

C4-OPP1 – SMART_CULTURE: AI-POWERED CULTURAL MARKETING AND SALES

THE OPPORTUNITY

There is a strong possibility of creating new income streams, increasing artisan profitability, and to strengthen rural and regional cultural branding.

Many artisans, particularly in rural and minority-language communities, rely on seasonal fairs and local outlets, limiting sales and growth. AI-enabled e-commerce platforms, combined with digital marketing of cultural tours and experiences, can expand market access, attract visitors, and generate year-round revenues.

EXAMPLE OF PROVEN PRACTICE

Craft Nova Scotia

Craft Nova Scotia combines e-commerce infrastructure with professional development and digital tour marketing. It supports hundreds of artisans and demonstrates how shared platforms can increase income, visibility, and market reach for cultural producers.

POTENTIAL COLLABORATIVE ECONOMIC DEVELOPMENT VENTURE SERVICES AND PROGRAMS

Smart_Culture Marketplace

- A bilingual, AI-enabled platform integrating online and on-site sales, marketing, and customer analytics

Smart_Culture Collective Branding Program

- A shared initiative creating curated regional cultural tours and product bundles marketed collectively to visitors and online buyers

KEY ENABLERS

- Public–private investment in bilingual e-commerce infrastructure
- Grants and incentives for AI adoption by cultural SMEs
- Partnerships between tourism boards and artisan networks

KEY PERFORMANCE INDICATORS

- Number of artisans selling on AI platforms
- Online sales revenues
- Visitor spending linked to cultural tours
- Jobs created in rural craft economies
- Artisan profitability

CATEGORIES OF KEY PPCS STAKEHOLDERS

- Artisans
- AI and tech firms
- Governments
- Funders
- Tourism organizations
- Economic development organizations
- English-speaking community organizations

WHY INVEST MY TIME / WHY INVEST ORGANIZATIONAL RESOURCES / HOW TO ATTRACT INVESTORS

This opportunity strengthens cultural entrepreneurship, increases rural incomes, and enhances destination appeal. Collective platforms lower costs, expand reach, and improve profitability for small, medium and larger producers while reinforcing regional and local product identity.