

Research on Urban Double Innovation and Renewal Construction - A Case Study of Zhongshan District and Xigang District of Dalian City

Shouliang Zhou *, Zixuan Wang

Dalian University, Dalian Liaoning, 116622, China

* Corresponding author: Shouliang Zhou

Abstract: The "14th Five-Year Plan" period is an important period for China to adhere to innovation-driven development and comprehensively shape new advantages for development. It has deepened the strategic development goal of "adhering to the core position of innovation and accelerating the construction of a powerful country in science and technology". Scientific and technological development and innovation have become the key to China's future development work. With the release of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of 2035 Vision Goals and the 14th Five-Year Plan for Cultural and Tourism Development of Dalian, Dalian's future development goals are clearer. That is to develop into a more tolerant, more dynamic, more humanistic care and the needs of The Times, more global influence and industrial demonstration value of the entrepreneurship and innovation center city; At the same time, we can gain experience from the regional development of Zhongshan District of Dalian City and Xigang District of Dalian City, and successfully build a demonstration base of entrepreneurship and innovation. Taking the construction of Culture corridor in Zhongshan District of Dalian City and Science and Innovation corridor in Xigang District of Dalian City as examples, this paper puts forward some methods and suggestions for the construction of double innovation and innovation in Dalian city.

Keywords: The 14th Five-Year Plan; Domestic and Foreign Experience; Mass Entrepreneurship and Innovation; Countermeasures and Suggestions.

1. Introduction

In this paper, double innovation refers to the two sections of cultural creativity and scientific and creative block. Several Measures to Further Promote the Development of Cultural Creative Products in cultural and cultural relics Units issued by The State Council pointed out that strengthening the development of cultural creative products is conducive to promoting the creative transformation and innovative development of excellent traditional Chinese culture, conducive to cultivating and carrying forward socialist core values, and conducive to the construction of a strong socialist culture. The Action Plan for the High-quality Development of Liaoning Cultural Tourism Industry (2023-2025), in accordance with the three-year action plan of the provincial Party Committee and the provincial government for the comprehensive revitalization of the new breakthrough, gives play to the leading role of major cultural tourism industry projects, develops the cultural tourism industry into a new engine for the development of modern service industry and a strategic pillar industry of the national economy, and comprehensively builds a strong cultural tourism province. In the "Dalian 2049 City Vision Plan", the vision goal of creating "an open and innovative city, a romantic bay city" and a "city of art" is proposed, and the strategy of "improving the quality of cultural manifestation" and "cultural construction action" are implemented, which require the city charm of romantic culture and the bay to be fully integrated and form a high-quality development pattern of deep integration. In the macro context of innovation-driven economic transformation, this year, China has once again set off a wave of new science and technology cities across the country, China has always adhered to the core position of innovation in the overall

situation of modernization, scientific and technological self-reliance as a strategic support for national development, facing the world's scientific and technological frontier, facing the main economic battlefield, facing the major national needs, facing the people's lives and health. Through measures such as accelerating the construction of science and innovation platforms, accelerating the gathering of innovative talents, improving the level of scientific and technological financial services, and improving the ability to transform scientific and technological achievements, we will improve the scientific and technological innovation system, promote the integrated allocation of projects, bases, talents and funds in key areas, and strengthen the deep integration of innovation chains, industrial chains, capital chains and human resources chains.

"Based on Dalian City, serving the national development strategy, highlighting resource advantages, optimizing the environment for innovation and entrepreneurship, creating a high-end innovation and entrepreneurship element agglomeration area, promoting the integration and fusion of various resources, policies and services, highlighting industrial characteristics, improving the collaborative governance ability of service innovation, and building a high-end economic structure" are the basic ideas for the construction and development of double innovation in Dalian City.

