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Interactive Dialogue Tool

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The HUB-IN Interactive Dialogue Tool

Identifying tailored business, finance & governance models

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PROJECT INFORMATION

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About HUB-IN

Mission

The project 'Hubs of Innovation and Entrepreneurship for the Transformation of Historic Urban Areas' (HUB-IN) aims to foster innovation and entrepreneurship in Historic Urban Areas (HUA), while preserving their unique social and cultural identity and the environment.

The project adopts innovation and entrepreneurship as the main drivers of urban regeneration in HUAs and is fully aligned with European and international policy (see Smith (2021) for an overview).

In the first stage of HUB-IN, a network of Hubs of innovation and entrepreneurship will be developed in the HUAs of eight city partners (Lisbon, Slovenska Bistrica, Brasov, Nicosia, Genova, Grand Angoulême, Belfast, Utrecht) and in the second stage, the resulting methods and tools will be scaled up to a global network of HUAs in follower cities and the HUB-IN Alliance. The Hubs of Innovation and Entrepreneurship will test, demonstrate and pilot activities of co-creation and co-design in three main clusters with the potential to deliver sustainable transformation of HUAs: 1) Culture and Creative industries, 2) New Lifestyles and 3) Resilient and Human Connected Places.

Vision

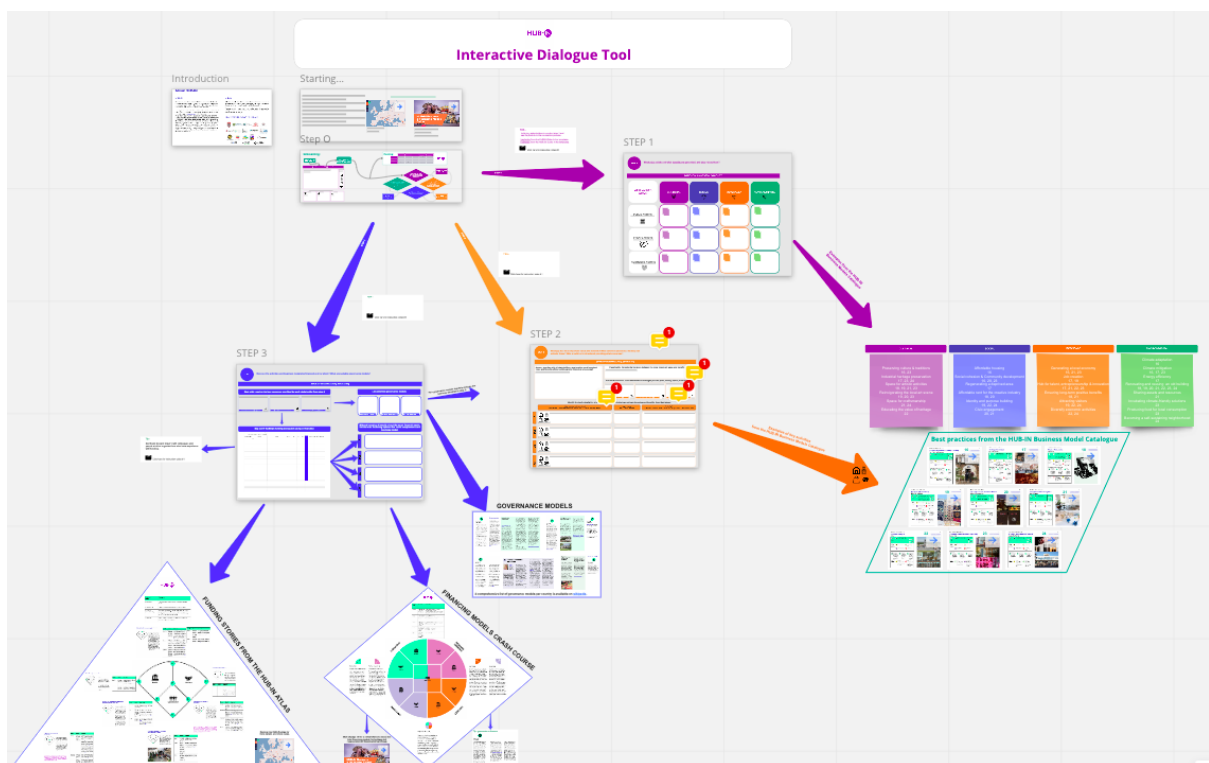
HUB-IN expects to contribute to reverse trends of abandonment and neglect of historic heritage in cities in a systemic way through the creation of networks of Hubs where innovation will be the main driver.

The project will also have a direct impact on the creation of new sustainable opportunities for local traditional businesses and for the development of new creative skills and jobs.

About the Interactive Dialogue Tool

The Interactive Dialogue Tool provides HUB-IN and follower cities with a structured format to activate the knowledge and cases collected in the HUB-IN project. Specifically the cases collected in the [HUB-IN Atlas](#) and the [Business and Financing Model Catalogues](#). Using the Interactive Dialogue Tool, any group can identify tailored business, finance, and governance models for local heritage-led regeneration of Historic Urban Areas.

The consortium behind HUB-IN



Overview of [the HUB-IN Interactive Dialogue Tool](#) in Miro

The HUB-IN Interactive Dialogue Tool

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As of April 2022 the HUB-IN Interactive Dialogue Tool is available [on Miro](#). The best way to explore this deliverable is to access this Miro Board. This document is attended to provide a bird's eye view on Deliverable 2.6: The Interactive Dialogue Tool.



The HUB-IN Atlas and the HUB-IN Business & Financing Models Guide

Online versus offline

Due to the current limitations to physical events the decision was made to create an additional online version of the Interactive Dialogue Tool first. After this version has been tested with at least 3 of the HUB-IN cities, an updated online version, followed by an offline version will be created.

Permanent Beta

Shaping a digital Interactive Dialogue Tool enables the opportunity to make updates. Any new cases or resources that come up during the HUB-IN project will be implemented to make the tool better.

HUB-IN Follower Cities

As the tool improves based on user feedback of the HUB-IN cities we also intend to further improve the instructions to make it a standalone product any local team can use for the heritage-led regeneration of Historic Urban Areas and/or buildings.

The Interactive Dialogue Tool

The screenshots below provide an overview of the HUB-IN Interactive Dialogue Tool which is also available on Miro through this [link](#).



0. Onboarding process:

Introduction & Welcome

Welcome to the HUB-IN Interactive Dialogue Tool

This tool allows different public, private and community stakeholders to explore and identify potential business, financing and governance models for the heritage-led regeneration of historic urban areas and buildings. The tool has 3 main steps allowing for:

STEP 1 | Insights on potential value and benefits organised per stakeholder group.

STEP 2 | Potential business models that can activate that value and those benefits

STEP 3 | A list of potential financing and governance models.

The onboarding process below helps to tailor the Interactive Dialogue Tool to the specific needs of the user and to organise the execution. The tool can be used online and offline (mid-2022).

For partners of the HUB-IN project, additional support is available via 'Pieter@CrowdfundingHub.eu'.

IMPORTANT SOURCES CONNECTED WITH THIS TOOL



The **HUB-IN Atlas** with 70+ cases of heritage-led regeneration in historic urban areas:



The **HUB-IN Business & Financing Models Guide** with a complete business and financing models catalogue for heritage-led regeneration of historic urban areas:

Using a format similar the cases presented in the HUB-IN Business & Financing Models Guide, users are asked to provide the basic details about their Historic Urban Area and/or building.

Onboarding:

Start with filling in the basic details below.

Then use the flowchart to decide what parts of the Interactive Dialogue Tool you need and to plan accordingly.

[NAME OF BUILDING/AREA], [NAME CITY]

Describe the Historical Urban Area and/or building.
Start typing here..

