

# Learn how to regenerate your historic urban area via entrepreneurship and innovation



## The HUB-IN project

Hubs of Innovation and Entrepreneurship for the Transformation of Historic Urban Areas (HUB-IN) is an EU-funded project that wants to transform and regenerate Historic Urban Areas (HUAs) while preserving their unique cultural and social identity and the environment.



Scan the QR Code to discover the Academy learning offers!



**HUB-IN**  
*Academy*

## A learning journey for urban innovators



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

Visit [www.hubin-project.eu](http://www.hubin-project.eu) to find out more!

# How to transform historic areas into vibrant, future-proof places?

Through the HUB-IN project, eight pilot cities are implementing actions to prove that historic urban areas, too often neglected and abandoned, can be revitalised and become vibrant destinations, home to a range of innovative and creative entrepreneurs and businesses.

The **HUB-IN Academy** offers a digital, comprehensive, free and open-access learning programme in an inclusive and collaborative environment.

Join the **HUB-IN Academy** to discover how to develop a HUB of innovation and entrepreneurship and start the sustainable transformation of your city!



**Workshops**

**Toolkit**

**Live webinars**



**E-learning modules**



**Podcasts**

**Guidelines and publications**



We invite civil servants and elected representatives from local governments, professionals from academia and research centres, and civil society organisations to participate in our comprehensive learning programme to **enhance both their personal skills and organisational capacities to set up hubs of innovation and entrepreneurship**.

Additionally, by joining the **HUB-IN Alliance**, *follower cities* can further integrate into a network of innovators, fostering support and connectivity among European hubs of innovation. They will have the opportunity to visit the HUB-IN pilot cities, **learn from their experience and get inspired** by the actions that are transforming their historic urban areas.



By enrolling, you will **learn more about strategic topics such as:**

- Milestones on the roadmap process: from design and engagement to action plan and monitoring
- Nurturing an entrepreneurial ecosystem for heritage-led regeneration in historic urban areas
- Setting up a georeferenced framework to assess the potential of a historic urban area
- Adopting the HUB-IN Match & Ignite programme to engage with innovators.

Experts from cities and technical partners will offer video lessons to explain the conceptual framework and what happened on the ground in a series of 3-hour specialised courses and 20-minute microlearning opportunities. This engaging offer includes hands-on tools, methods and templates, interactive exercises to stimulate active learning, self-assessment quizzes, and a final certificate to reward the completion of a course. The first learning programme was made available in May 2023, and courses are continuously added and delivered from Spring to Autumn 2024.

**Let's regenerate urban heritage together: sign up for the HUB-IN Academy!**

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