2. Development Status of Foreign language Creation and Science and Technology Creation District in China

(1) Current Situation of Cultural and Creative

Development

Most of the cultural and creative parks in China are formed from top to bottom, mainly forming two types: park and distribution area. In contrast, the degree of integration of the park class order is higher, and the free development of the distribution area is better. On the whole, high-quality cultural and creative parks and products have become the driving force for urban cultural renewal, and the unique IP development of innovative cultural products has become a trend. According to the data, by 2019, the comprehensive index of Beijing's cultural industry development will be 82.67; The comprehensive index of cultural industry development in Zhejiang Province is 82.48; The comprehensive index of cultural industry development in Jiangsu Province was 80.71; The comprehensive index of cultural industry development in Shanghai is 79.47, and that in Chongqing is 77.97. At present, more than two-thirds of provinces (cities, districts) in our country have put forward the construction of "big provinces of culture", and the development of cultural and creative industries has become the work center for accelerating the transformation of growth mode and adjustment and optimization of industrial structure, promoting the process of urbanization, and promoting the coordinated development of regions. For example, the cultural and creative Park in Chaoyang District of Beijing has four outstanding characteristics in its overall development: first, the old industrial atmosphere is a common carrier; Second, there are many attempts to establish industrialization and industrial chain, which provide enterprises with an integrated platform while innovating entertainment experience; Third, relying on the existing infrastructure and human resources to achieve agglomeration distribution; The fourth is to pursue internationalization and modernization, and actively attract the development forms and elements of overseas parks. Tianzifang, as the beginning area of Shanghai's cultural innovation, has both the old Shanghai architecture full of historical sense and the new avant-garde art, which can better attract young people interested in cultural innovation. In addition, Tianzifang has a high degree of openness and a good reputation overseas, attracting more overseas artists and increasing cultural diversity.

In foreign countries, cultural and creative regions represented by developed countries in Europe and the United States pay attention to promoting urban cultural renewal and building urban cultural brands consistent with the spirit of the city. Its cultural and creative parks adhere to culture as the core, avoid excessive commercial development, and pay attention to creating experience activities to promote industrial development, promote the specific experience of cultural innovation in the form of practice, and promote the incubation of new industries with the core of innovative culture. For example, King's Cross in London, England, adheres to the concept of "middle class", is close to the general public, avoids over-commercialization, rationally plans and uses public space, connects various areas to form an organic whole, and most places are open to the outside world, greatly shortening the distance between art and the masses.

(2) Development Status of Kechuang District

China's science and technology Innovation Center is a national strategic, leading and critical infrastructure, taking key common technologies and cutting-edge leading technologies as breakthroughs to guide enterprises to improve their independent innovation capabilities and strengthen

research and development capabilities. For example, "Shanghai Silicon Alley", which sets up Silicon Alley NO.1, mass innovation space and new double innovation college three modes, so that the public can learn, immersive experience and interaction, attract many scientific researchers and people with scientific and technological innovation ideas in society to participate in, create a science and innovation atmosphere, cultivate emerging science and innovation talents by creating platforms, holding international competitions and other ways, improve the industrial ecology of science and innovation district. Another example is Nanjing Drum Tower, the establishment of the Drum Tower Silicon Alley collaborative innovation Center, with the help of the operation of industrial services, exhibitors and other modules in the silicon alley carrier, the introduction of industrial resources, connecting talents, etc., and to scientific and practical as the goal, for the key needs of different subjects to create incentive support policies, such as the introduction of high-quality enterprises in line with the leading direction of the industry and the enterprise itself. Based on certain subsidies or incentives. At present, Dalian deeply integrates science and technology with economy, and constantly optimizes the transformation of scientific and technological achievements. In 2021, the turnover of technology contracts registered in Dalian reached 33.62 billion yuan, an increase of 28.5%, and the conversion rate of local scientific and technological achievements in major universities and institutions in Dalian reached 38%, an increase of 4.9% over the previous year. There are 6 national technology transfer demonstration institutions, 11 provincial technology transfer demonstration institutions and 9 municipal technology transfer demonstration institutions in the city.

Foreign countries also attach great importance to the construction of science and technology innovation blocks. For example, the One Science and Technology City in Singapore was launched as early as 2000 to build excellent top-level design, attract talents, integrate and promote interdisciplinary research, and enhance cooperation between private and public fields. The Singapore government has invited a group of internationally renowned biological scientists to set up their own laboratories in Keio City at large sums of money. To develop related research projects, it has gathered more than 30 well-known biopharmaceutical companies from around the world, all of which use Singapore as their main research and development base.

3. Analysis of Problems and Causes in the Construction of Mass Entrepreneurship and Innovation

(1) The Understanding and Implementation of Policy Planning are not in Place[1]

Some enterprises need to further strengthen the understanding and implementation of cultural creativity and scientific and technological innovation policies, independent research and development capabilities need to be further improved, and the integration of science and technology with neighborhood culture is weak. The enterprises with independent scientific and technological research and development strength in the city mainly rely on large and medium-sized state-owned enterprises and a few high-quality private enterprises, more small and medium-sized enterprises, the innovation platform is not strong, it is difficult to combine

with the cultural and creative policies of the block, the enterprise products are still in the low-end field of the industry, the reserve of high-quality science and technology projects is insufficient, and there is a lack of relevant scientific and technological achievements transformation projects with high contribution. Some policy makers are unable to effectively implement innovation policies for cultural and creative products and science and technology innovation policies, which may be due to management's unfamiliarity with policy details, or lack of proper supervision and training mechanisms.

