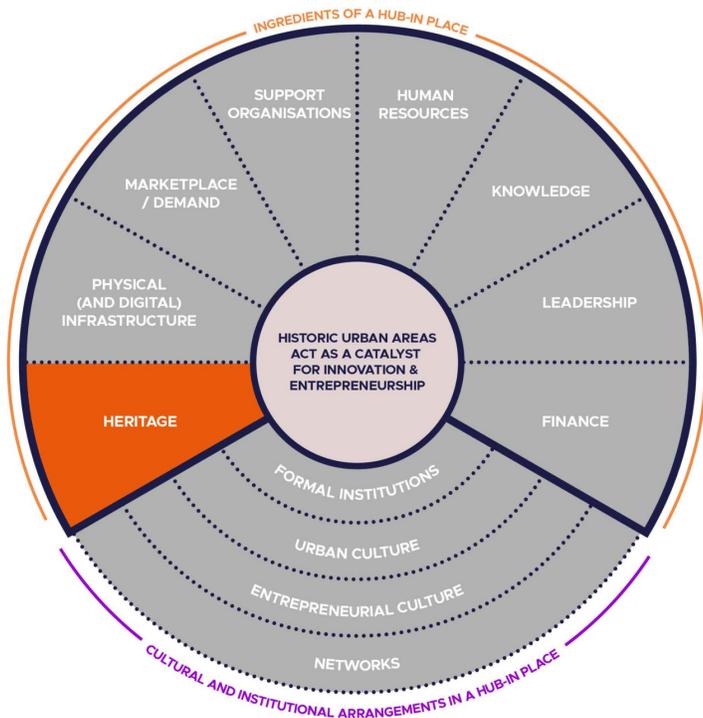


HERITAGE

Heritage represents those tangible and intangible elements inherited from the past that reflect and express constantly evolving values, beliefs, and traditions.



The city of Tibro (Sweden) can draw on a long tradition of furniture and interior design. With the initiative Inredia, a former textile factory has been repurposed as a vibrant knowledge hub for innovative furniture and interior design. It provides this traditional industry with a new future.

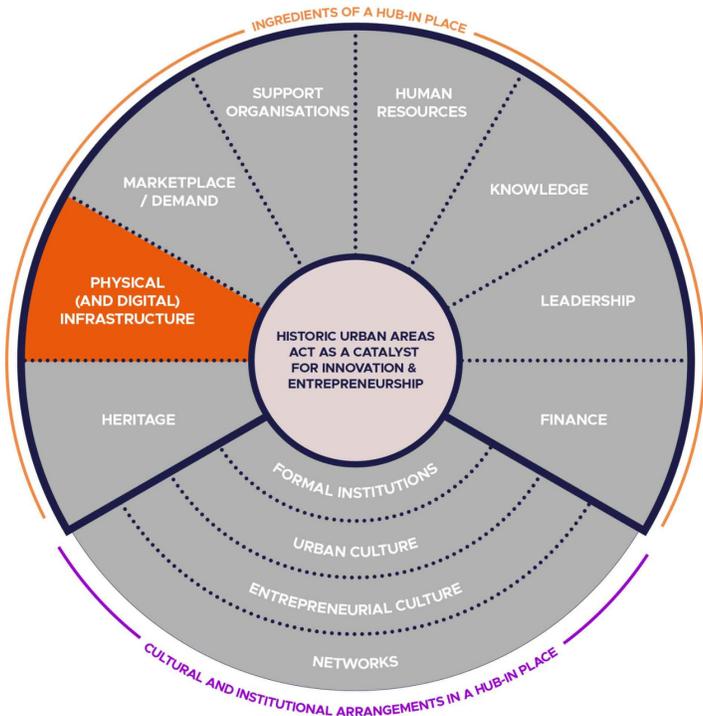


PHYSICAL (AND DIGITAL) INFRASTRUCTURE

Physical and digital infrastructures refer to the availability of structures and facilities (e.g. buildings, energy systems, modes of transportation) that facilitate proximity and interaction between different stakeholders.