(Potential) activities, delete in-appropriate

-
-
-
-

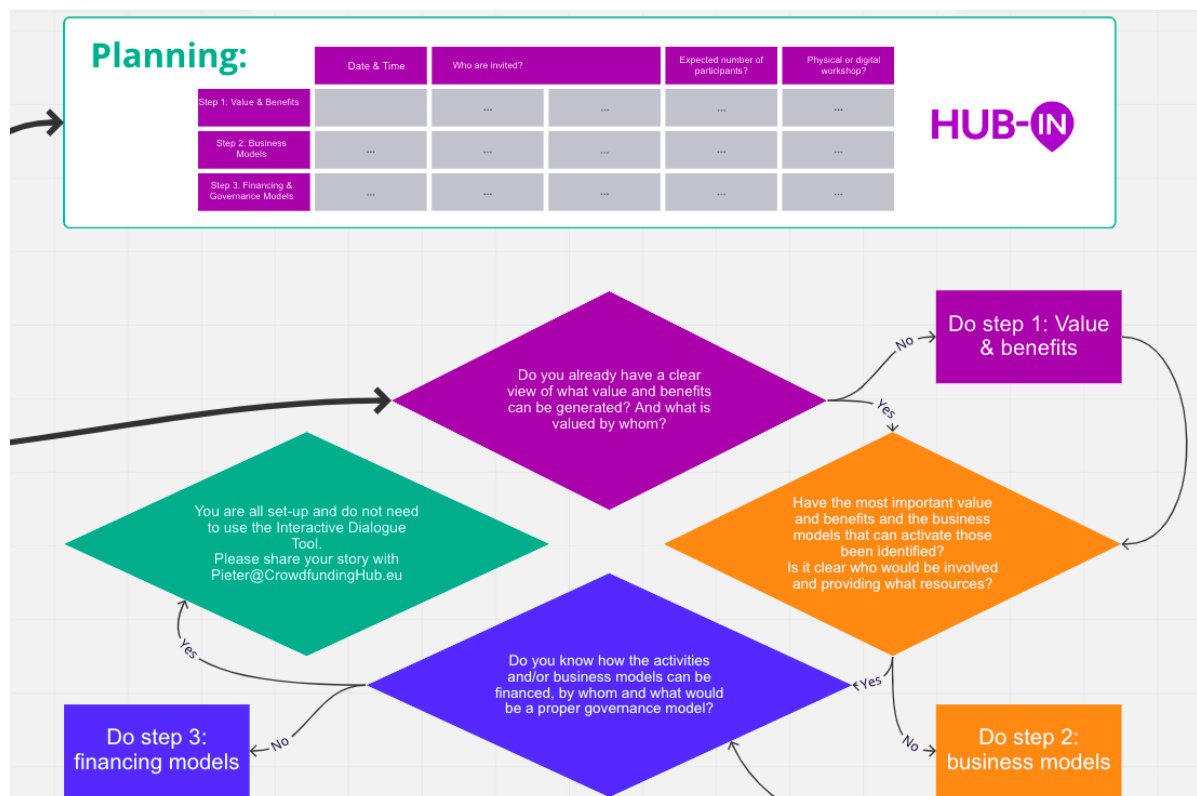
List the specific (potential) stakeholders involved

Community: Type here..

Public: Type here..

Private: Type here..

Secondly, users enter a flow diagram which helps them navigate the steps of the tool. After which they are ready to get started.



1. Value and benefits (Step 1)

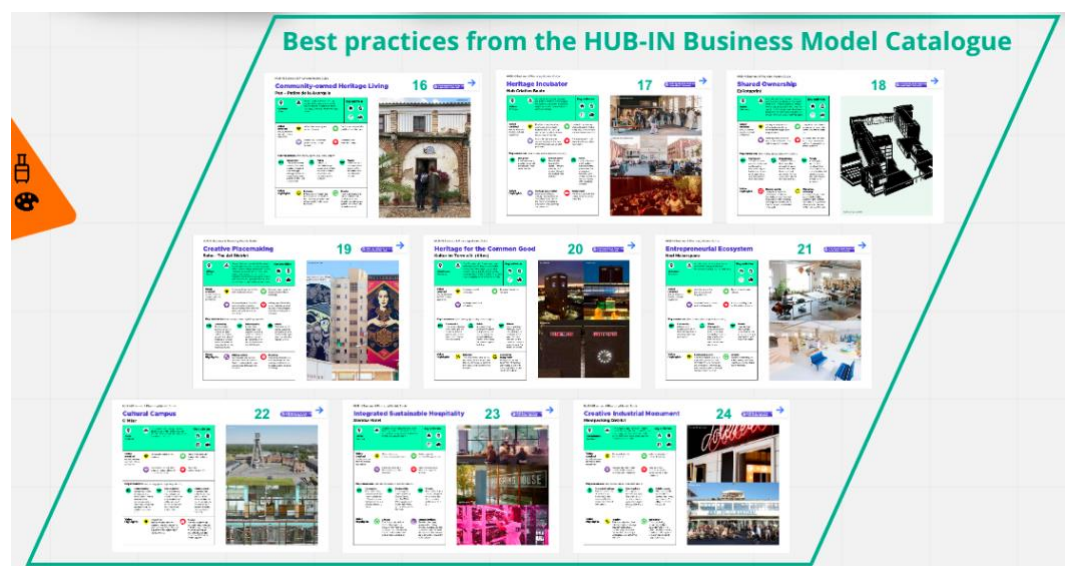
Step one helps the users identify the most important value and benefits the building and/or area can provide, specified for each stakeholder.

STEP 1 What value exists and what benefits are generated, and who values them?

