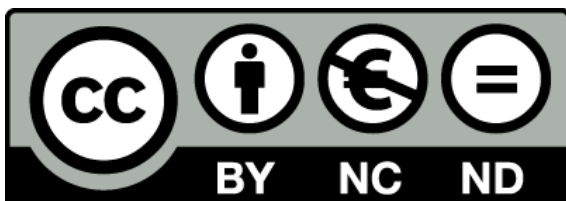

Treball Final de Màster - Annex

Títol:

Wood Design HUB Siberia

Autors: Renata Procópio Nascimento, Sofia Ostapenko i Karen Pecher



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ANNEX

Wood Design HUB

Siberia 

Prepared by: Renata Procópio Nascimento, Sofia Ostapenko, Karen Pecher

Study: MA Arts and Cultural Management

Teacher: Christoph Pasour

Universitat Internacional de Catalunya

Barcelona, July 2020



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1. Project overview

1a. Ambassadors

Anastasiya Koshcheeva	
<p>Entrepreneur and designer, founder of MOYA. Furniture design brand which connects the uniqueness of Siberian birch bark with the accuracy of modern technology - Berlin, Germany</p>	
<p>www.anastasiyakoshcheeva.com</p>	
<p>Email: mail@anastasiyakoshcheeva.com</p>	
<p>Born and raised in Krasnoyarsk. Since 2006 she has worked as a freelance designer and CEO of MOYA in Berlin, commuting between Berlin, Moscow and Krasnoyarsk. Creates modern furnishings from the material traditional for Siberia - birch bark. In the past five years has participated in more than 40 Russian and European exhibitions, eight of which have won prizes, e.g. Female Entrepreneur of the Future in 2019</p>	
<p><i>"For me, design is a continuous process of observation and reflection. I dreamed of being a designer, but I realized that I could not get a high-quality education and be professionally implemented in Krasnoyarsk, that's why I moved to Berlin. However, my connection with tradition and homeland inspires me to create. I would like for the next generation not to have a dilemma to leave my beloved city in order to become a respected designer and that they could realize themselves worldwide and live in their hometown. I believe that the Siberian Design Hub in Krasnoyarsk will be a big step to make this a reality."</i></p>	

Artyom Begishev	
<p>Urban designer and founder of Coolhaus. Design company of urban spaces, winner of the contest for transforming the Krasnoyarsk embankment for the Universiade 2019 - Krasnoyarsk, Russia</p>	
<p>www.anastasiyakoshcheeva.com</p>	
<p>Email: info@coolhaus.su</p>	
<p>Telephone: +7-391-214-0914</p>	



The architect founded the design studio Coolhaus in Krasnoyarsk in 2014. It mainly produces furniture made of wood and metal for public and urban spaces. Two years later, seven employees work at Coolhaus: three are involved in project development and four are in production. Together they gradually transform the city

I have been working in architecture for 12 years and have been doing subject design for about 7 years. Doing this in Russia is both simple and difficult at the same time. It's difficult because the market is low and many people don't understand what modern design is. Simply - because Russian design as a whole is below average, very few talented guys stay in the country and do something. There is nothing, only a field for the realization of your creative abilities and development. We try to develop the city in the global trends of urbanistic design, but in order to create a market, there should be more specialists like us. I think that such a project as Siberian Design Hub is relevant now more than ever. We need to develop ourselves and raise a new generation of designers who will have opportunities for implementation here in Siberia".

Campana Brothers

Furniture designers and founders of the Campana Institute - Brazil, San Paolo

www.campanas.com.br

Email: campanas@campanas.com.br

Telephone: +55 11 3825 3408



Founded in 2009, the mission of the Institute is to use design as a tool for transformation through social and educational programs. The nonprofit Civil Association, accomplishes this goal through partnerships and cooperation agreements with foreign and national institutions, companies, organizations, and public and private entities. One of the main attributes of the Campana Brothers' work is the inspiration for traditional artisan techniques.

Our work incorporates our ethos in environment and the idea of re-using and re-inventing everyday materials to achieve some notable characteristics—bright colors, creative chaos, the triumph of simple solutions. For many years, we have been working to revive craft techniques and artistic concepts in Brazil, to save traditions and make them more popular for modern youth. We see how important it is to pay attention to this problem and what results systemic work can bring, both from an economic and social point of view. Our many years of experience working with colleagues around the world has shown that our problem is not unique and exists in many parts of the globe. We are glad to see like-minded people represented by the Siberian Design Hub and would be happy to help them in promoting this project



2. The market

2a. SWOT

STRENGTHS	WEAKNESSES
<p>Skills of team members: Our team embraces different disciplines with expertise in areas of international business, marketing, communication, cultural awareness and design markets.</p> <p>Siberian identity: One team member has roots in Siberia; and knowledge about the economy and social infrastructure of Krasnoyarsk and Siberia.</p> <p>Culture of wood: this is a really important cultural part for all generations of Siberian people because of it the project with these values will find connection in Siberian society.</p>	<p>Lack of capital: All startup funds will come from loans and investors.</p> <p>Lack of reputation: We haven't established ourselves as reputable Wood Design HUB yet.</p>
OPPORTUNITIES	THREATS
<p>Location: Located in a dynamic Siberian city, the project will be engaged by talented people who are willing to change their place for a better future.</p> <p>Uniqueness: Unique project in whole Russia and Asia.</p> <p>Competition: Siberia does not have similar projects, which means minimal competition.</p> <p>Woodworking revolution: In absence of mass production, a new wave of craftsmen had to adopt a DIY ethos and new successful companies were founded, e.g. Archpole, Wood Deed and Woodandroot.</p> <p>Wood resources: Wood is a key resource in Siberia and is a competitive advantage compared to other areas in Russia and abroad. Despite the explosive development of the chemical industry, natural materials are still in</p>	<p>Technology: Younger population lured by digital and electronic form of networking; and getting fast information and knowledge.</p> <p>Emigration: Young generation is emigrating to Moskow, St. Petersburg and abroad.</p> <p>Foreign policy: Russia's foreign policy could affect our network relationships abroad in the future.</p>



high demand. Moreover, wood is strongly rooted with the Siberian culture and history.

Knowledge economy: Krasnoyarskiy Kray wants to move from an export-oriented raw material type of economy to an innovative socially-oriented type of economy - a so-called "knowledge economy".

2b. PESTEL

POLITICAL

Political power

Russia is the largest country on earth and plays an enormous role in global politics. While it has bilateral relations with a number of powerful countries in the world, the cooperation between China and Russia is seen as one of the most significant ones.

Krasnoyarsk develops to a socio-economic politics

The main document defining the approach of the executive power to strategic planning of regional development of Krasnoyarsk krai is the current Strategy of socio-economic development of the Krasnoyarsk krai for the period up to 2020 and the draft of Strategy of socio-economic development of the Krasnoyarsk territory for the period up to 2030 (Revista, 2019)

ECONOMIC

Economic development

Economic development of Russian Federation is inextricably linked with the development of regions. The need to improve the efficiency of regional management is largely due to the increasing differentiation in the level of socio-economic development of constituent entities of the Russian Federation (Vasilieva, 2008).

The economic potential of the region is the main indicator demonstrating its effective development.

GDP

Russia is one of the top 15 largest economies in the world by nominal GDP.

A strong growth of 5.3% in the construction sector has contributed to the overall growth significantly.

Export

Top exports of Russia are as follows: iron and steel, cereals, precious metals, machinery including computers, wood, fertilizers, and aluminium (Workman, 2019).

Import

China and Germany are two of the top import partners of Russia.

**Inflation**

Inflation should drop below 4% by 2020. In his decree of May 2018, President Vladimir Putin committed to increasing spending on infrastructure, health and education to 1.1% of GDP per year by 2021.