Fabryka Sztuki (Łódź, Poland) runs a support programme for creative entrepreneurs. Through their Art_Inkubator residency programme entrepreneurs can apply for a workspace in the first years of their business. Next to that, the entrepreneurs can avail of legal and accounting support, as well as go to networking events in the same building. This way, three former warehouses now are a physical hub for creative entrepreneurship in the city.

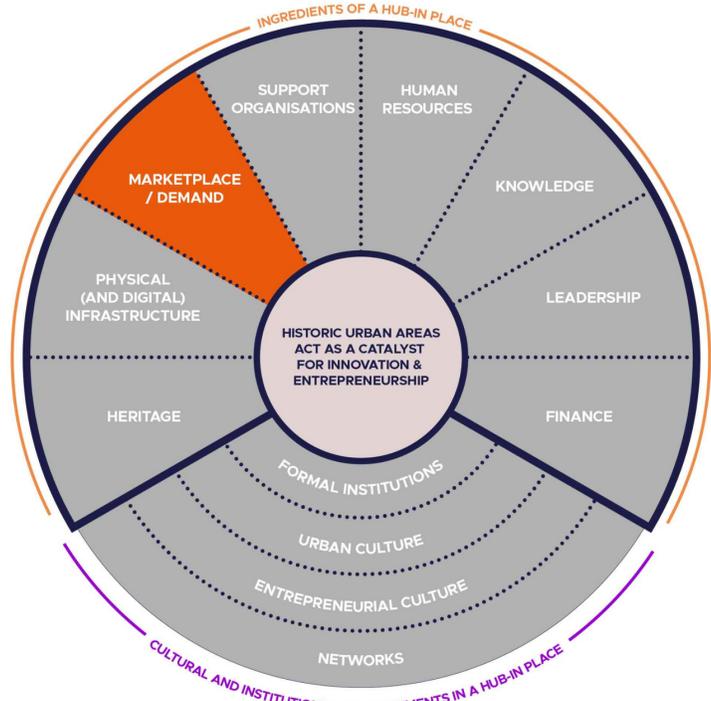


MARKETPLACE / DEMAND

Innovative and entrepreneurial activities fulfil emerging **needs and market opportunities**, either related to local citizens, local businesses, visitors to the area, or the environment, or combinations of all four.



Färgfabriken (Stockholm, Sweden) has built a variety of collaborations with various local design and art initiatives. To increase their market reach, they have set up a collective label under which products from different local artists are sold.

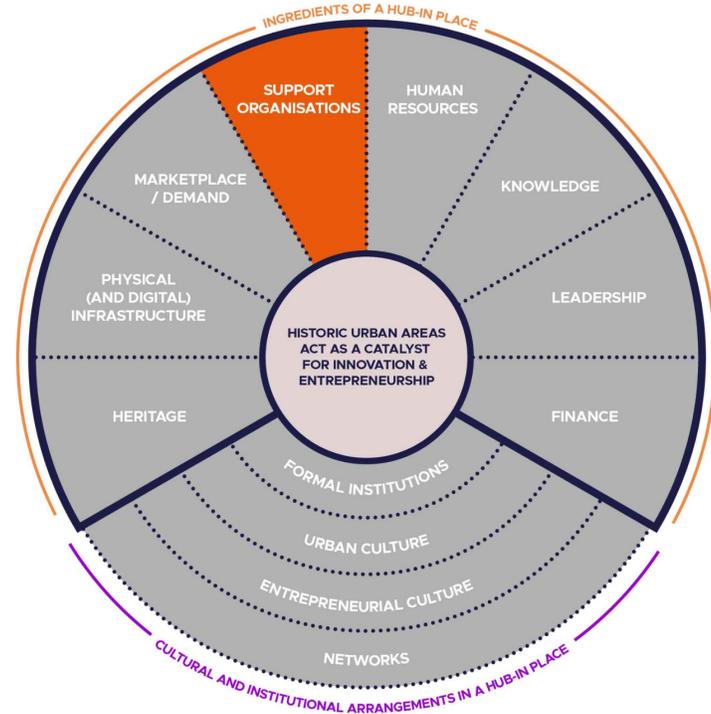


SUPPORT ORGANISATIONS

A well-developed range of **support organisations**, like research institutes, incubators or co-creation spaces, can provide input for innovative and entrepreneurial processes.



