



HUB-IN

HUB-IN Match & Ignite programme [D3.4]

A range of suggested activities, practical tips and resources for cities' teams to accelerate innovation around their local HUB



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HUB-IN Match & Ignite programme

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STATEMENT OF ORIGINALITY

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About HUB-IN

Mission

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 it is fully aligned with the International agendas for Cultural Sustainable Development (UNESCO) and Cultural Heritage Strategy (Council of Europe).

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 (Lisboa, 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. The HUBs of Innovation and Entrepreneurship will test, demonstrate and pilot activities of co-creation and co-design in three main areas that hold potential for the HUBs' sustainable transformations: 1) Cultural and creative industries, 2) New lifestyles and 3) Resilient & Human Connected Places.

Vision

HUB-IN expects to contribute to reverse trends of abandonment and neglect of historic heritage 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.

The Consortium behind HUB-IN



The HUB-IN Match & Ignite programme

The HUB-IN Match & Ignite programme guides HUB-IN cities teams on how to recruit and engage with innovators* effectively in their local context and HUB-IN missions.

This guidance enables them to **accelerate diverse forms of innovation** in their local HUB and address city challenges. The HUB-IN Academy e-platform proofs to be a good vehicle to host the Match & Ignite programme content.

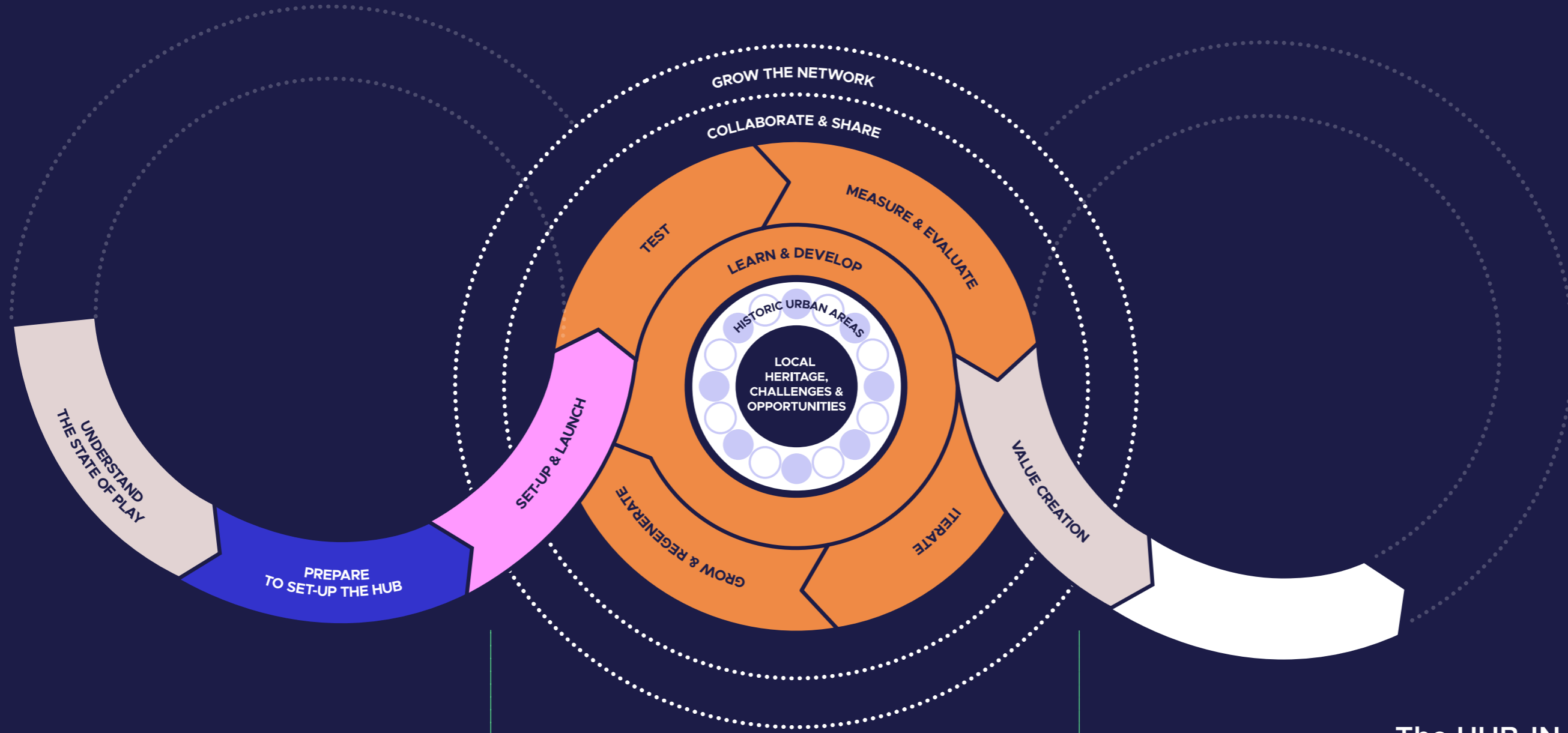
As requested by pilot cities, the Match & Ignite programme is **highly adaptable to each HUB-IN city's context**, their heritage-led entrepreneurial ecosystem and local actions.