Economical situation in Krasnoyarsk

Krasnoyarsk Krai is the largest constituent entity of the Siberian Federal district not only in terms of occupied area, but also in terms of all the most important macroeconomic indicators – population, gross regional product (GRP), industrial production, construction and investment in fixed capital. Since 2000, there is an apparent leadership of the production per capita of gross regional product over other subjects of the Federation located on the territory of the Siberian Federal district (from 40% to 3.7 times).

Economical trends in Krasnoyarsk

Without using the natural potential of the region with the maximum economic benefit, through the provision of deep recycling and processing of extracted resources; without using the intellectual potential of the region's population; without developing high-tech production in the Krasnoyarsk krai - it is impossible to ensure the increase in the efficiency of its economic development and, consequently, the growth of the welfare of the region's population (Popova, 2010).

Russia works hard to increase exports of furniture, interior design items and other wooden goods.

A new approach to design and manufacture is needed to create a competitive industry. The quality is becoming one of the key criteria in the competitive struggle of furniture manufacturers in Russia.

(Revista, 2019)

Wood industry

Russia is one of the top five exporters of wood construction materials. In 2016, total exports amounted to approximately \$5 billion. The main buyers are regions and countries where this resource is scarce, such as Asia, Middle East and Egypt. Russian timber is also in demand in Europe, North America and even Australia.

Russia works hard to increase exports of furniture, interior design items, kitchenware, and other wooden goods.

(Made in Russia, 2018)

SOCIAL**Growth of society**

The country's population is decreasing by around 700 people a day. Recently, there has been a disturbing trend: the Northern and Eastern regions of Siberia and the far East are losing population, which is small itself, and are subject to demographic pressure from southern neighbors, in particular China with a population of billion and a half and a dynamically growing economy. Social inequality is another problem that should be taken into account. Russia has more than 70 billionaires; however, many people in the country live in poverty.

The unemployment rate, estimated by the IMF at 4.6% in 2019 is falling, but real wages have also fallen.

(Revista, 2019)



Emigration of the young generation

One fifth of Russians would like to leave the country if they could, a threefold increase from five years ago. 44% of young Russians between ages 15 and 29 voiced the desire to leave. Meanwhile, the UN ranks Russia as having the third largest number (10.6 million) of people living outside its borders after India and Mexico. (Gallup´s Migration Research Center, 2019)

TECHNOLOGICAL

Russia is one of the most technologically advanced countries in the world. Competitive advantages of the Krasnoyarsk krai are:- high level of industrial development; intense investment activity; diversified system of higher education and research institutions. The leading industries of the Krasnoyarsk krai are ferrous and non-ferrous metallurgy, fuel and energy complex, engineering and metalworking, mining, forestry, woodworking, chemical, agriculture and food industry.

ENVIRONMENTAL

Russia faces some grave environmental challenges. For instance, damages caused by landfills, water pollution, air pollution, deforestation, soil erosion, and nuclear waste are to name but a few. 94% of Russians are concerned about the country's environmental challenges (The Moscow Times, 2019).

February 17, Krasnoyarsk ranked first in the list of the most dirty cities on the planet, according to the portal AirVisual. Citizens are very concerned about this problem. (<https://www.sibreal.org/a/30443825.html>)

Woodlands

Russia has the largest amount of timber in the world. The forests host pine and spruce, which can be used for many purposes, durable larch, elastic and solid birch, mighty oak and ash, as well as a whole spectrum of ornamental trees, such as acacia, nut trees, and cherry trees.

Climate emergency by massive forest fires

According to official data, more than 15 million hectares in Russia were burnt due to wildfires in 2018. In Russia, more than 90% of wildfires are man-made. The Siberian fires are emitting more than 166 Mt CO₂ — nearly as much as 36 million cars emit a year. Fires in Siberian forests are especially dangerous for the climate as they are the source of black carbon. In the Krasnoyarsk region of Russia, daily temperature anomalies reached 7°C above average. (Greenpeace International, 2018)





LEGAL

Government corruption

Revenues in RUSSIA are completely exempt from taxation. It has an advantage when interacting with government agencies. The opportunity to participate in grants and receive state support allocated specifically for NGOs. Obtaining space from the state, for example, office or sports, to realize their goals. The presence of a social deduction for personal income tax, which can be received by individuals sponsoring non-profit organizations.







2c. Market segmentation





1. Target group - "Active citizens" - Workshops and seminars			
			
Geographics	Demographics	Psychographics	Behavioral
<p><i>Country</i> Russia</p> <p><i>City</i> Krasnoyarsk</p> <p><i>Density of city</i> 2,800/km²</p> <p><i>Population of city</i> 1,007 million people</p> <p><i>Language</i> Russian</p> <p><i>Climate</i> Cold and temperate. Significant amount of rainfall during the year. The average annual temperature is 1.4°C. High differences between summer and winter temperatures.</p> <p><i>Area</i> Siberia</p> <p><i>Density of area</i> 13,1 mio km² (77% of Russians land area)</p> <p><i>Population area</i> 33 million (23% of Russian population)</p>	<p><i>Age</i> 23-40</p> <p><i>Gender</i> Female</p> <p><i>Income</i> RUB 806,000 (Gross)</p> <p><i>Education</i> Higher education</p> <p><i>Social status</i> Upper middle class</p> <p><i>Family</i> Married, two children</p> <p><i>Life stage</i> Young with toddlers - middle aged families</p> <p><i>Occupation</i> Upper middle class job</p> <p><i>Nationality</i> Russian</p>	<p><i>Lifestyle</i> Finding a work-family balance Active Healthy lifestyle</p> <p><i>Motivators</i> Family Friends</p> <p><i>Pain points</i> Future for the kids Earning enough money for living</p> <p><i>Personality</i> Inspiring Active Discovering</p> <p><i>Values</i> Finds fulfillment in career and family</p> <p><i>Roles</i> Mother Activist Idol</p>	<p><i>Hobbies</i> Sports Handcraft</p> <p><i>Habits</i> Checking social media channels Creating content on Instagram</p> <p><i>Purchasing styles</i></p> <p><i>Social media use</i> Channels: Instagram, YouTube and Facebook</p> <p><i>Mobile phone use</i></p> <p><i>Media consumption</i></p>

2. Target group - "Young professionals" - Workshops and seminars



			
Geographics	Demographics	Psychographics	Behavioral
<p><i>Country</i> Russia</p> <p><i>City</i> Krasnoyarsk</p> <p><i>Density of city</i> 2,800/km²</p> <p><i>Population of city</i> 1,007 million people</p> <p><i>Language</i> Russian</p> <p><i>Climate</i> Is cold and temperate. Significant amount of rainfall during the year. The average annual temperature is 1.4°C. High differences between summer and winter temperatures.</p> <p><i>Area</i> Siberia</p> <p><i>Density of area</i> 13,1 mio km² (77% of Russians land area)</p> <p><i>Population of area</i> 33 million people (23% of Russian´s population)</p>	<p><i>Age</i> 20-40</p> <p><i>Gender</i> Male and female</p> <p><i>Income</i> RUB 806,000 (Gross)</p> <p><i>Education</i> Higher education</p> <p><i>Social status</i> Working class - upper middle class</p> <p><i>Family</i> Single or family</p> <p><i>Life stage</i> Starting out - young families</p> <p><i>Occupation</i> Middle class job</p> <p><i>Nationality</i> Russian</p>	<p><i>Lifestyle</i></p> <p><i>Motivators</i> Family Friends Boss</p> <p><i>Pain points</i> Earning enough money for living Future fears</p> <p><i>Personality</i> Inspiring Active Discovering Hard-working</p> <p><i>Values</i></p> <p><i>Roles</i></p>	<p><i>Hobbies</i> Sports Tinkering Design</p> <p><i>Habits</i></p> <p><i>Purchasing styles</i></p> <p><i>Social media use</i> Channels: Instagram, YouTube and Facebook</p> <p><i>Mobile phone use</i></p> <p><i>Media consumption</i></p>