The Hallarna District (Norrköping, Sweden) aims to be a place where innovation and creativity thrive. To enable artists and creative minds to realise their ideas, the Hallarna Association provides them with space and support. They run a craft-business incubator for designer-makers, with 25 offices and studios, and have equipment, like 3D printers and sewing machines, available for communal use.

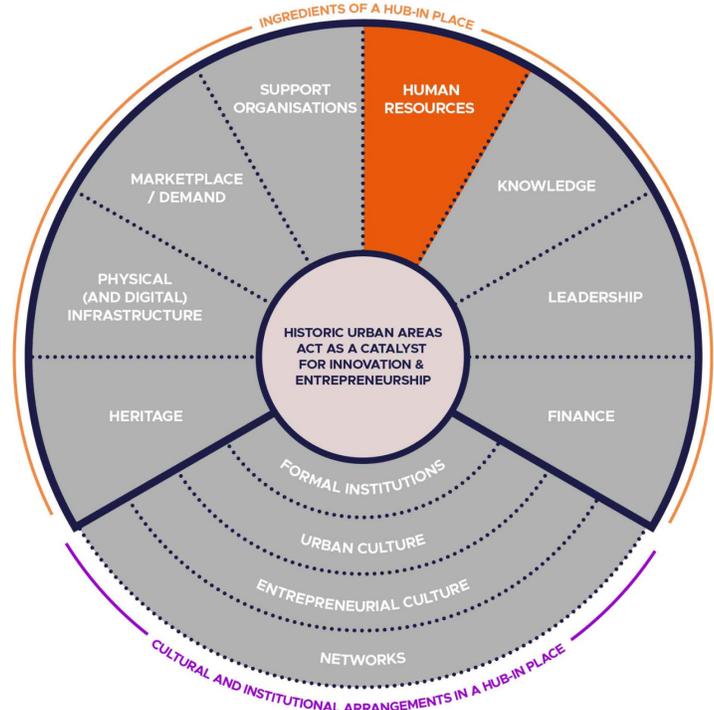


HUMAN RESOURCES

Human resources incorporate the experience, skills, and talents of the local population and those attracted to the area from outside the city. In building on place-based expertise, craftsmanship and artisanship that have developed over generations, HUB-IN Places can reinforce local skills, experience and talents.



In the Kapana Creative District (Plovdiv, Bulgaria), an area that has been home to craftsmen for over five centuries, a special programme was launched to stimulate the development of local artists and attract (inter-)national talent. Thus strengthening and extending the local human resource base.