[NAME OF BUILDING/AREA], [NAME CITY]

WHO VALUES WHAT?	CULTURAL 💎	SOCIAL 💎	ECONOMIC 💎	ENVIRONMENTAL 💎
PUBLIC ACTORS e.g. municipalities, regional / national governments, EU bodies 				
PRIVATE ACTORS e.g. real estate owners, businesses, investors, banks 				
COMMUNITY ACTORS e.g. citizen groups, NGOs, cooperatives, local schools 				

Best practices from the HUB-IN Business Model Catalogue are provided. This offers users additional inspiration when identifying value and benefits tailored to their local context. Users can click on the cases to find more information in the HUB-IN Atlas.



2. Business Models

Step 2 helps users to identify potential business models and to map the various resources every stakeholder could potentially contribute.

STEP 2

What are the most important value and benefits? What activities (business models) can activate those? Who would be involved and providing what resources?

[NAME OF BUILDING/AREA], [NAME CITY]

Answer together with all stakeholders: what are the most important value and benefits of the building and/or historical urban area?

Start typing here...

If applicable, list potential tensions between the most important value and benefits here:

Start typing here...

List what resources each stakeholder is willing to provide (time, money, space, materials, etc.):

Type here...

Type here...

Type here...

Applies to business model(s): 1000 - Community

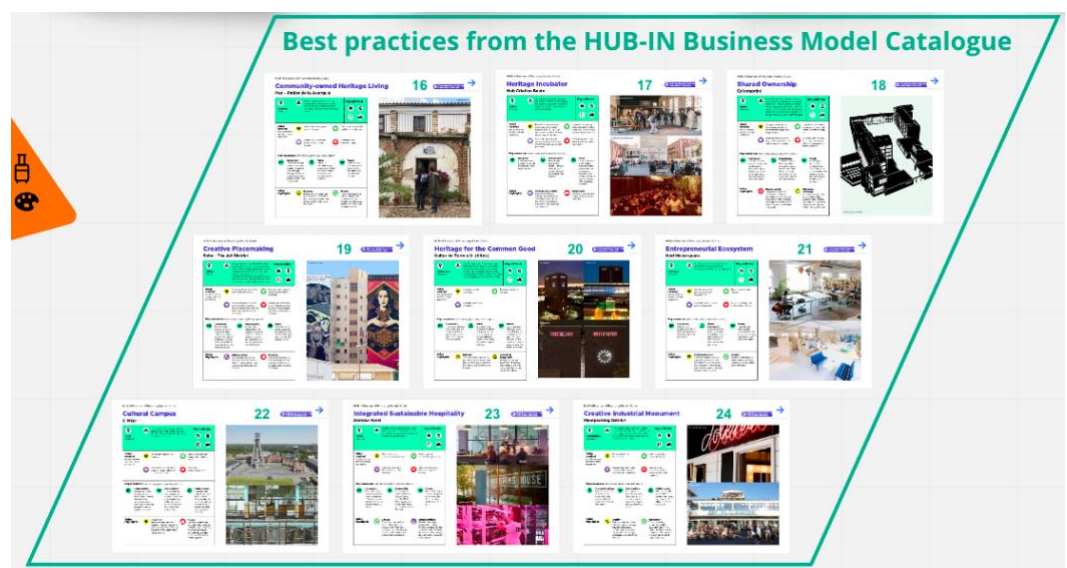
Applies to business model(s): 1500 - Public

Applies to business model(s): 1500 - Private

Identify the basic details for at least 3 business models that can activate the value and benefits described above.

	What activities will take place? (Residential - Tourism & hospitality - Retail - Art & Creative Industry - Other)	Who will pay for it? (Who are the clients?)	And why? (Outline the basics of the business case. Why is there a demand for this?)
1	<div>Start typing here...</div> <div>delete in-appropriate</div>	<div>Start typing here...</div>	<div>Start typing here...</div>
2	<div>Start typing here...</div> <div>delete in-appropriate</div>	<div>Start typing here...</div>	<div>Start typing here...</div>
3	<div>Start typing here...</div> <div>delete in-appropriate</div>	<div>Start typing here...</div>	<div>Start typing here...</div>
<div>Copy this box to add more models</div>	<div>Start typing here...</div> <div>delete in-appropriate</div>	<div>Start typing here...</div>	<div>Start typing here...</div>

Best practices from the HUB-IN Business Model Catalogue are provided. This offers users additional inspiration when identifying value and benefits tailored to their local context. Users can click on the cases to find more information in the HUB-IN Atlas.



In step 3 the user can identify suitable financing and governance models for the activities and business models chosen in step 2.

Users are offered examples of the main financing and governance models, derived from the HUB-IN Business & Financing Models Guide, as well as funding stories of heritage-led regeneration from the HUB-IN Atlas.





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