(2) The Driving Force of Regional Mass Entrepreneurship and Innovation needs to be Strengthened

The development of regional culture in Dalian has a good prerequisite, and the culture is diverse and integrated, but the traces of reference development are relatively heavy, and the lack of good ability to dig and show the connotation of regional culture leads to the lack of internal strength of cultural driving force and the lack of main label. For example, under the influence of the general environment, the city museum, as the forefront of the export of culture and education, has a weak halo effect of cultural elements, and the development progress of cultural and creative products lags behind that of many domestic museums. The proportion of local basic consumer demand in Dalian is high, and the pressure of living cost continues to increase, making citizens' consumption desire in terms of cultural demand is not strong, while foreign tourists' consumption in terms of cultural demand is unstable, so Dalian wants to rely on cultural and creative products to generate income, there is a long way to go, and it needs to be further stimulated and revitalized.

The number of existing universities and institutes in Dalian has not yet reached the national leading level, and the R&D platforms of some universities are small in scale and extremely low in performance, lack high-level innovation platforms, and lack of attractiveness to gather enterprises in key scientific and technological fields. Some enterprises in the region need to seek cooperation with well-known universities and research institutes at home and abroad for technological innovation and industry-university-research cooperation, and there are still some problems in docking and landing. Industrial science and technology leading talents and high-end and high-level innovative talent teams are relatively scarce. For example, Xigang District of Dalian City has few universities and institutes and lacks science park incubation base, which affects the efficiency of building an innovation consortium with leading enterprises, support from universities and institutes, and cooperation among various entrepreneurial entities.

(3) Lack of Mature Industrial Chain Operation and Maintenance

Cultural and creative products can create economic value, but also an important part of the cultural industry. Although the identity of cultural and creative products comes from cultural units, the actual operation of developing cultural and creative products is similar to the "value chain mode" of the production mechanism of enterprises. After searching the data, it is found that the development of cultural and creative products in many museums in Dalian has not formed a value chain mode for sustainable development, and lacks a long-term and stable platform for product development cooperation. There are breakpoints and omissions in the core key links of the chain, such as the lack of market demand investigation leading to the lack of characteristics of cultural and creative products, and the added value of products is not

reflected; There is no designated cooperative manufacturer, resulting in the quality of cultural and creative products is rough and the purchasability is not high; Cultural marketing is not enough to promote in place, cultural and creative products marketing market can not be targeted development.

There are still problems such as the lack of smooth links between production, university and research, non-standard scientific and technological service institutions, diversified and flexible innovation cooperation models such as "transplantation with soil" have not yet been fully formed, the innovation chain needs to be sorted out, the support for the industrial chain is not strong enough, and the construction of the innovation system needs to be continuously consolidated and improved. For example, one of the classic models of industry-university-research and development -- the "project manager system" R & D model, regards scientific research institutions and research work as specific engineering projects, and implements the project manager system to promote the construction of professional research institutes, but there is a lack of scientific research institutions behind the research institutes to provide working funds and service support for project managers and their teams. It is difficult to encourage professional institutes to build a trinity of "technology research and development + professional incubation + professional fund" technological innovation micro-ecology, difficult to achieve the effective combination of technical resources and social funds in the field of scientific and technological innovation, and it is facing certain difficulties to drive the development of blocks through production, university and research.

4. Case Study of Cultural and Creative Block in Zhongshan District and Xigang District of Dalian City

(1) Cultural and Creative Construction in Zhongshan District of Dalian City [2]

During the "14th Five-Year Plan" period, Dalian continuously released the potential of domestic demand, integrated more into the domestic market, improved the adaptability of the supply system to domestic demand, made the development of culture and tourism mutually promote and complement each other, formed a new pattern of industrial development, constantly improved the quality, quality and brand of tourism, and accelerated high-quality development. To build a strong cultural city with leading position in northeast China and international influence. As the financial and commercial center in the eastern part of the main urban area of Dalian City, Zhongshan District has the location characteristics of obvious headquarters building cluster, prominent financial core functions, port and shipping service resources cluster, and rich historical and cultural reserves. The three areas of "Nanshan Block", "Zhongshan Square Block" and "Democracy Square Block" are all creative oriented and culture-led as the key development areas of the development ideas, creating a cultural and creative corridor in Zhongshan District, and taking this as a platform to effectively promote the coordinated development of the three areas[3].

