign. It encouraged consumers to create their very own flavour of chip and just like the others, people voted for their favourite. The winner, 'Cheesy Garlic bread' contributed to an 8% sales increase in the 3 months following its release..



Waze

Waze is an app that allows users to report traffic jams and automatically gives directions for the best route to take. Waze crowdsources information by measuring drivers speed to determine traffic jams and by asking users to report road closures.





Users of Crowdsourcing Platforms



Need - Launch a Challenge

Offer - Solve a challenge

**Solution
Seeker**

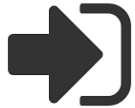


**Solution
Provider**

This user (company or individual) seeks a solution for his need. For Instance, a company needs a logo, a website, a design, a solution for anything

This user (designer, employee, company) offers a solution to cover someone's need (i.e. an innovative design for a website)

How it works?



1. A Solution Seeker signs in a crowdsourcing platform, which covers his needs (i.e. he needs a new logo)

2. Then, he selects the method that he will launch his need.



Popular methods among crowdsourcing platforms :

- a) 1-1 cooperation
- b) Launching a contest
- c) Buying a package proposed by the platform

! Many platforms help the Solution Seeker to describe his need with interactive lessons, Q&A, etc.



3. After launching the need, dependent on the method he has chosen, one or more Solution Providers work on it and offer some solutions. The Solution Seeker awards the Solution Provider

In the view of Solution Provider

How it works?



1. A Solution Provider should register to a crowdsourcing platform as a solver / designer /affiliate



2. Many platforms require samples of work for assessment or undergo potential Solution Providers to training, before accept them.



3. Then, the Solution Providers can:
- demonstrate their work,
 - offer solution depending on the launched needs of Solution Seekers
 - or cooperate directly with them when they are selected with 1-1 cooperation method.



This process provides awareness, career development and money to the Solution Provider



Popular Crowdsourcing Platforms

designhill

[Designhill](#)

envato

[Envato](#)

CHAORDIX

[Chaordix](#)

99designs

[99Designs](#)

Quirky

[Quirky](#)

DesignCrowd

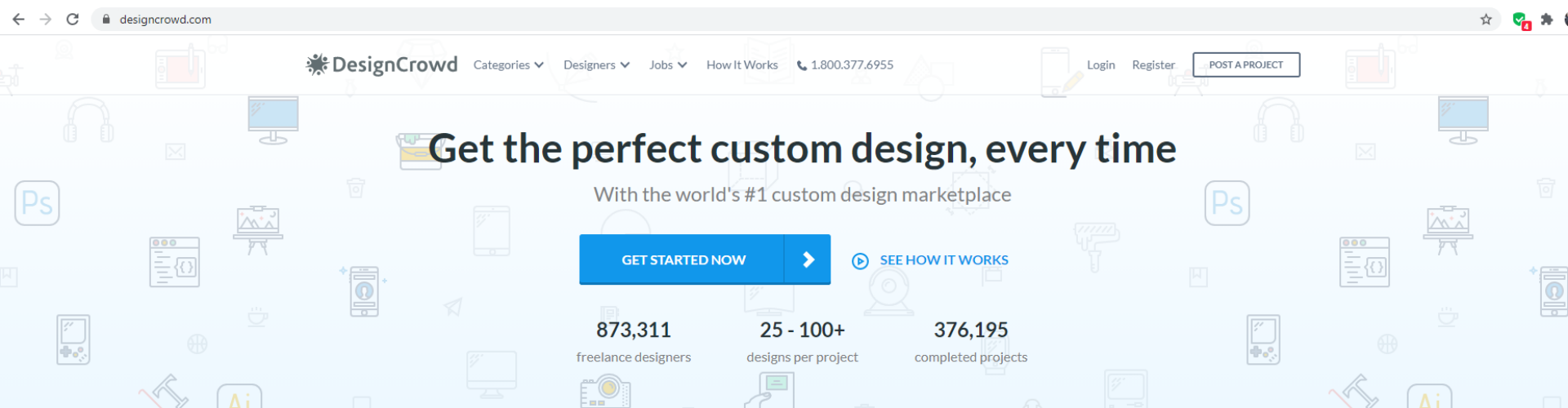
[DesignCrowd](#)

crowdspring

[CrowdSpring](#)



How DesignCrowd is operating?