3. Target group - "The creative student" - Workspace			
			
Geographics	Demographics	Psychographics	Behavioral
<p><i>Country</i> Russia</p> <p><i>City</i> Krasnoyarsk</p> <p><i>Density of city</i> 2,800/km²</p> <p><i>Population of city</i> 1,007 million people</p> <p><i>Language</i> Russian</p> <p><i>Climate</i> Is cold and temperate. Significant amount of rainfall during the year. The average annual temperature is 1.4°C. High differences between summer and winter temperatures.</p> <p><i>Area</i> Siberia</p> <p><i>Density of area</i> 13,1 mio km² (77% of Russians land area)</p> <p><i>Population of area</i> 33 million people (23% of Russian´s population)</p>	<p><i>Age</i> 16-22</p> <p><i>Gender</i> Male and female</p> <p><i>Income</i> No</p> <p><i>Social status</i> Student</p> <p><i>Family</i> Single</p> <p><i>Life stage</i> Development process, searching for profession</p> <p><i>Occupation</i> Student</p> <p><i>Nationality</i> Russian</p>	<p><i>Lifestyle</i></p> <p><i>Motivators</i> Friends Family members Idols on social media</p> <p><i>Pain points</i> Future fears</p> <p><i>Personality</i> Curious Open Creative</p> <p><i>Values</i></p> <p><i>Roles</i></p>	<p><i>Hobbies</i> Going out with friends Doing sports in a club</p> <p><i>Habits</i> Checking social media posts daily</p> <p><i>Purchasing styles</i></p> <p><i>Social media use</i> Channels: Instagram, YouTube and Facebook</p> <p><i>Mobile phone use</i></p> <p><i>Media consumption</i></p>



2d. Personas

After analysing and segmenting (annex 2c) the market, we come up with the following three peronas:

1. Target group - "Active citizens" - for our workshops and seminars

NINA VOLKOV
33, Krasnoyarsk
BUSINESS

- STATUS: Married, 2 kids
- SALARY: RUB 890,000 GROSS
- TIER: MID-LEVEL
- ARCHETYPE: CREATOR

PERSONALITY

- Creative
- Artistic
- Inspirational
- Mum

BIO

Nina was born in Siberia and moved to Krasnoyarsk with her family when she was six years old. Now she has her own family, with two kids, and she is as business women in a big organization in Krasnoyarsk.

Next to her work she is running a DIY blog, because she loves to be creative. It can be anything from cooking, designing her own jewelry or building new toys for her tow children. She likes to share her work, that's why she is running her own blog or give her creations as a present to family and friends.

Motivations

CREATIVITY: [Progress bar]

FAMILY: [Progress bar]

INSPIRATIONS: [Progress bar]

CAREER: [Progress bar]

Goals

- Finding a family-business balance
- Being inspirational for other Mums
- Having freedom when it comes to creativity

Frustrations

- Funding a creative and inspirational place in Krasnoyarsk
- Only possible to present her work and ideas online and not in a physical place in Krasnoyarsk.

“I love to create new thinks and to get inspired by others in my free time.”

Behavior

Reading blogs and newspapers for new ideas [Progress bar]

Organizing daily life [Progress bar]

Running owns DIY blog [Progress bar]

Checking trends online [Progress bar]

Networking with influencers online [Progress bar]

Influences

- FRIENDS
- FAMILY
- FINANCIAL
- TRENDS ON SOCIAL MEDIA
- ONLINE INFLUENCERS

Social media channels

Instagram YouTube Facebook



2. Target group - "Young professionals" - for our workshops and seminars

BORIS IVANOV
31, Krasnoyarsk
CARPENTER

- STATUS: Married, 2 kids
- SALARY: RUB 900,000 GROSS
- TIER: MID-LEVEL
- ARCHETYPE: CAREGIVER

PERSONALITY

- Design thinking
- Enterprising
- Family guy
- Inquisitive
- Social
- Visionary

BIO

Boris was born and raised in Krasnoyarsk. He visited the vocational school and has successfully completed a carpentry apprenticeship.

After school Boris started working in his father's carpentry workshop – a family business for three generations. Boris took over the business of his father four years ago.

This change generated a few problems: Boris learned how to work, but he don't have any marketing skills or ideas to run a business in a leader position. Boris is also of a new generation than his father and needs to go with the new time, e.g. trends, technology.

Motivations

IMPACT	<input type="range"/>	KNOWLEDGE	<input type="range"/>
FAMILY	<input type="range"/>	CAREER	<input type="range"/>

Goals

- Harmonious family life
- Running a successful business

Frustrations

- Future fears for business and future for the own children
- Economical situation for small businesses in Krasnoyarsk
- Finding a way to improve the own business

“I want to run a successful business to feed my family and to make my dad proud.”

Behavior

Taking care of own business	<input type="range"/>
Inventing new ideas for business	<input type="range"/>
Meeting with friends	<input type="range"/>
Family care	<input type="range"/>
Networking	<input type="range"/>

Influences

• FRIENDS	• ECONOMY
• FAMILY	• FINANCIAL
• COMPETITION	• MARKETS



Social media channels

Instagram YouTube Facebook




3. Target group - “The creative student” - for renting our workspace

Hubs tend to attract people from a range of backgrounds with a focus on developing enterprise and social innovation. The motivators (of our four personas) behind visiting our HUB can be categorized into three main profiles:

Motivator	Explanation	Target group
 Professional	Visitors who have a strong bond with the HUB content, either through their work or hobby	Boris (TG 2), Aleksandra (TG 3)
 Hobbyist/Amateur	Visitors who have a strong bond with the HUB content, either through their work or hobby	Nina (TG 1), Aleksandra (TG 3)



 <p>Experience seeker</p>	<p>Visitors with some personal interest in the content of the HUB. They come to the HUB as it is considered an interesting experience.</p>	<p>Nina (TG 1), Shurochka (TG 4)</p>
--	--	--------------------------------------

3. The HUB

3a. Workshop description



1. Basic woodwork training

The course, which includes all the basic techniques for working with wood, such as: clamping, sawing, planing, chiselling, chisel cutting and drilling, as well as polishing, painting, laser processing of wood. Portable power tools, woodworking machinery safe working, practices woodworking machinery safety. At the end of the basic course, the student must pass an exam to confirm the joiner's skill. Students who complete this course and pass the exam are automatically allowed to work in the woodworking workplace in our HUB. For other people, it is possible to pass an exam to admit equipment or provide a joiner's qualification card.

2. Woodturning

The one day workshop of basic knowledge of handled woodworking tools. Even without any previous experience you will take home a beautifully finished hardwood bowl.

3. Introduction to Wood Finishes

The one day introduction to wood finishing course aims for the better understanding of the ways to finish your projects: how to sand the wood to prepare it for a smooth finish. Be introduced to the stains and polishes available for wood, learn how to apply the stain



and polish, and be guided on how to select a polish compatible with the stain. Furthermore, you will look at how to choose sanding sealers, waxes and shellac.

4. Tool Sharpening Training

The course of knowledge of sharpening. Learn how to sharpen an array of hand tools so you can continue to make projects with 'razor sharp' tools. Hand tools you will cover include woodcarving, woodturning and general woodworking tools.



5. Beginners epoxy resin workshop

This course is designed for first time epoxy users. You will learn the properties and durability of epoxy resin and how to use it with timber. Get creative and walk away with your very own unique live edge pour.

6. Precision Tree Felling – SAWW Training Levels 1 & 2

Hands-on training program for small woodland owners who are interested in learning how to safely cut down trees in the woods. Harvest planning, tree selection, and safe and accurate tree felling are the most important aspects of conducting a small-scale harvest. These skills are also valuable for clearing trails, harvesting firewood, and taking down potential hazard trees. This Safety and Woods Worker ([SAWW](#)) training course is based on the concept of "open face felling" and will introduce some of the world's leading methods for safe, efficient, and precise tree felling.

3b. Seminars

Examples of experts to be invited:

- **David Colwell** (England) is an award-winning and widely-exhibited furniture designer, producing a range of modern furniture using eco-friendly techniques and sound structural design. Re-inventing woodwork, with a very light touch, more resilience and much less energy.
- **Sebastian Cox** (England) works with all-British solid wood, drawing more carbon out of the atmosphere than it produces in its manufacturing. The brand is sustainable in three ways: carbon sequestration; tackling the loss of biodiversity in Britain; and making products appropriate for a circular economy (a regenerative



approach aimed at minimising waste and reusing materials at the end of their service life).

- **Swoon** (India) is a mass manufacturer and does import its furniture, it does take steps to be as sustainable as possible. Another sustainable focus is encouraging anti "fast-furniture".

Experts-teachers	Topic	Seminars/Masterclasses
David Colwell	Eco-friendly furniture	Modern design
Sebastian Cox	Carbon Impact	Biodiversity
Swoon	Anti-"fast-furniture"	Construction
Swoon	Sustainability	How to work sustainable,w/ sustainable resources
		Implementing zero waste in your business processes
Krasnoyarsk's experts	Technology	Modern programs and applications for wood business
		Optimization of accounting using electronic document management
	Entrepreneurial	Leadership: Assessment, Leadership, Emotional Intelligence, Communications, Conflict Management and Dealing with Difficult People, Time Management, Facilitation and Negotiation
		Design your own website
		Effective business talks
		Marketing in Wood Design. How to promote business in Russian and worldwide market



3c. Events



1. Days of design – circular furniture and interior wood design; how can russian design go hand in hand with the challenge regarding climate and scarce resources? The exhibition will showcase different designers' works.
2. Competition of young designers. Aimed at the development of the young generation of wood designers from all siberia.
3. Wood design week. Contemporary design fair, focused on wood.
 - To reach out to research and development centres, institutions, creative and non-creative industries
 - To communicate and engage with a wider audience, developing an active communication strategy
 - To champion and celebrate emerging talents, exploring the boundaries of contemporary practice and taking risks towards innovation
4. Cinema. The activity aims to share our values with students and those who like to see new information through the entertainment way. Showing independent documentaries or fiction movies, we offer a platform for audiovisual artists who share knowledge about sustainability, environmental problems, and design.

3d. Sales Plan

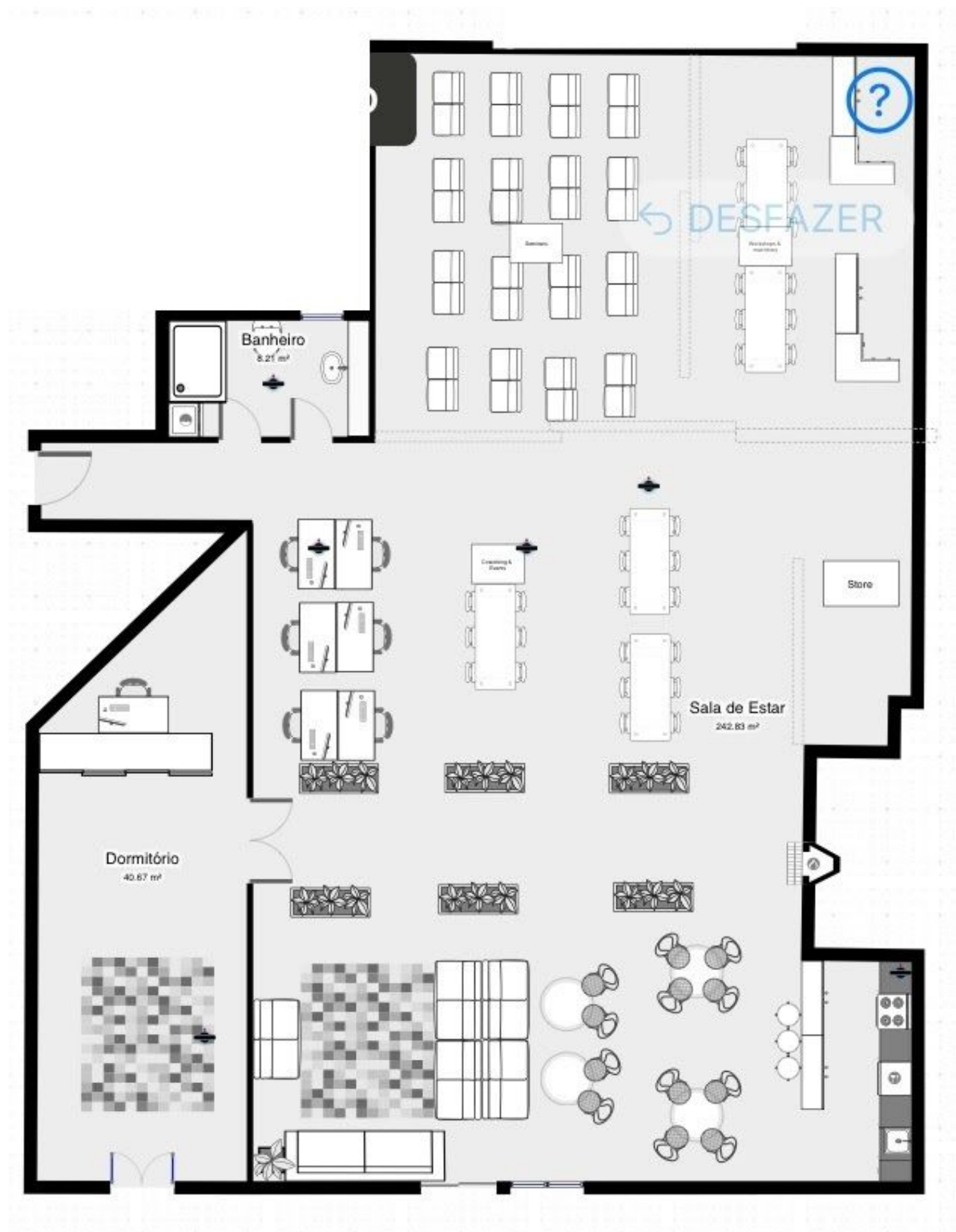
Sales plan					
activity	year of working			maximum capacity of space	cost/1
	1 (1 month of work)	2	3		
Workshops	1 rooms. 6 students in room. 1 workshop/day.	1 rooms. 6 students in room. 1 workshop/day.	2 rooms. 8 students/room. 1 workshop/day.	2 rooms. 12 students in room. 6 days	1000



	6 day in a week	6 day in a week	y. 6 day in week		
Business seminars for professionals	1 three days session/month. 15 students	1 three days session/month . 20 students	1 three days session/month. 25 students	30 students in a room	25000
Seminars with special guests	0	1 guest in a year with 3 days of workshops. 30 students/day	2 guest in a year with 3 days of workshops. 30 students/day	30 people in a room/day	10000
Rent place in workspace	30%	60%	80%	3 machines, 10 h/day, 7 days	250
Cinema sessions	1 cinema session in a month. 30 tickets/session	2 cinema sessions in a month. 50 tickets/session	2 cinema sessions in a month. 60 tickets/session	60 people in a room	200
Rent corner in design store	rent 30m2	rent 30m2	rent 40m2	rent 50m2	1200
Exhibitions	0	1 exhibition in a year. 400 tickets	1 exhibition in a year. 600 tickets	30 people/day	250
Rent place for restaurants	rent 100m2	rent 100m2	rent 100m2	rent 100m2	500
Rent place in coworking place	30%	60%	80%	20 tables, 10 h/day, 7 days	120

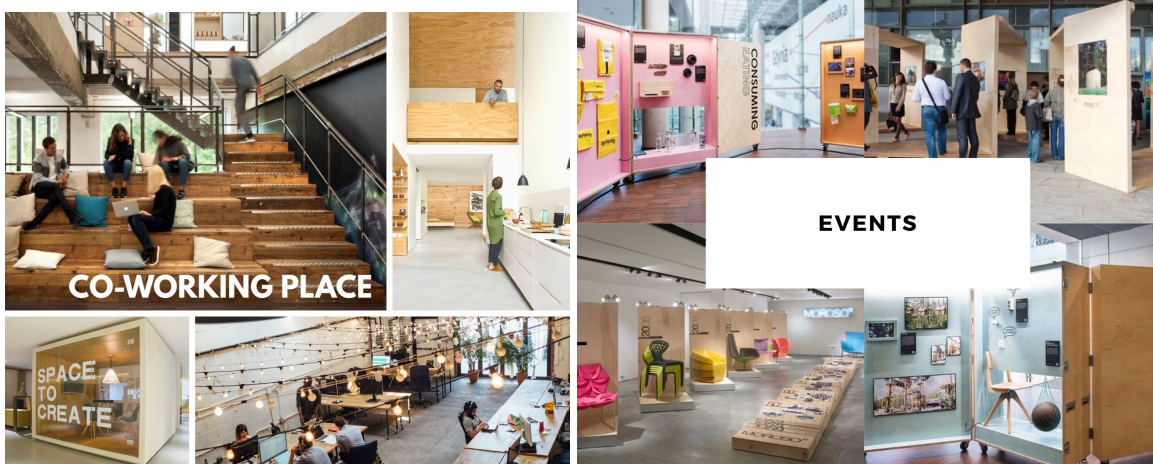
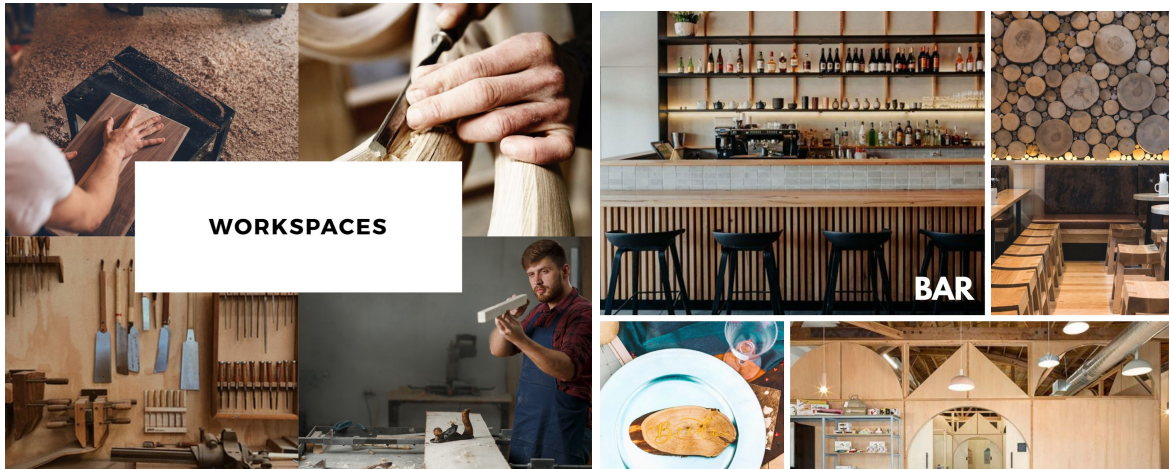


3e. Floor plan





3f. Moodboards of the HUBs' activities





3g. Production planning

ACTION DESCRIPTION	Duration (Day)	Starting Date	Finishing Date	Responsible Person
ACTIVITY: The HUB CREATION				
Registration of a non-profit organization	30	20.07.2020	20.08.2020	Management team
Collection of sponsorship funds for opening a hub	180	10.09.2020	10.03.2021	Management team
a) the government				
b) private organizations	120	10.09.2020	10.13.2020	Management team
Negotiations with the landlord. Contract signature	14	12.03.2021	26.03.2021	Management team
Search for a construction team, signing a contract, search for materials.	60	12.03.2021	12.05.2021	Management team
Repair of the premises	120	01.04.2021	01.09.2021	Management team
Equipment installation	10	01.09.2021	10.09.2021	Management team
Selection and conclusion of contracts with designers, tenants, restaurateur	30	01.08.2021	01.09.2021	Management team
Construction of a cafe in the hub (depends on the project that the restaurateurs will choose)	90	02.05.2021	02.09.2021	Management team
ACTIVITY: WORKSHOP				
create commercial proposal for workshops	1	29.08.2021	30.08.2021	project management
calling designers do participate	2	31.08.2021	01.09.2021	project manager
prepare meeting presentations	2	30.08.2021	31.08.2021	communication department
prepare workshop contract	1	18.08.2021	18.08.2021	Project team
Find teachers and specialists to give workshops	10	03.08.2021	13.08.2021	Workshop Manager



create workshop content list	1	01.08.2021	02.08.2021	designers/works hop manager
make workshop schedule	1	15.09.2021	15.09.2021	Workshop Manager
make a database of potential companies clients	5	15.09.2021	20.09.2021	Project team
setting up target ads	5	16.09.2021	21.09.2021	Communication department
Ordering and buying equipment for all rooms	5	02.08.2021	07.08.2021	Project Manager/Techni cal resp.
Set up all equipments	3	10.08.2021	13.08.2021	Technical responsible
Installation of technical objects (light, wifi, machines, IT, etc.	5	14.08.2021	19.08.2021	Technical responsible
Contacting potential Sponsors for Sponsorships	5	03.08.2021	08.08.2021	Project Manager
ACTIVITY: SEMINAR				
make a database of potential companies clients		16/08/2021	03/09/2021	Workshop/semi nars Manager
make seminars content/list	15	23/08/2021	10/09/2021	Workshop/semi nars Manager
create commercial proposal for seminars	20	06/09/2021	08/09/2021	Workshop/semi nars Manager
Call potential clients	3	13/09/2021	24/09/2021	Workshop/semi nars Manager
meeting with clients	10	16/09/2021	30/09/2021	Workshop/semi nars Manager
create contract	10	16/09/2021	17/09/2021	Workshop/semi nars Manager
sign contracts	2	20/09/2021	24/09/2021	Workshop/semi nars Manager
create social content for social media for a month	14	21/06/2021	02/07/2021	Designer/Photo grapher (outsorsing) +Marketing manager



3h. Communication strategy

The main objectives throughout this campaign can be achieved aimed at the following aspects:

1. *Raise awareness* about the Wood Design HUB in Krasnoyarsk.
2. *Inform* the target group what the Wood Design HUB is and what they are doing.
3. *Convince* the target group to come and visit the Wood Design HUB.
4. Target groups who are *interested* in visiting the Wood Design HUB again.
5. Make the "*brand*" value and to expand it first in the local context and then in the international context.

Important points to go through:

- developing the Wood Design HUB's image as a place of technological education in the wood field, craft design and culture but also for entertainment;
- increasing the public display;
- developing a direct and "warm" dialog with the visitors
- dynamic way of presentation of the Wood Design HUB, of visiting it by creating new spaces of activity; - achieving an ecological education of the public and involving them in the environmental protection;
- implementing programs of impact which will transform into traditional events, held periodically.

The goals established after the establishment of these objectives were meant to ease the implementation and the achievement of results:

- creation of a strong visual identity;
- developing of programs and events based on interactivity;
- advertising in an intense way all the programs, events and activities what take place in the Wood HUB;
- increasing the number of customers on an annual base

Media Strategy

Our communication actions aim to build a good relationship with the media, projecting a positive image, enhancing and protecting the reputation of the organisation and supporting the media's growing interest for creation of a strong brand

For that we will use the appropriate channels of communication, in a plain Russian language, trying to be inclusive and accessible, recognising the diversity of our audiences.



