

Through an **effective methodology and strong citizens' engagement**, the 8 HUB-IN pilot cities implemented, and continue to develop, different initiatives to transform their Historic Urban Areas (HUA) into HUBs of innovation and entrepreneurship.

By promoting creative projects, preserving their unique cultural heritage, and fostering the creation of original, sustainable businesses, the **HUB-IN cities strive to become vibrant places to live in!**

The HUB-IN Academy & Alliance

Would you like to be part of a network of urban innovators? Then join the HUB-IN Alliance, learn from the experience of our pilot cities, test the methodology, and have access to a variety of free learning opportunities by signing up for the HUB-IN Academy!

Regenerating Europe's urban heritage is our long-term ambition. Let's do it together!

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.

Urban innovators revitalising historic urban areas

After four exciting years, the EU-funded HUB-IN project is putting plans into action, achieving the first significant results.



8 amazing cities! 8 stories of urban innovation!



BELFAST

The project is building on the past to create a better future, encouraging people to explore Belfast's maritime and industrial history. Belfast HUB supports creative industries and innovators to collaborate with some of Belfast's oldest communities on innovative technologies (e.g. AI, Augmented / Virtual Reality) to provide new ways of exploring the city's heritage. Through the **Waterfront Promenade Framework**, the Maritime Mile is realising its potential as a connected, dynamic corridor linking key destinations, while **delivering economic and social benefits for all**.



BRAŞOV

Braşov's HUB-IN promotes a **balanced and inclusive use of the public domain** while implementing tactical urbanism methods to improve accessibility, education and engagement in the area through acceleration and mentorship programmes. For example, the **"City as a Classroom"** initiative transformed students into urban designers. The project is turning the historic area into a dynamic hub of learning and creativity, allowing citizens to shape the city of their dreams.

GENOVA

Genova's Hub is spread throughout a few central streets and squares, catalysing action and collaboration between key stakeholders committed to **strengthening community cohesion**. The project invites residents to spend time together in previously neglected areas of the historic centre, helping them discover hidden treasures. The street artworks have transformed the historic urban area into an **open-air museum**, renewing residents' sense of belonging. New cultural and commercial activities are breathing life into the area, creating opportunities for socialising and attracting tourists.

GRAND ANGOULÊME

The well designed heritage walks **"Metropolitan Trail"** reveal the forgotten local industrial history and fosters a **shared culture** that enriches both residents and the creative industries. **The Caravane**, serving as a meeting and project space, is bringing together students, professionals, and community members to collaborate and create. Inspired by these heritage walks, several artistic projects (including photography, comics, performances, podcast series and documentaries) offer visitors a fresh way to experience the historic urban area.

LISBON

Lisbon's HUB-IN is encouraging and supporting **original ideas** from new initiatives and existing businesses in the Colina do Castelo area, **reshaping the economic landscape** and rethinking how heritage, creativity and innovation can work together to build a more resilient and inclusive community. It has helped entrepreneurs develop innovative, sustainable businesses and **breathed new life into traditional crafts** such as ceramics. It also has encouraged students to find out-of-the-box solutions for a more sustainable future through idea-generation activities.

NICOSIA

Perceptions of Nicosia's cultural heritage have shifted positively, largely due to the success of the highly attended **Heritage Walks**. These events have **boosted neighbourhood pride** among residents and visitors, and fostered a deeper connection to the city's historical and cultural richness. The project actively engages local cultural and creative industries, businesses, and institutions within the HUB-IN area. Through a series of **experiential events**, it successfully bridges traditional and contemporary practices, reviving old skills while introducing new ones. This initiative brings together diverse groups of people, creating connections that might not have occurred otherwise.



SLOVENSKA BISTRICA

The Crouzet HUB is a historic building home to a lively co-working community. It aims to be the cornerstone for creative, entrepreneurial, cultural, and educational activities, driving the growth of new companies and start-ups. A place where **ideas become reality** and local artists find essential resources, mentorship and encouragement to create and thrive. Moreover, through community involvement, a parking lot was temporarily transformed into a dynamic **"Outdoor Living Room"**.

UTRECHT

Thanks to the project, a thriving **community of creative entrepreneurs** has emerged in the former industrial area of Werkspoorkwartier. Talent programs and open calls have promoted the development of sustainable and scalable artistic products and skills, and have enhanced the attractiveness of the public space. Furthermore, a **professional HUB** has been established, focused on expanding workspaces, creating more jobs in the area, greening the public space, and driving further improvements.

