



# HUB-IN

## HUB-IN wants YOU!

Let us help you to regenerate  
your historic places

Is your city rich in cultural heritage? Then you are ideally placed to use your buildings, stories, people and places to innovate and drive social, economic and environmental value... Join the HUB-IN project as we explore and develop solutions together!

## About us

We are HUB-IN, an ambitious consortium of eight European cities – Angoulême, Belfast, Braşov, Genova, Lisbon, Nicosia, Slovenska Bistrica and Utrecht – along with a range of international organisations, networks and universities, linking up to create a Europe-wide ecosystem of innovation and entrepreneurship.

We are aiming to boost **the regeneration of Historic Urban Areas through innovation and entrepreneurship, whilst preserving their unique cultural and social identity and the environment.**

We want to:

- Maximise the potential of cultural heritage of Historic Urban Areas as a catalyst of change and avoid the risk of abandonment and neglect
- Develop new innovative and creative skills and jobs
- Create new sustainable opportunities for local traditional businesses
- Ignite new ideas and solutions by matching tradition with innovation

To do this, we are engaging with local communities and fostering relationships between local entrepreneurs. We act locally, but we will also share our innovation processes globally, between cities across Europe and beyond.

## What's in it for you?

Whether you are a municipality or a key development agency with strong links to municipalities, joining the HUB-IN Alliance will give you access to the products and learning from the project as it develops. Namely, you would benefit from:

1

Accelerated knowledge around boosting regeneration, innovation and entrepreneurship in your Historic Urban Areas

2

Raising your international profile across Europe and beyond through working with the project and with our partner city networks including contributing to the *New European Bauhaus*

3

A piloted approach to using cultural heritage to gain competitive advantage in attracting investment, businesses and skilled workers

4

Opportunities to network, learn from and work with other cities and stakeholders in the project to increase and intensify the transfer of knowledge

# What are we looking for?

Historic Urban Areas come in many shapes and sizes. Some are in city centres, some in communities or quarters with specific historical contexts, some have rich architectural heritage, others have intangible assets in people, stories or cultural activity.

**We invite a range of historic places to both share their experience of heritage-led innovation & entrepreneurship, and contribute to and learn from the HUB-IN approach being developed – no matter what stage they are at in delivering sustainable regeneration.**

This wider pool of cities will act as a community of interest to help develop HUB-IN and begin to create an ongoing Alliance of hubs of innovation that will help build the legacy of the project.

You will have access to:



Guides and an interactive tool to business and finance models that support entrepreneurial and innovation-led regeneration



Insight into the ecosystem ingredients needed to deliver and support innovation and entrepreneurship within Historic Urban Areas



The HUB-IN Atlas – a directory of good practice in heritage-led innovation and regeneration from across Europe



Insight from 8 cities as they pilot new approaches, evaluate their impact and establish action plans



Opportunities to participate in peer support, collaborative learning and knowledge exchange activities with the 8 pilot cities around themes and issues of common interest



The HUB-IN Academy – a portfolio of educational services, mentorship and leadership training such as webinars, master classes, a summer school, conferences and thematic workshops. You will be able to have your say and participate in the co-design of this Academy to ensure it meets your city's needs.

# Join us!

Interested in joining HUB-IN? Visit [hubin-project.eu/alliance](http://hubin-project.eu/alliance) to express your interest in this call!

You will then be invited to attend an initial webinar to hear from some of the key project partners, gain further insights about HUB-IN and help shape how this wider pool of cities will engage with the project.

Subsequently, you will be able to formally sign up to participate in the project and the creation of the Alliance as an “early joiner”.



**CURIOUS TO  
FIND OUT MORE?**

Keep an eye on [www.hubin-project.eu](http://www.hubin-project.eu) and our social media for updates

Twitter: [@EUHUBIN](https://twitter.com/EUHUBIN)

Facebook: [@EUHUBIN](https://www.facebook.com/EUHUBIN)



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