Promoting a cultural and sustainable lifestyle is one of our goals as well as increasing the public display and developing a direct and “warm” dialog with the visitors.

We plan to develop programs and events based on interactivity; advertise in an intense way all the programs, events and activities; increase the number of customers on an annual basis.

Partners

MEDIA PARTNERS	CONTRIBUTIONS
Pro Derevo	for promotion our project in wood industry
Lesprom Inform	
Archi.ru	for promotion our project among designers
Arch speech	
Losko	
ADmagazine	
TVK	for promotion our project in Krasnoyarsk
Prima TV	
Radio Silver Rain	
Afisha Daily	for promotion our project in Russia

Timeline

1. **April 2, 2021** A press conference about the creation of the project together with the Ministry of Culture of the Krasnoyarsk Krai. Audience: city media and highly specialized Russian-level media.
2. **April 29, 2021** Presentation of educational programs for students and collaboration with the university. Open Day of the Siberian Federal University, Institute of Design and Architecture. Audience: A new generation - students planning to go to university.
3. **July 2, 2021** Launch of the project construction diary in social networks with high-quality photo and video content - 1 post per week + stories.



4. **August 19, 2021** Press release on the imminent start of the project. We send to the media an updated press release "Project Construction of the Siberian Wood Design Hub", photo and video content and a link to an account with a diary.
5. **September 5, 2021** Press release in the media with information about the project and the opening program. Start advertising campaign about opening through partners channels
6. **September 5, 2021** We launch a new strategy for working in social networks: the schedule of workshops, the workspace, the shop, the cafe and other activities. 1 post per day.
7. **September 19, 2021** Opening day (Privat) for the media, partners, government officials, bloggers, project ambassadors.
8. **September 20, 2021** Opening day for everyone.
9. **September 21, 2021** Starting an advertising campaign on social media using targeting. We customize advertising for segments of the audience of the main parts of the project: workshops, exhibition, workspace, shop, cafe, etc.
10. **September 21, 2021** Launch of offline advertising - radio, advertising channels of the district (banners, flyers, e-mail)
11. **1 year:** we work with advertising, collaborations, ambassadors, as well as with wood fairs and conferences.

Team

Providing public relations and news management 24-hours-a-day, seven-days-a-week, our team department provides a single point of contact for all press releases and media enquiries. The department is a recognised source of expertise and advice and an authoritative point of reference for all communication issues and crisis management. The department works together with managers, staff, the public, our partners and the media.

At the beginning of the work of the Wood HUB, we will try to reduce employee costs, and we will work with most of the tasks ourselves. We selected one member of the team whose tasks will be focused on this.

- Communication and dissemination manager - *Karen Pecher* - she will be responsible for the functions of a marketing specialist, a PR specialist and oversee the work of the SMM manager who will work on outsourcing.
- Sponsorship and R&D team: at the beginning it will be done by the three founders of the project.



Channels

Physical	Social Media	Digital Media	Print Media	Other medias
Face to Face	Instagram posts/ads	Own website	Catalogues	Radio
Events	Facebook posts/ads	Newsletters	Magazines	TV
Cold calls	Vkontakte posts/ads	Blogs	flyers/posters	
Press conferences	Telegram channel	Yandex ads		
	Youtube video	Google ads		

Budget

Segments	Price in Rubel
Service of smm manager (for a month)	15000
Photo content for social networks	25000
Video content for social networks	40000
g social networks (for a month)	15000
Location for Open Tree Day	30000
Design communication campaign	40000
Flyers 5000	4000
Street posters (for a month)	30000
Radio ads (for a month)	18000
DJ at the opening (2 days)	12000
Catering (private opening)	40000
Artists with presentation workshops	10000
Opening photographer (2 days)	8000
Opening videographer (during second day of opening)	8000
Website (create + hosting)	110000
Location in a specialized event	50000
Total price	455000



Content

WHAT: Siberian Wood Design HUB is a non-profit organization that offers designers and wood lovers a platform where they can produce, learn, interact with each other, network, exchange ideas and present their products.

WHEN: Siberian Wood Design HUB, which will focus on sponsorship and press works in April 2021, will make the necessary preparations in this process. The platform, which will be officially opened in the middle of September, will create a permanent place with the activities to continue.

WHERE: Siberian Wood Design HUB will find a place in the city centre of Krasnoyarsk. This lagoon region is in a parallel flow with the wood source, which is the main idea of our platform, due to the surrounding greenery and the sea shore.

WHY: The reason for the platform to be created is in Siberia: The intellectual and creative part of the region has to resort to brain drain and leave their homeland. At this point, we will open our doors to people who want to improve themselves, who cannot find enough opportunities and try to prove their creativity by providing a platform where design, culture and education intertwined in an effort to eliminate the existing deficiency.

Wood is closely rooted in the culture and history of Siberia; and well known and in demand all over the world. Moreover it is a popular raw material that can be easily processed and get in any shape by professionals and creatives. In addition, wood offers an alternative and sustainable option compared to the negative plastic consumption of humans nowadays.

HUBs are not that common in Siberia yet. That's why this start-up form could be very attractive for the young population.

WHO: Siberian Wood Design HUB, which adopts a collective working method, first takes its step with the team of four people who have the idea. Of course, in the division of labor divide into departments such as staff, partners, sponsors, media, public relations, the public and, certainly, participants (designers, lecturers, customers) will have a great contribution and take responsibility for everyone.

HOW: A press conference will be held with the Ministry of Culture of the Krasnoyarsk Krai at the start of the project to place Siberian Wood Design HUB on a more solid base. The aim here is to raise awareness on the project and to include future government support. In order for the project to make a voice in the media, meetings will be held with



various media organs, and on the other hand, a meeting will be held with Siberian Federal University in order to gain visibility and collaboration regarding the educational aspect of our project. Various advertising campaigns will be organized in order to reach the target audience determined by not underestimating the power of social media. Strategies for various activities (workshops, seminars, workspaces, art area) and venues (cafe, shop, office, play area) that will take place in HUB will be developed and necessary people will be reached and consensus will be created. After the opening, in order to make the permanent place “permanent”, studies will be continued within this scope and new ideas will be taken into consideration in order to open up to the world in time.

LANGUAGES: As Siberian Wood Design HUB first tries to reach the local audience in line with its vision, mission and values, events and announcements will take place over the region's native language, Russian. Aiming to reach the international level, Wood HUB will also include activities in English.

Dissemination Plan

CHANNEL	CONTRIBUTION	
OFFLINE		
Local		
TV		
Prima TV	Introduce project local audience through main populars TV in city	
TVK		
Enisey region	Introduce project audience of Siberia	
Radio		
Krasnoyarsk Gravny	Smart/active/trendy audience	
Silver rain		
Business FM		Business audience, sponsors
Radio Dacha		Craftsman for invite for workspace
Magazines		
Sobaka	Audience interested in art and culture	
Delovoy Kvartal	Business audience	
Distribution of flyers at ads points of partners in the residential complex New Akademgorodok	Local area audience interested in activities near to home	
Cultural events		



Zeleny. Design lab	The main cultural event in the city. Find clients for workshops, store
Design Week. Speakers	People interested in design - clients for workshops, store
Open day at university	Student and young professional audience - clients workshops, workspace
National	
TV	
1 channel	Mass russian audience, make project famous on russian level
Russia	
Radio	
Silver Rain	Smart/active/trendy audience
Love Radio	Young mass active audience
Magazines	
Pro Derevo	People interested/work with wood
ADmagazine	Designers - clients for store, seminars
Afisha Daily	Active audience/trendy - make project famous
Cultural events	
WOODEX Moscow	Big event in the wood industry. Show that we are serious sustainable project, find partners, clients for b2b education activities
Moscow design week	Big design fair. Introduce project, find designers for store, clients for b2b education activities
ONLINE	
Website	Key point about project for clients, sponsors and media
Social Media	
Vkontakte	To share the project with young audience
Instagram	Trendy audience - clients for workshops/store
Facebook	Business audience - clients for seminars/famous on national level, international communication
Online magazines/blogs	
Lesprom Inform	Wood audiense - famous in wood sphere
Archi.ru	Design audience - client/residents for store. Russian level
Arch speech	