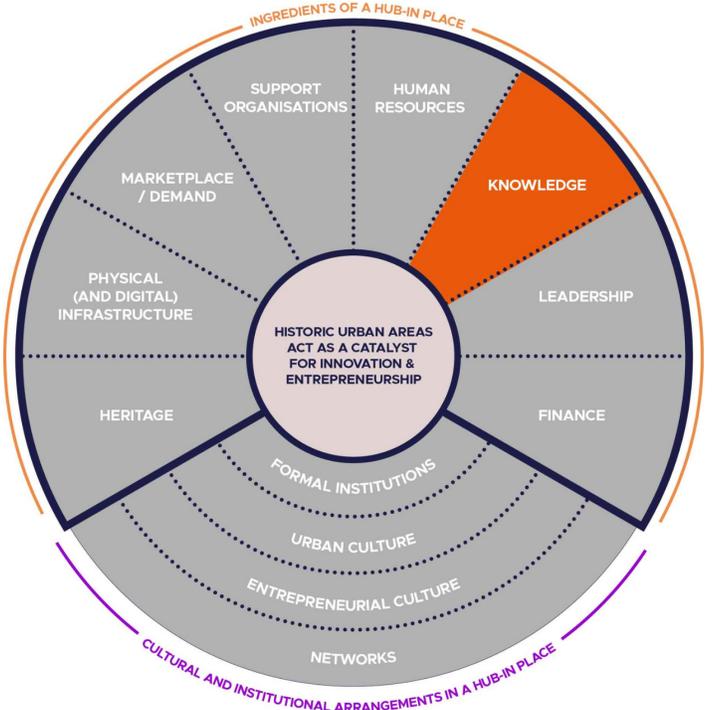


KNOWLEDGE

New applications of existing **knowledge**, as well as the development of new knowledge, fosters creativity, innovation and entrepreneurship. Knowledge as an openly accessible resource, thus allowing it to be shared and built upon, is an important tool for HUB-IN Places.



In the innovative mixed-use neighbourhood of Strijp-S (Eindhoven, The Netherlands), a Living Lab allows different stakeholders to work together to stimulate a flow of knowledge from one partner to another. This way, existing knowledge is shared, and new knowledge is created.

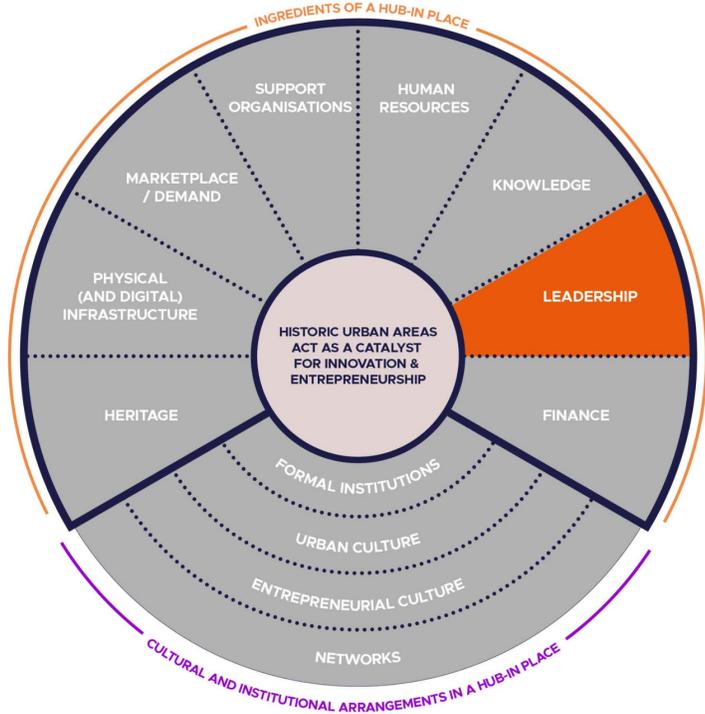


LEADERSHIP

Strong **leadership** can help to create a shared vision, (re-)invigorate a sense of place, and coordinate cooperation. To enable collective action, visionary individuals or collectives are needed to guide and direct this action.



The monumental cloisters of Chiostrì San Pietro (Reggio Emilia, Italy) are reused as an Open Laboratory and entrepreneurial incubator. Under the guidance of the municipality, the mission of the place was designed together with a wide range of individuals and organisations from the local area. This shared vision secured commitment from different stakeholders and guides collective action.