'Match' – means connecting innovators to suitable opportunities and the most relevant stakeholders

&

'Ignite' – means triggering and enhancing positive outcomes for the HUB of innovation, the local ecosystem, community and economy.

* Innovators can be local businesses, R&D centres, community groups, artists, artisans, associations.



The HUB-IN Match & Ignite programme sits within the HUB-IN framework

A visualisation of the five building blocks of the Match & Ignite programme (*bottom graph*), situated within the HUB-IN framework cities journey (*top graph*)



This spread shows the HUB-IN framework cities journey and toolkit stages for cities to develop, launch and run their Hub (*top graph*) Underneath presents and situates the Match & Ignite programme with its five suggested building blocks for cities to recruit and engage with their local community of innovators and relevant stakeholder (*bottom graph*)

The Match & Ignite (M&I) programme structure

The Match & Ignite programme informs potential opportunities, tools and resources available in the HUB-IN community and collaboration opportunities arising in our pilot cities. **The programme is integrated in the HUB-IN digital space and linked with the HUB-IN Academy – The Match & Ignite programme contents can be accessed via this link and registration: <https://hubin-project.eu/match-ignite-programme/>**

The M&I programme is structured in five steps with suggested activities, tips and resources to guide city teams establishing a local accelerator or innovation programme.

We invite you to see the offered guidance, practical tips and resources in the Match & Ignite programme not as linear 'step-by-step' journey but rather as suggestions in the form of building blocks of activities. These can be revisited by cities for *shaping and re-shaping how they accelerate innovation in their HUB's* – with their local community and their local entrepreneurial ecosystem for achieving heritage-led regeneration and a successful HUB-IN place.

Learn more about the M&I programme five steps with the HUB-IN Academy:

1. Managing your programme
2. Design your offer for innovators
3. Disseminate your offer
4. Select innovators
5. Engage with and support innovators

Within these steps key topics are re-occurring, including content and support linked to heritage, co-creation and open calls.

Match & Ignite

Suggested journey to establish a local accelerator or innovation programme



A visualisation of the five building blocks of the Match & Ignite programme

Overview of the programme's content

Each step of the Match & Ignite programme contents is described in more detail here below – The headlines shape the modules title in the HUB-IN Academy, the subheadings and bulletpoints outline the contents covered in more detail. The contents are shaped as micro-learnings in form of video and/or slides with links. The modules are created with the development of the HUB-IN Academy (Local Transition Learning Centre).

1 – Manage your programme

How to manage the programme on a day-to-day basis

- Approach to recruiting a programme manager or finding a local partner
- Skills required to manage such programme
- Generic and HUB-IN specific tools useful for the programme manager

How to enhance the programme over the years

- Criteria that support success
- Approach for continuous improvement through co-creations, evaluation and feedback loop
- Exchange and learnings at local and international levels

2 – Design your offer for innovators

How to define the audience for the programme and get to know them

- Prioritising stakeholders and getting to know the local community of innovators, needs and interests
- Opportunities with and contributions to the heritage-led entrepreneurial ecosystem
- Co-creation approach, principles and mindset and why collaborative learning is crucial to HUB-IN
- Inspiration and good practices

How to frame and shape the offer

- Strategy and approach for a clear sense of direction and aligning on a shared purpose around your local challenges
- Criteria and key elements for a complete and attractive offer

3 – Disseminate your offer

How to choose a good channel of dissemination

- Strategy, tools and good practices
- Appropriate dissemination partners and local networks

How to create a strong call to action

- Good practices for clear communication and clear application process
- Approach to show relevance, create excitement and engage with timely events

How to support innovators through the application process

- Guidance and good practices for support

4 – Select innovators

How to create and share a clear application and selection process

- Good practices for clear communication, clear application and selection process
- Criteria for selecting innovators

How to assemble a judging panel

- Approach for assembling diverse, inclusive and credible judging panel

How to communicate the results of your call

- Approach for announcing the results and communicating the next steps

5 – Engage with and support innovators

How to develop a clear process for collaborating with innovators throughout the programme

- Approach to clear communication and managing expectations
- Guidance to align with capacity and capabilities of innovators

How to create a support programme for innovators

- Assessment for support needed
- Involvement of stakeholders and experts
- