



MAIN ISSUES OF THE PROJECT

Promote Rijeka history, especially with hidden stories, and reinforce the pride of its inhabitants.

Integrate the local creative industry in this project and link them to the University.

Find innovative ways to raise funds for the Foundation activity.

GENERAL GOALS OF THE PROJECT

Economic

Partly self-funded, partly funded by a public called to the community of local partners (the "Partnery") and make profit with this Memori Game to increase the Foundation financial resources for their activities and at the same time involve the local creative companies in the project to create value.

Environmental

Firstly: using recycled paper for the cards and the packaging. Secondly: a potential online version, maybe an application, to cut off the use of any kind of paper in the future.

Social

Promote the cultural potential of the city to the inhabitants (make them more committed to Rijeka) and beyond-

INTERVENTION AXES

(see tool 1)

Research on the city history

Involve the local creative industry and the partnery

Produce, promote and sell a playable Memori game

EXAMPLE OF ACTIONS & RESOURCES REQUIRED

- Find and preselect the most interesting stories (between 50&60 motives)
- Work with people from specific area (architecture, art, history, ...) to filter the preselected stories (between 40&45 motives)
- Make a participative campaign on Facebook where the city and the local community picked up the final 20 motives that are today in the Memori Game
- Work with a local artist to illustrate each of the 20 motives
- Work with a local writer to make the text
- Work with local designers to make all the materials of the game (Creative partners are mainly women)
- Put all the materials into a playable game
- Promote the Memori Game launch (with campaigns such as the one during the world week of philanthropy: 1st week of October)
- Produce it (Currently at this stage)
- Launch it on the market as a business gift, a city souvenir, ...

RESULTS OBTAINED

Economic : Memori Game will be launched in a month: economic results will come later! At this stage, some reservations are encouraging, as a big pharmaceuticals company of Rijeka that ordered 2000 pieces of their Memori Game.

Environmental : Memori Game ready to be launched on the market in a month: environmental results will come later!

Social : Memori Game ready to be launched on the market in a month: social results will come later!

SDGs CONCERNED BY THE PROJECT

(see tools 2 & 3)

