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Programme of the European Union



HUB-IN

Preserving and
transforming European
Historic Urban Areas
through innovation
and entrepreneurship

WHO ARE WE?

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'll be co-creating and co-designing projects under three main themes:

Cultural and creative industries

Resilient and human connected places

New lifestyles

WHAT ARE WE AIMING FOR?

HUB-IN aims to transform and regenerate Historic Urban Areas (HUAs) – while preserving their unique, cultural and social identity and the environment.

We want to:

- ◆ Reverse trends of abandonment and neglect of historic heritage
- ◆ Create new sustainable opportunities for local traditional businesses
- ◆ Develop new creative skills and jobs

We also want to ignite new ideas and solutions by matching tradition with innovation. To do so, we will engage local communities and foster relationships between local entrepreneurs. We will act locally, but we will also share our innovation processes globally, between HUAs across Europe and beyond.

WHAT'S OUR FOCUS?

We are working on a wide range of HUAs across Europe, with different characteristics:

Whole or part of historic town or city centres:

- ◆ A range of uses that support the wider social, economic, and cultural needs of the town, city and/or region.
- ◆ Several generations of buildings and monuments of architectural and historic interest that have largely retained their original architectural and cultural authenticity and integrity.



HOW WILL WE GET THERE?

Each of the eight European pilot cities is working on a specific historic area to transform it into a "Hub of Innovation and Entrepreneurship".

They are co-developing new business models and innovative solutions that will bring together sustainability and cultural heritage. The principles of circular and sharing economy are at the heart of our project and partner cities will develop action plans for their HUAs based on their local community's needs and values.

By using engagement methods, innovative tools and developing alternative financing models, as well as acceleration programmes for start-ups, we want to give local stakeholders and citizens the opportunity to contribute to their HUA's regeneration.

The innovation and entrepreneurship hubs developed in the partner cities' HUAs will then be scaled up to a global network of HUAs in follower cities.

**HUB-IN stands for Hubs of Innovation and Entrepreneurship for the Transformation of Historic Urban Areas. We are an EU-funded project under the Horizon 2020 programme.*