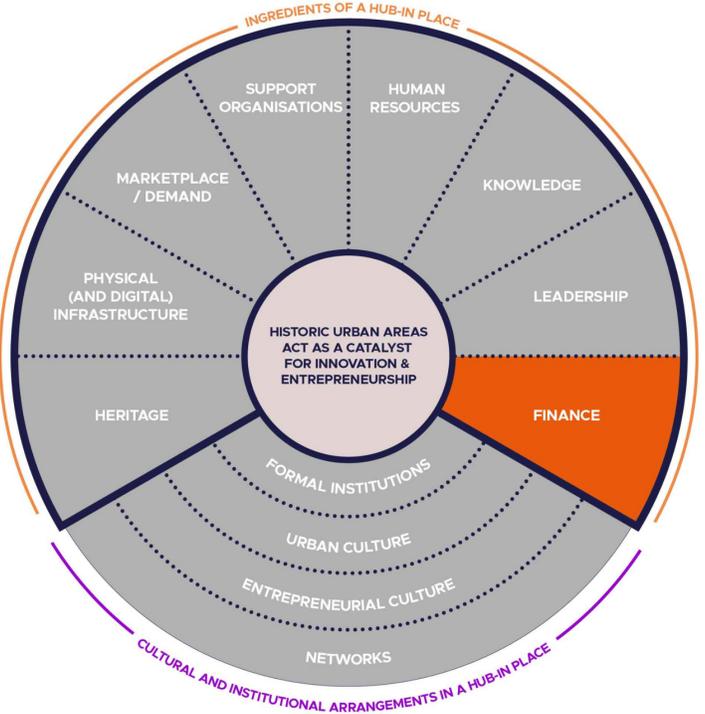


FINANCE

The availability of adequate **financial resources** is important to facilitate innovative and entrepreneurial initiatives and support creative communities. HUB-IN Places dare to experiment with new financial structures, combining traditional public funding streams with other (private) sources of funding.



NOD Makerspace (Bucharest, Romania) is run by local entrepreneurs. They have used, among others, non-monetary contributions from a range of larger businesses to realise a creative meeting space. These businesses have provided materials and services free of charge, including for example building materials and IT-services.

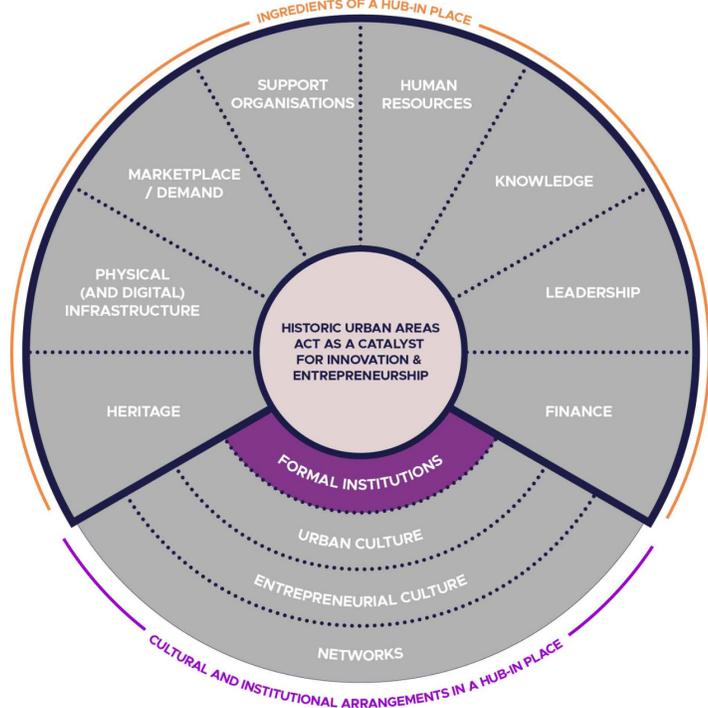


Formal institutions

The presence and priorities of **formal institutions** set out rules and regulations that need to be followed in the historic urban area. Formal institutions can act on a local, regional, national and international level.



Hub Criativo do Beato (Lisbon, Portugal) is an innovation centre initiated by the City Council. It is linked directly to the city's economic and innovation strategy. To make sure developments are in line with entrepreneurial needs, the council has appointed Startup Lisboa, a non-profit incubator, to design and manage the project.