DesignCrowd Categories Designers Jobs How It Works 1.800.377.6955 Login Register POST A PROJECT


Get the perfect custom design, every time

With the world's #1 custom design marketplace

GET STARTED NOW **SEE HOW IT WORKS**

873,311 freelance designers
25 - 100+ designs per project
376,195 completed projects

Our design services




Logo Design




Business Card Design




Web Design



Flyer Design



Graphic Design



T-shirt Design

[See all categories](#)


Join!


The screenshot shows the DesignCrowd homepage. The top navigation bar includes links for 'Login' and 'Register', with the 'Register' link circled in yellow. A yellow arrow points from this 'Register' link down to another 'Register' button located in the 'Our design services' section. The main content area features the headline 'Get the perfect custom design, every time' and statistics: 869,764 freelance designers, 25 - 100+ designs per project, and 175,328 completed projects. The 'Our design services' section at the bottom contains buttons for 'Login', 'Register' (circled in yellow), and 'POST A PROJECT'.

Account

Insert your personal data and select: “I’M A DESIGNER”

Create a free account

 First name*

 Email address*

 Password* ⓘ

I'M A CUSTOMER

I'M A DESIGNER

CONTINUE

By proceeding you accept our [user agreement](#).

Already have an account?

[Log in](#)

Email &
Expertise

← → ↻ 🔒 <https://www.crowdspring.com/register/> 🗨️ ☆ 🌟 🗑️ Χωρίς συγχρονισμό 👤 ...

Add your email below and pick the project categories in which you have experience and want to participate. We'll let you know when our next open registration period starts.

Email Address

Please enter a value.

I HAVE EXPERIENCE AND WANT TO PARTICIPATE IN THE FOLLOWING PROJECT CATEGORIES:

<input type="checkbox"/> Art & Illustration	+
<input type="checkbox"/> Book & Magazine	+
<input type="checkbox"/> Business & Advertising	+
<input type="checkbox"/> Clothing & Merchandise	+
<input type="checkbox"/> Logo & Identity	+
<input type="checkbox"/> Naming & Branding	+
<input type="checkbox"/> Product & Packaging	+
<input type="checkbox"/> Web & Mobile Design	+

Done

💬

More options here!

Profile
Strengthen

Browse Jobs ➔

☰ Overview

📧 Notifications 0

📧 Invites 0

★ Submissions 0

✉ Messages 0

👁 Watchlist 0

\$ Payouts

⊕ Widgets

👤 My Design Services

⚙ My Profile

👥 Community

Profile Strength

28% Complete

Things left to do:

⊕ Tell us what type of creative you are



⊕ Verify your payment address



⊖ Visit the Jobs Board

Complete

⊖ Add your profile pic

Complete

⊖ Add an about me to your profile

Complete

⊖ Review and accept the DesignCrowd quality standards

Complete

⊖ Submit your first design

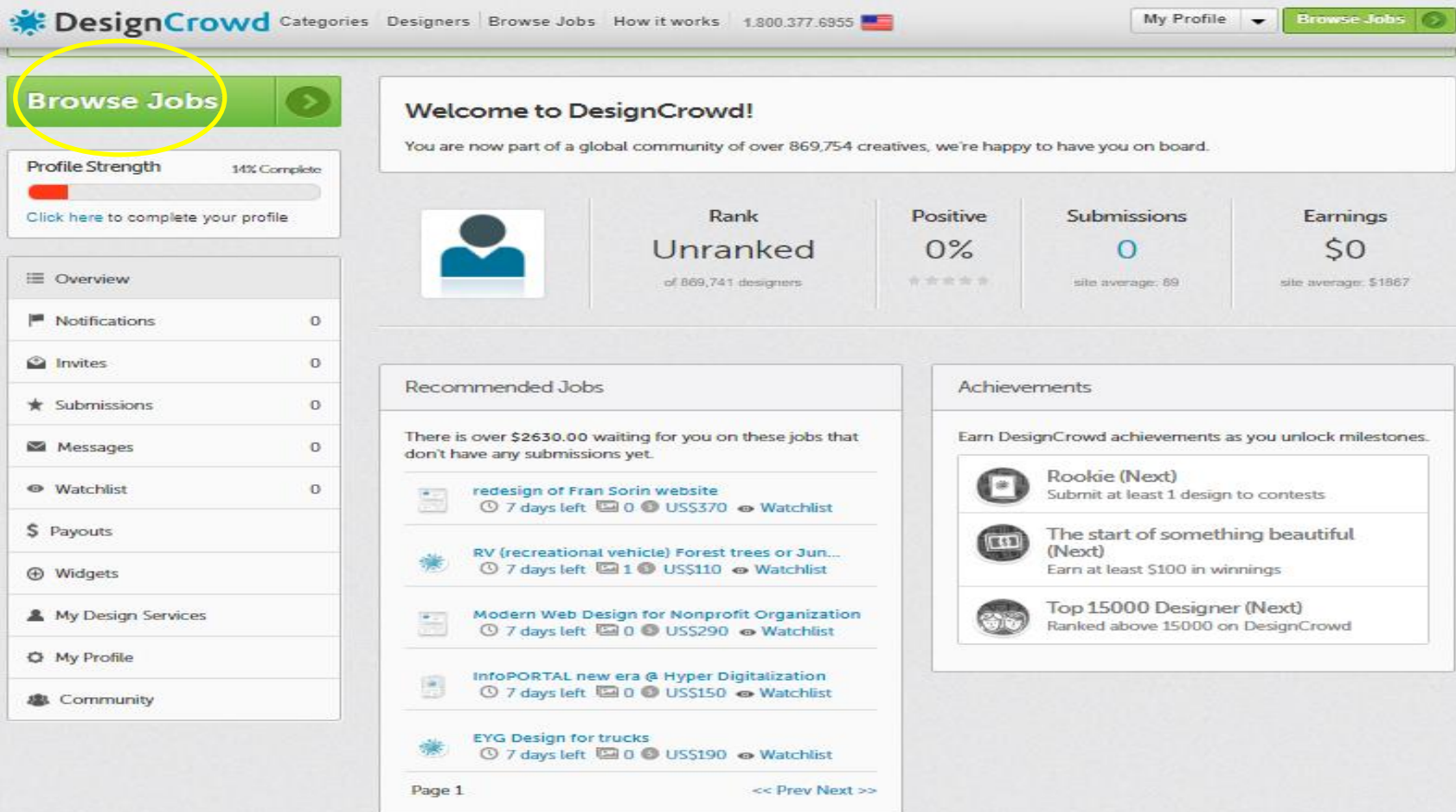
Complete




DesignCrowd

DesignCrowd: New opportunities...

Browse jobs



The screenshot shows the DesignCrowd website interface. At the top, there is a navigation bar with the DesignCrowd logo, links for Categories, Designers, Browse Jobs, How it works, and a phone number. A 'My Profile' dropdown and a 'Browse Jobs' button are also present. Below the navigation bar, the 'Browse Jobs' button is highlighted with a yellow circle. On the left side, there is a sidebar with a 'Profile Strength' section showing 14% completion and a list of navigation links: Overview, Notifications, Invites, Submissions, Messages, Watchlist, Payouts, Widgets, My Design Services, My Profile, and Community. The main content area features a 'Welcome to DesignCrowd!' message, a user profile card with a placeholder image, and statistics for Rank (Unranked), Positive feedback (0%), Submissions (0), and Earnings (\$0). Below this, there are two sections: 'Recommended Jobs' and 'Achievements'. The 'Recommended Jobs' section lists five jobs with details like title, deadline, budget, and a 'Watchlist' button. The 'Achievements' section lists three milestones: 'Rookie (Next)', 'The start of something beautiful (Next)', and 'Top 15000 Designer (Next)'.


DesignCrowd Categories Designers Browse Jobs How it works 1.800.377.6955  My Profile **Browse Jobs**

Browse Jobs

Profile Strength 14% Complete
Click [here](#) to complete your profile

Overview
Notifications 0
Invites 0
Submissions 0
Messages 0
Watchlist 0
Payouts
Widgets
My Design Services
My Profile
Community

Welcome to DesignCrowd!
You are now part of a global community of over 869,754 creatives, we're happy to have you on board.