Losko	
Wonderzine	Young active audience - clients for store, famous in russian level
Calvert 22 Journal	
Archdaily	Introduce project on international level
Partners	
Social Media of New Akademgorodok	Local area audience interested in activities near to home
Individual social media our designers	Share information about store
Social Adverts	
Google	
Facebook	To find target audience related to our activities and share our service and products with their
Yandex	
Influencers	
Local active bloggers	To share our design store/wood workshop activities with local audience
Russian designers famous by working with wood	Sustainable brand, clients/residents for store
International influences in design sphere related with wood	

Impact

To analyze result our communication strategy we can investigate:

1. Number of *visitors* and customers of our Wood Design Hub per month.
2. Quantity of *visitors* of website per month.
3. Amount of *followers* in social media per month.
4. Numbers of free mentions in the *media* per month.
5. Quantity of *designers* who want to work with us per month.
6. Number of *partners* who want to cooperate with us per month.



4. Organisational Structure

4a. Management model

Management team		
Name	Skills and experiences	Tasks for company
Renata Procopio Nascimento	<ul style="list-style-type: none"> ● Marketing ● Networking ● Run her own business before 	Programme and administrative manager <ul style="list-style-type: none"> ● Workshop and seminars manager ● Event manager (exhibitions and different projects) ● Receptionist part time
Sofia Ostapenko	<ul style="list-style-type: none"> ● Organisational skills ● Internal marketing ● Networking 	Programme and communication manager <ul style="list-style-type: none"> ● Organization of work of employees and volunteers ● Communication with sponsors, partners, rental of premises ● Strategic planning ● Networking ● HR (curating new designers, teachers and looking for new ones) ● Receptionist part time
Karen Pecher	<ul style="list-style-type: none"> ● International Marketing ● Internal and external communication 	Communication and dissemination manager <ul style="list-style-type: none"> ● Marketing ● Internal communication ● External communication: online marketing, personal selling, website, curating smm manager, PR, advertizing ● Receptionist part time

4b. Human resources structure

Staff team		
Job title	Number of staff	Tasks for company
Full-time employed		
Sales store representative	1	A person to be responsible for running the store, showing and selling products, constantly in contact with designers/partners
Part-time employed		



Workshop teachers	Always specialized in the wood, design and technological sector.	Provide great workshop experiences that will change depending on the content content will be changing constantly to reach a bigger amount of public
Seminars teachers/presenters	May vary according to seminars programs.	Seminars will be given with a b2b focus, and teachers might be the same as workshop, or some specialized company, depending on the theme.
Outsourcing		
Facility manager	1	Checking the overall condition of the property and the outside facilities. Monitoring the heating and electricity systems Checking and maintenance of the machines and tools in our workshops
Cleaning person	1	Cleaning and sweeping services of the whole property
Accounter	1	Bookkeeping Tax accounting
Smm-manager	1	Development of a communication strategy in social networks Content creation (photo/video) Online communication with clients

4c. Risk assessment plan

What are the hazards?	Who might be harmed and how?	What are you already doing to control the risks?	What further action do you need to take to control the risks?
Sharpening tools Middle risk	Fitter and others nearby may suffer serious impact injuries if abrasive wheel fractures during use.	Only trained staff allowed to change or use abrasive wheels	Training new employees if necessary before accessing equipment.
Noise Low risk	Fitter/contractors may suffer discomfort. Fitter has ear defenders and knows how to use them properly.	jobs in production areas done when the presses are not in use.	Choose not residential areas, and even so, isolate the space against noise and dust.



Electricity Low risk	Fitter/contractors may suffer shock and burns injuries from faulty electrical equipment or installation.	Electrical installation and all equipment (including machinery in fitter's workshop) is inspected to a planned schedule.	Good system quality inside the guarantee period and with constant supervision.
Fire Middle risk	Staff trapped could suffer fatal injury from smoke inhalation/	Emergency Exit All the requirements are being followed, with sprinkler systems, trained staffs and fire insurance.	Annual certification of personnel on emergency behavior

5. Financial plan

5a. Sponsors

Government	
Ministry of Culture of KrasnoyarskKrai	The project aims to enrich the creative economy in Siberia.
Foundations	
Russian Forest Protection Fund	Russian organization whose goal is to promote responsible forest management. Partner for our sustainability projects. -Siberia presents a high index of environmental pollution. The government has an interest in improving this picture and participation of the projects with sustainable values helps them to achieve it .
Russian timber industry company	As a huge organization related to woodworking their understanding on how important it is to grow a new generation of specialists and business companies which will be interested in working in this industry, collaborate and work with them.
European Federation of Woodworking Machinery Manufacturers EUMABOIS	EUMABOIS is a non-profit organisation, aimed at promoting the European woodworking machinery industry, protecting its business interests and dealing with all matters of relevance to its members. We can help each other to build strong bridges between countries and continents with values of sustainability, creativity and wood love.
Bank sponsorship	
Alfa Bank	One of the largest banks in Russia. They are the sponsor of many projects related to culture and education. As our vision is to build a strong economy in Krasnoyarsk and help the new generation of employers in Siberia to stay and generate new money to the region it's really important to participate in the project like this.



Wood companies	
OJSC "Lesosibirsky LDK No. 1" Segezha Group	Segezha Group in the top 50 biggest companies in Krasnoyarsk Krai specializes in timber, woodworking and pulp and paper industry. Can support reach our value of supportive to new generation of professionals, expanding their market at the same time
SCM	The leading producer of woodworking machines and solutions. Russia for them represents the possibility of a new and huge market. They can support to reach our value of supportive and help with providing affiliate woodworking equipment
Univercity	
Siberian Federal University. Institute of Architecture and Design	The main University in Krasnoyarsk with the best educational programs related to wood, design and architecture. Can help us to make a connection with students and young professionals while we help them to establish new practices, joy great partnerships and current topics.
Gastronomy partners	
Restaurant Group Berrywood Family	One of the most popular restaurant groups. Interest in sustainability, protection of environment, zero waste. Can be our partner in the food point in the Hub, having the chance to be the only café inside the HUB they will be the easiest solution for every lunch time.

5b. Expenditure budget

EXPENDITURE	YEAR		
	1 (11.2020-10.21)	2 (11.21-10.22)	3 (11.22-10.23)
Special Light Systems	102.200,00 ₺	0,00 ₺	0,00 ₺
fire system	200.000,00 ₺	0,00 ₺	0,00 ₺
building materials (putty, paint)	150.000,00 ₺	0,00 ₺	0,00 ₺
repair team	300.000,00 ₺	0,00 ₺	0,00 ₺
sound insulation	180.000,00 ₺	0,00 ₺	0,00 ₺
telephone reception	20.000,00 ₺	0,00 ₺	0,00 ₺
Computers	227.200,00 ₺	0,00 ₺	0,00 ₺
Monitors	85.000,00 ₺	0,00 ₺	0,00 ₺
Keyboards	30.000,00 ₺	0,00 ₺	0,00 ₺
Copier Machine	65.300,00 ₺	0,00 ₺	0,00 ₺