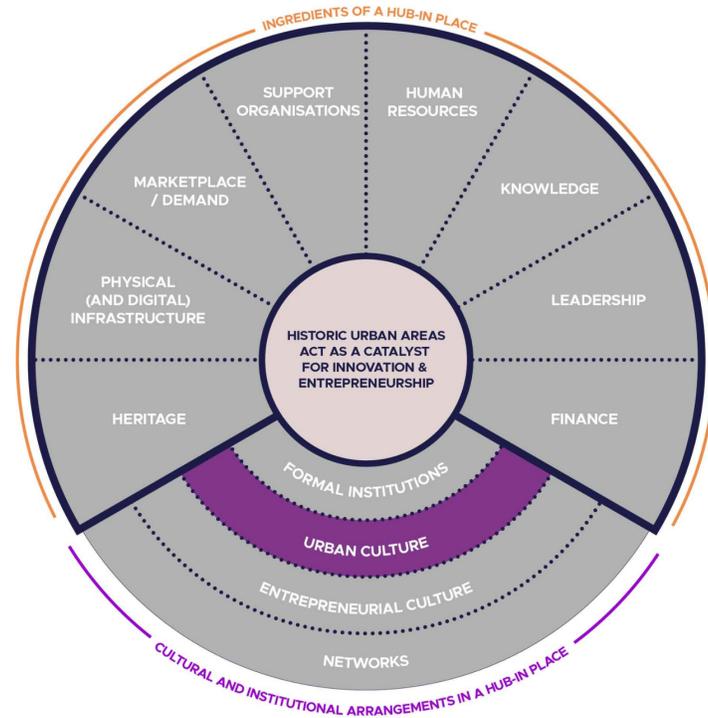


URBAN CULTURE

Urban culture encompasses the sense of place and symbolic meanings that those living in, working in, and visiting Historic Urban Areas attach to these places, as well as a specific ambience in (parts of) the city.



SkULL is aimed at reviving The Old Bazaar in Skopje (North Macedonia) as the beating heart of the historic town. Part of the project has focused on supporting the traditional crafts still practised in the market and introducing new ones emerging from the contemporary creative industries. All to strengthen and extend the local urban culture.

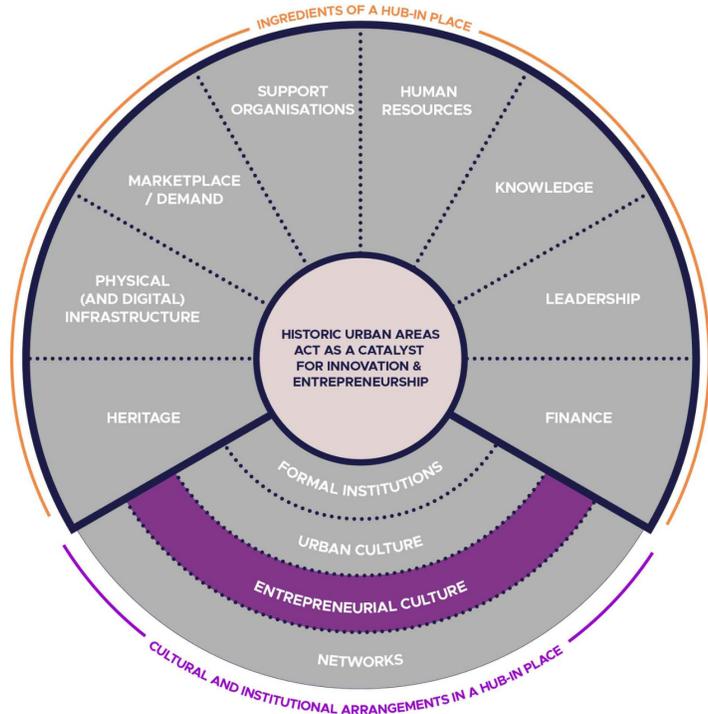


ENTREPRENEURIAL CULTURE

An **entrepreneurial culture** provides opportunities for innovative actors to learn from each other, to share risks, and to have spontaneous interactions that spark creative processes.



The Gamlestadens Fabriker (Gothenburg, Sweden) is home to YESBOX, an incubator hub for entrepreneurs and innovators. YESBOX is part of a city-wide initiative "The entrepreneurial Gothenburg", that aims to create city-wide facilities for entrepreneurship and innovation.



NETWORKS

The presence and density of **networks** (or lack thereof) plays a role in how easy knowledge, information and ideas can circulate in a community, and in how easily different stakeholders can connect to each other.



To foster creativity and innovation at The Navy Yard (Amsterdam, The Netherlands), the managing party actively stimulates cooperation and connection between organisations in the neighbourhood. This is done by organising drinks and meet-up sessions and by providing online community tools, like digital workspaces and regular newsletters.