 **Rank**
Unranked
of 869,741 designers






Positive
0%
☆☆☆☆

Submissions
0
site average: 69

Earnings
\$0
site average: \$1867

Recommended Jobs




There is over \$2630.00 waiting for you on these jobs that don't have any submissions yet.

-  **redesign of Fran Sorin website**
⌚ 7 days left 📧 0 💰 US\$370 👁 Watchlist
-  **RV (recreational vehicle) Forest trees or Jun...**
⌚ 7 days left 📧 1 💰 US\$110 👁 Watchlist
-  **Modern Web Design for Nonprofit Organization**
⌚ 7 days left 📧 0 💰 US\$290 👁 Watchlist
-  **InfoPORTAL new era @ Hyper Digitalization**
⌚ 7 days left 📧 0 💰 US\$150 👁 Watchlist
-  **EYG Design for trucks**
⌚ 7 days left 📧 0 💰 US\$190 👁 Watchlist

Page 1 << Prev Next >>

Achievements

Earn DesignCrowd achievements as you unlock milestones.

-  **Rookie (Next)**
Submit at least 1 design to contests
-  **The start of something beautiful (Next)**
Earn at least \$100 in winnings
-  **Top 15000 Designer (Next)**
Ranked above 15000 on DesignCrowd

294 Open Design Jobs

Search

What are you looking for?



Category

All Categories (294)

Job status

Open Jobs (294)

Show Filters ▾

Categories: [Logo & Branding](#), [Web & App Design](#), [Print & Advertising Design](#), [Social Media Design](#), [Graphic & Vector Design](#), [Product & Merchandise](#), [Art & Illustration](#) | [View Closed Jobs](#)

6 B&W Stencil Designs for a Steel fire pit - Overview

ADD TO WATCHLIST

£170

6 days left

0 designs

0 designers

0.4+ star ratings

Vector Design Job

FEATURED & HIGHLIGHTED

GUARANTEED

redesign of Fran Sorin website

ADD TO WATCHLIST

US\$370

6 days left

0 designs

0 designers

0.4+ star ratings

Web Design Job

FEATURED & HIGHLIGHTED

BUNDLED PROJECT 1

firing an arrow off horseback with the word "Scythian".

Logo Design Job

FEATURED & HIGHLIGHTED

GUARANTEED

BUNDLED PROJECT 1

30 designers

0.4+ star ratings

NTA Logo

We are an existing automotive repair and tire facility. We would like to upgrade our logo to reflect both auto repair and tire sales. We would like a tire tread to be part of the logo. Also, some other object to symbolize automotive repair.

Logo Design Job

FEATURED

GUARANTEED

ADD TO WATCHLIST

US\$150

6 days left

77 designs

48 designers

0.4+ star ratings

New Logo Design Project for My Primal Dog™

Brand Considerations on My Primal Dog™ 1. My Primal Dog™ is a specially crafted food which opens the door to The Primal Lifestyle™. Living Out The Primal Lifestyle™ is simple and easy to do and will help you discover new dimensions in your canine relationship 2. Feeding My Primal Dog™ helps a dog enter the primal state; the primal state refers...

Logo Design Job

FEATURED & HIGHLIGHTED

ADD TO WATCHLIST

US\$240

6 days left

16 designs

8 designers

0.4+ star ratings

Brian Lu Enterprises

I'm starting a new commercial real estate development platform and new a logo/brand. I've already created the entity "Brian Lu Enterprises, LLC". I thought it might be creative to incorporate the acronym "Blue" into it and obviously make the logo blue haha. The platform will incorporate several services so I was going to have a logo that had...

Logo Design Job

ADD TO WATCHLIST

US\$150

6 days left

7 designs

5 designers

0.4+ star ratings

box packaging design for storage jar

ADD TO WATCHLIST



Project co-financed by the European
Regional Development Fund

Good Luck



Project co-financed by the European
Regional Development Fund



Interreg
*M*editerranean



smath

Project co-financed by the European
Regional Development Fund