Folders, pencils, paper, etc.	3.000,00 ₺	1.500,00 ₺	1.500,00 ₺
Cash Bench	10.000,00 ₺	0,00 ₺	0,00 ₺
Shop Display tables (3)	24.000,00 ₺	0,00 ₺	0,00 ₺
Cashregister (bank provides)	0,00 ₺	0,00 ₺	0,00 ₺
Equipment (leasing + sale from partners)	2.500,00 ₺	300.000,00 ₺	300.000,00 ₺
General decorations	37.000,00 ₺	0,00 ₺	0,00 ₺
Tags (5)	2.500,00 ₺	2.500,00 ₺	2.500,00 ₺
Tables (25)	132.789,00 ₺	0,00 ₺	0,00 ₺
Chairs (160)	368.000,00 ₺	0,00 ₺	0,00 ₺
Multi-Functional Child Friendly Woodworking Kit	16.200,00 ₺	0,00 ₺	0,00 ₺
Projector	24.500,00 ₺	0,00 ₺	0,00 ₺
Microphones (4)	1.040,00 ₺	0,00 ₺	0,00 ₺
Cinema sound system	12.990,00 ₺	0,00 ₺	0,00 ₺
Beanbag seats (30)	48.840,00 ₺	0,00 ₺	0,00 ₺
Soundproofing (+Vat per m2)	5.690,00 ₺	0,00 ₺	0,00 ₺
Tool boxes for woodworking (5)	1.527,00 ₺	0,00 ₺	0,00 ₺
Clamps, different saws, (5 each)	320.000,00 ₺	0,00 ₺	0,00 ₺
Boxes of different types of nails and screws	1.780,00 ₺	0,00 ₺	0,00 ₺
Mini Woodworking Machine Wood Lathe Machine	5.000,00 ₺	0,00 ₺	0,00 ₺
Drills (5)	29.600,00 ₺	0,00 ₺	0,00 ₺
Safety: First aid kit (1) and security glasses (10)	7.600,00 ₺	3.000,00 ₺	3.000,00 ₺
Toilets	16.000,00 ₺	0,00 ₺	0,00 ₺
Sinks	18.000,00 ₺	0,00 ₺	0,00 ₺
Mirrors	20.000,00 ₺	0,00 ₺	0,00 ₺
Reusable towels	10.000,00 ₺	0,00 ₺	0,00 ₺
Trash buckets	3.000,00 ₺	0,00 ₺	0,00 ₺
Soap dishes	5.000,00 ₺	0,00 ₺	0,00 ₺
Sofas	100.000,00 ₺	0,00 ₺	0,00 ₺
Hangers	2.000,00 ₺	0,00 ₺	0,00 ₺
Bar counter	50.000,00 ₺	0,00 ₺	0,00 ₺



Dishes	50.000,00 ₺	0,00 ₺	0,00 ₺
R-keeper system	25.000,00 ₺	0,00 ₺	0,00 ₺
Air conditioning	40.000,00 ₺	0,00 ₺	0,00 ₺
Sinks	5.000,00 ₺	0,00 ₺	0,00 ₺
Ventilation system	45.000,00 ₺	0,00 ₺	0,00 ₺
Work tables	35.000,00 ₺	0,00 ₺	0,00 ₺
Stoves	73.000,00 ₺	0,00 ₺	0,00 ₺
Licence for music playing	5.000,00 ₺	60.000,00 ₺	60.000,00 ₺
Licence for movie playing	9.000,00 ₺	108.000,00 ₺	108.000,00 ₺
Combi steamer	80.000,00 ₺	0,00 ₺	0,00 ₺
Organization of exhibition	0,00 ₺	150.000,00 ₺	150.000,00 ₺
Refrigerators	80.000,00 ₺	0,00 ₺	0,00 ₺
Printers	30.000,00 ₺	0,00 ₺	0,00 ₺
Cooler	3.000,00 ₺	0,00 ₺	0,00 ₺
Cabinets	25.000,00 ₺	0,00 ₺	0,00 ₺
TOP-Manager of Hub's Salary	2.160.000,00 ₺	2.160.000,00 ₺	2.160.000,00 ₺
website + hosting	101.000,00 ₺	1.000,00 ₺	1.000,00 ₺
Sales store representative	0,00 ₺	420.000,00 ₺	420.000,00 ₺
Workshop teachers	0,00 ₺	350.000,00 ₺	500.000,00 ₺
invited worldwide teachers (salary+transfer+living)	0,00 ₺	500.000,00 ₺	1.000.000,00 ₺
Seminars teachers/presenters	0,00 ₺	400.000,00 ₺	600.000,00 ₺
Facility manager	30.000,00 ₺	360.000,00 ₺	360.000,00 ₺
Cleaning person	5.000,00 ₺	240.000,00 ₺	240.000,00 ₺
Accounter	30.000,00 ₺	60.000,00 ₺	72.000,00 ₺
Lawyer consultancy	30.000,00 ₺	0,00 ₺	0,00 ₺
communication budget (team include)	455.000,00 ₺	750.000,00 ₺	400.000,00 ₺
FIXED COSTS			
Rent	120.000,00 ₺	1.440.000,00 ₺	1.440.000,00 ₺
Electricity	50.000,00 ₺	600.000,00 ₺	600.000,00 ₺
Water	15.000,00 ₺	180.000,00 ₺	180.000,00 ₺
Heating	0,00 ₺	105.000,00 ₺	105.000,00 ₺



Wi-fi	1.500,00 □	18.000,00 □	18.000,00 □
Telephone line	3.000,00 □	36.000,00 □	36.000,00 □
unexpected expenses (10%)	614.375,60 □	824.500,00 □	875.700,00 □
TOTAL ACTIVITIES EXPENDITURE (□)	6.758.131,60 □	9.069.500,00 □	9.632.700,00 □
TOTAL ACTIVITIES EXPENDITURE (€)	€84.476,65	€113.368,75	€120.408,75

5c. Income budget

	YEAR		
	1 (11.2020-10.21)	2 (11.21-10.22)	3 (11.22-10.23)
INCOME			
Workshops' tickets	36.000,00 □	1.152.000,00 □	1.728.000,00 □
Business seminars for professionals tickets	375.000,00 □	6.000.000,00 □	7.500.000,00 □
Seminars with special guests	0,00 □	900.000,00 □	1.800.000,00 □
Rent place in workspace	15.750,00 □	378.000,00 □	504.000,00 □
Cinema sessions' tickets	7.500,00 □	300.000,00 □	360.000,00 □
Rent corner in design store	36.000,00 □	432.000,00 □	576.000,00 □
Exhibitions' tickets	0,00 □	100.000,00 □	150.000,00 □
Rent place for restaurants	50.000,00 □	600.000,00 □	600.000,00 □
Rent place in coworking place	50.400,00 □	1.209.600,00 □	1.612.800,00 □
TOTAL ACTIVITIES INCOME (□)	570.650,00 □	11.071.600,00 □	14.830.800,00 □
TOTAL ACTIVITIES INCOME (€)	€7.133,13	€138.395,00	€185.385,00

5d. List of sponsorship resources

Sources of funding	Years/Funds in Rub		
	1	2	3
Ministry of Culture of Krasnoyarsk Krai	1.000.000,00 □	0,00 □	0,00 □
Alfa Bank Foundation (sponsor program)	2.500.000,00 □	0,00 □	0,00 □
Siberian Federal University. Institute of Architecture and Design	1.000.000,00 □	1.000.000,00 □	1.000.000,00 □



Russian Forest Protection Fund	500.000,00 ₺	500.000,00 ₺	500.000,00 ₺
The Russian timber industry association	500.000,00 ₺	500.000,00 ₺	500.000,00 ₺
EUMABOIS	1.000.000,00 ₺	0,00 ₺	0,00 ₺
OJSC "Lesosibirsky LDK No. 1"	500.000,00 ₺	0,00 ₺	0,00 ₺
Total (₺)	7.000.000,00 ₺	2.000.000,00 ₺	2.000.000,00 ₺
Total (€)	€87.500,00	€25.000,00	€25.000,00