1. "Nanshan Block" and other three areas of the current situation

After nearly ten years of protection, cultivation and guidance, "Nanshan Block" has formed a diversified block integrating culture, catering, entertainment, accommodation, tourism and other functions, perfectly integrating life

experience, artistic perception and leisure taste; Many of the old buildings in "Zhongshan Square Block" are nationally-protected buildings, with European Renaissance, Baroque, Byzantine, ancient Roman, eclectic and other architectural styles, which have been included in the teaching materials of architecture schools in many European and American countries, and are the perfect combination of history and modernity. "Democracy Square Block" is a relatively concentrated music bar street in geographical space, which not only depicts the traces of the changes of The Times, but also becomes a leisure place for modern urbanites and a tourist resort for outsiders. During the "National Day" period this year, the block attracted about 350,000 tourists, the turnover of businesses along the street increased by more than 70% over the same period last year, and the exposure of Tiktok topics exceeded 3.5 million. The three areas have both historical context and life fireworks, with distinctive characteristics. On this basis, the urban renewal with The Times makes the urban texture more delicate and stretch. The mobility of block uses and the interoperability of roads enable "Nanshan Block", "Zhongshan Square Block" and "Democracy Square Block" to share various uses of the city, thus becoming more dynamic and diverse, and also providing a precious model for the block to maintain vitality and development.

Although the transformed block has diversified functions, there is still a problem that the cultural and creative industry is not prominent. Most merchants operate it as a shopping place, ignoring the dissemination of cultural and creative ideas, and lacking the cultural and creative atmosphere. It is urgent for the block to build a platform for the cultural and creative industry, create a cultural and innovative atmosphere, and increase the dissemination of cultural and creative products.

2. Cultural and Creative Corridor Integration of "Nanshan Block" and Other Three Regional Resources Measures

1) Clarify the Overall Idea of Cultural and Creative Development in Zhongshan District of Dalian City

Based on Youjian Nanshan Cultural Tourism and Health Block, linked with Zhongshan Square and Democracy Square, the formation of a "three-district linkage" smart cultural and creative block integrating history and modernity, local and international, work and life, engendering modern service industry and urban renewal with cultural creativity, digging the inheritance of urban history and culture, transforming urban blocks with a new look, and enriching new forms of consumption and new scenes. Improve the level of block governance, upgrade the green and healthy living environment, integrate the new era and new creativity with the city's historical and cultural heritage, radiate the new vitality of the old city economy, create a unique cultural and creative city name card of Dalian, and then radiate the surrounding areas, set common development goals, so that the three areas open a new chapter of coordinated development.

2) Efforts Should be Made to Improve the Environment for Cultural and Creative Industries and Promote Industrial Development

The development of cultural and creative industries in Zhongshan District of Dalian should improve the construction of industrial environment from the government, market, industrial chain and other links. Looking at the development of cultural and creative industries, it is necessary to closely focus on the adjustment trend of industrial structure, take entrepreneurship as the core, culture as the soul, science and

technology as the support, parks as the support, and industrialization as the direction, effectively solve the problems of system and mechanism, and vigorously develop the cultural and creative industries in Zhongshan District of Dalian City. The government needs to actively create an external environment conducive to the development of cultural and creative industries, create an atmosphere for cultural and creative industries, formulate effective policies and measures, guide the extension of industrial chains, promote the development of cultural and creative projects, provide financial guarantee for cultural and creative activities, encourage all sectors of society to participate in cultural and creative industries, form cultural and creative brands as soon as possible, and promote the development of cultural and creative industries.

3) Build a Unified Cultural and Creative Operation Platform in Zhongshan District and Build a Brand in the Three Districts

On the one hand, the cultural and creative industry has the characteristics of flexibility and diversity. It can be an individual studio or a large group. On the other hand, it has a strong external correlation and is closely related to other industries. These two characteristics make the cultural and creative industry enrich the relevant industrial products of "Nanshan Block", "Zhongshan Square Block" and "Democracy Square block", supplement the elements of public services, and drive the development of other industries such as commerce and tourism in the three regions. At the same time, it is necessary to continuously tap the IP resources of Zhongshan District, develop and strengthen the development potential of cultural and creative development, and strive to create a cultural and creative symbol of Zhongshan District. Build a unified cultural and creative operation platform in addition to existing resources, constantly attract high-quality enterprises and talents to start businesses here, and truly build "Nanshan Block", "Zhongshan Square Block" and "Democracy Square Block" into a big brand of Zhongshan District cultural and creative industry cluster containing a series of resources such as creativity, cultural heritage and intellectual property rights.

(2) Dalian Xigang District Science and Innovation Block Construction

Science and innovation district makes full use of the city's unique human resources to attract innovative talents, relying on existing or newly introduced innovation platforms and carriers, to build a physical environment conducive to scientific and technological innovation and production, life, ecological integration. The development of science and innovation district is the key to deepening the all-domain innovation construction and an important means to enhance the storage space efficiency of the main urban area. Let science and technology return to the city, is the purpose of building a one-stop city science and innovation block. "Based on Xigang District of Dalian City, serving the national development strategy, highlighting resource advantages, optimizing the environment for innovation and entrepreneurship, creating a high-end innovation and entrepreneurship element agglomeration area, promoting the integration and fusion of various resources, policies and services, highlighting industrial characteristics, improving the collaborative governance ability of service innovation, and building a high-end economic structure" are the basic ideas for the construction and development of Xigang District Science and Technology Innovation District.

1. Development Status of Xigang District

Since 2022, Xigang District has focused on economic indicators, and the business income index of science and technology service industry has increased by 10%; Grasp the main body cultivation, strive to promote industrial technological innovation, accelerate the cultivation of a multi-level innovative enterprise system, strengthen key technology research, and guide the whole society to increase research and development investment, 2020 to 2022, the new high-tech enterprises (hereinafter referred to as high) indicators are 7, 12, 15, three years to complete the new high 35, 37, 58, respectively. The total number of high enterprises has reached 127; Pay close attention to the platform construction, expand the space for technology transformation, the recommended Dalian Marine Diesel Engine Co., Ltd. has been approved as a key laboratory of the city, and the university industrial park has been stationed in scientific and technological innovation enterprises, introducing a large number of scientific and technological innovation talents; Grasp the concentration of resources, accelerate the transformation of achievements, strengthen cooperation with the Institute, explore the establishment of a new model of cooperation between the institute and the university, increase the efforts to attract talents, and strive to build the echelon of technology transfer talents.

Although Xigang District is developing well on the whole, there are still the following problems: First, the quality and efficiency of economic development are not high. The gross regional product (GDP) increases from 51.49 billion yuan in 2021 to 55.4 billion yuan in 2022, but its contribution to the city's economy needs to be improved; Second, the carrying capacity of some functional areas is not enough, and functional areas such as the Northern Bay Area have not yet formed a development pattern with distinct industrial characteristics, strong radiation and high agglomeration; Third, there is still a gap in the quality of public services, the supply capacity of elderly care is weak, and the lack of non-profit public or public private care institutions.

2. Take the Construction of Science and Innovation Corridor as the Core to Promote the Development of Xigang District of Dalian City

1) Upgrade the "Three-region Linkage and Three-circle Integration"

The construction of science and technology innovation block takes science and technology innovation as the core, gathers talents as the fundamental, and features the "science and technology +" industry, adheres to the coordinate of "main urban area", carries out the concept of "no boundary", and creates the "three-district linkage" of university park, science and technology park and urban community to create a one-stop science and technology block. Based in Xigang District, it has become an important starting point to promote the renewal of the old city and the innovation of the whole area; Based on Dalian City, establish a typical benchmark of urban innovation and scientific and technological innovation construction; Based on the country, we will build "innovation leading zones" with advanced concepts and mature models, create living Spaces suitable for living and working, attract and accommodate innovative and entrepreneurial talents, and inject new momentum into urban development.

2) Expand the Scale of Carriers and Strengthen the Development of Science and Innovation Industries

The expansion of carrier scale plays a vital role as the quantitative basis for the efficiency improvement in Xigang

District. During the "14th Five-Year Plan" period, Xigang District steadily carried out innovative transformation of carriers under construction and to be built on the basis of existing land, updated the old and old urban areas, and strive to release more innovation space for Xigang District. On the one hand, based on the original leading industry, highlight the characteristics of the industry, take its essence, reasonable introduction of resources; On the other hand, expand the block's tolerance to Xigang District's diversity, widely attract all kinds of science and innovation resources, build diversified industries, create a dynamic urban science and innovation block, and help the construction of the whole area block.

