The HUB-IN mission

HUB-IN

Welcome to your HUB-IN Place, a Historic Urban Area in your city or town full of exciting opportunities for everyone. Right now it might not be reaching its full potential, but soon it will be a revitalised, vibrant destination, home to a range of innovative and creative entrepreneurs and businesses.

This place is both local and global, grounded by its sense of place, community and cultural heritage, enhanced by being part of a network of hubs all with the same mission:
To promote the urban transformation and heritage-led regeneration of Historic Urban Areas through innovation and entrepreneurship, while preserving their unique cultural, social and environmental identities and values.

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

The four principles of HUB-IN Places

HUB-IN

HUB-IN Places:

1 Use cultural heritage as a source of inspiration, innovation and celebration, strengthening their unique identity and informing their future

2 Bring together human needs, individual and societal, and the tools to address them, whilst simultaneously staying within the means of the planet

3 Experiment and enact open innovation through inclusive and informed co-creation

4 Thrive through learning and exchanges of information from people, technology and nature

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

The four principles of HUB-IN Places

HUB-IN

HUB-IN Places:

1 Use cultural heritage as a source of inspiration, innovation and celebration, strengthening their unique identity and informing their future

- We embrace, respect and build upon local heritage to learn from and communicate meaningful, rich stories by engaging local culture today.
- We see cultural heritage as a strategic resource – embracing tangible and intangible assets, materials, spaces, skills, knowledge, ecosystem and ecological potential.
- We use digital technologies to create new opportunities for the visualisation, reuse, preservation and restoration of cultural heritage assets.

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

The four principles of HUB-IN Places

HUB-IN

HUB-IN Places:

2 Bring together human needs, individual and societal, and the tools to address them, whilst simultaneously staying within the means of the planet

- We are grounded in 'the local' while embracing 'the global'. Addressing societal challenges and opportunities through a local lens.
- We align with and learn from a wider network of global hubs, shaping informed collaborative 'local' action and processes.
- We are creative and productive catalysers aligning societal, environmental, cultural and economical needs (the UNESCO four dimensions of sustainable development).
- We improve the equity, inclusion and affordability of historic urban areas through our bottom-up process in dialogue with top-down 'policies'. Communities can become productive, sharing and playing an active role in transforming their HUA, creating regenerative places.
- We promote the effective climate adaptation of tangible assets (such as buildings and public spaces), the use of local natural resources (e.g. renewables) and the readaptation of cultural intangible assets (e.g. traditional knowledge in craft industries).

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

The four principles of HUB-IN Places

HUB-IN

HUB-IN Places:

3 Experiment and enact open innovation through inclusive and informed co-creation

- We upskill the local community, co-creating HUB-IN interventions and giving under-represented and marginalised communities a voice, leading to increased capacity, agency and legitimacy for change in urban transformation processes.
- We engage stakeholders as an active source of innovation throughout the entire journey. To increase levels of public impact it is essential to engage diverse stakeholders in dialogue, collaborating with them, and for the biggest impact, empowering them. This makes it open.
- We collaborate across academia, industry, government, and civil society (the quadruple helix model) as a path for creativity.
- We highlight that innovative urban regeneration processes need to provide services that continuously enact inclusion and equity.
- We experiment with different processes and methods, sharing our learnings and experiences (both good and bad), bringing value to our failures, learning faster and succeeding with more resilience.

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

The four principles of HUB-IN Places

HUB-IN Places:

4 Thrive through learning and exchanges of information from people, technology and nature

- We understand everything is connected and interdependent. The key is for us to connect, share, learn and collaborate as part of a wider network.
- We integrate with and influence existing local, national and international strategies, masterplans and processes to strengthen the interventions and help ensure sustainability of the hubs beyond the project timeframe.
- Nature, its models, systems, and processes are at the core of our actions, changing the human impact on Earth from being predominantly degenerative to being regenerative.

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

Framework of a HUB-IN Place

HUB-IN

HUB-IN Places are informed by their local heritage, challenges and opportunies at the core. The HUB-IN Framework aims to unite project partners (including city teams, city networks, universities, experts and regional agencies) with a clear and integrated vision, through shared values and goals, agreed concepts and synchronised actions towards 'HUB-IN Places' – Hubs of Innovation and Entrepreneurship in Historic Urban Areas.

It is a source of guidance and alignment for all, a point of reference and a tool to help communicate what aligns HUB-IN places (across the network) and why it matters.

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

Ingredients of a HUB-IN Place

HUB-IN

To understand how each Historic Urban Area might achieve the HUB-IN mission, we have defined eight ingredients and four institutional/cultural arrangements that, combined, can foster cultural heritage-led regeneration, encourage regenerative development and support innovative and entrepreneurial behaviour. This shapes enterprise-friendly pathways and regulation, with a place-based approach (meaning accountable, collaborative and responsive governance).

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

HUB-IN Clusters of Innovation Activities

HUB-IN Places work across three common clusters of innovation:

1) **Cultural and Creative Industries (CCI)**, where cultural heritage is at the centre of innovation and creativity, to nurture socio-economic development.
2) **New lifestyles (NLS)**, for which innovative sustainable living patterns, inclusivity and diversity, are the main ingredients to improve wellbeing.
3) **Resilient & Human Connected Places (RHCP)**, which are rooted in regenerative use of resources, community cohesion, digital and human connectedness. Key to improving ecological, social and economic resilience of historic places.

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

Activities towards a HUB-IN Place

Putting the framework into practice, collaborating and sharing throughout, Historic Urban Areas will follow a common journey towards a 'HUB-IN Place', which is split into four key stages:

1. Understand the state of play
2. Prepare to set up the hub
3. Set-up & launch
4. Test & grow

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.

HUB-IN alignment with European and International Policy

EU policy has evolved and developed incrementally over the last 10-15 years, retaining a consistent focus on growth, sustainability, and inclusion throughout. This diagram illustrates the key steps in this development process that have informed HUB-IN and sister projects (Centrinno and T-Factor).

Part of the HUB-IN Framework

hubin-project.eu | @EUHUBIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 869429.