3) Shape the Brand of Science and Technology, Strengthen Business Development

Guided by the brand concept, we will create a good atmosphere for the whole region to jointly promote the construction of science and technology brand, truly start the brand of science and technology in Dalian, stimulate the internal power of enterprises, and promote industrial transformation and upgrading. Build a brand communication system by means of accurate docking publicity and strengthening marketing success stories, improve the science and innovation mechanism, and assist high-quality science and innovation enterprises in Xigang District to put on the shelf; Encourage the settled enterprises to implement the "diversified management" system and make full use of the individual differences of talents to improve organizational efficiency; Overseas units assist enterprises to connect with domestic and foreign venture capital resources, lead scientific and creative enterprises to participate in domestic and foreign exhibition training, promote business opportunities to expand business; Comprehensively improve the intelligent level of R&D, production management and service of regional medical innovation enterprises, and do a good job in product design and global marketing; Launch Xigang District's own brand, open domestic and foreign markets, and realize the transformation from "made in Dalian" to "created in Dalian".

5. Measures and Suggestions for Mass Entrepreneurship and Innovation

(1) Building a Modern System of Mass Entrepreneurship and Innovation Industries and Strengthen New Drivers of High-quality Development[4]

We will establish and improve the system of cultural, creative and scientific and innovation districts, and improve the access and launch mechanisms for mass entrepreneurship and innovation projects. The focus of economic development is on the real economy, promote the upgrading of traditional industries and the construction of new industries, forward-looking layout of cultural creativity and science and innovation districts, and build a more competitive modern industrial system. Strive to form a gathering platform for cultural and creative industries, combine the local industrial structure and resource endowment, conduct overall planning and scientific positioning of the industrial park, and firmly grasp the direction of industrial development in the process of cultural and creative development, focus on the forefront of industrial development, and constantly improve the industrial concentration; Strengthen the role of investment and financing platform of cultural and creative industrial park to promote the competitiveness of the park; Establish a multi-professional service platform to promote the connection

between public service platform and professional technology platform. We will actively promote the optimization and upgrading of advanced innovation industries, and use new generation information technologies such as artificial intelligence, big data, and the Internet of Things to empower and enhance the efficiency of science and innovation industries, and promote the transformation of science and innovation industries into smart, green, and high-end industries. Upgrade the level of modern service industries, attract leading enterprises and high-end talents, and enhance the capacity of high-end industries and regional development radiation; We will accelerate the development of the silver economy, the night economy, and the festival economy, improve the quality of life services, and build a cluster of modern service industries.

(2) Gather the Strength of Multi-party Cooperation to Create New Heights of Mass Innovation Industry

Deeply understand that cultural creativity and science and innovation district is the extension and deepening of the government's core work, is a part of creating high-quality and high-speed urban development, fully encourage the active participation of enterprises, social organizations and residents of the district, promote the related work of investment services, talent services and industrial services, and fully mobilize the enthusiasm, initiative and creativity of the people, We will work together to promote the implementation of the work plan for mass entrepreneurship and innovation. Build a platform for innovation and development, promote the deep integration of innovation chains and industrial chains, further strengthen the foundation for cultural innovation and scientific and technological innovation, and tap cultural and creative individual enterprises and high-tech enterprises; Build a collaborative innovation ecology of industry, university and research, integrate science and innovation districts with cultural creativity, improve the efficiency of mass innovation construction, and accelerate the pace of urban renewal; We will stimulate the vitality of talent creation, improve the mechanism for attracting talent and wisdom through multiple channels, achieve a win-win situation for attracting investment and attracting wisdom, gather the strength of various enterprises, major chambers of commerce, industry associations, and other parties, inject impetus into the realization of new breakthroughs in comprehensive revitalization, and create new heights for the mass innovation industry.

(3) Intensifying Publicity and Write a New Picture of Mass Entrepreneurship and Innovation[5]

Expand the publicity efforts, make full use of newspapers,

radio, television, Internet and other carriers, strengthen the publicity of cultural and scientific innovation, and timely summarize and promote typical cases, working mechanisms and successful experiences, as well as the completion of projects, and actively do a good job in the communication of various departments. At the same time, enhance the sense of enterprise gain, combined with the year-end evaluation and other forms, for the outstanding performance of emerging cultural and creative studios and scientific and technological enterprises, to give social and government recognition; The relevant collectives and individuals with outstanding performance in their work shall be commended accordingly; Promote high-quality employment, fully implement the employment priority policy, continue to deepen the construction of the "Leye Xigang" employment service brand, encourage college graduates to enter the cultural creativity, learn cultural creativity, and attract scientific and technological innovation talents to renew the old urban area.

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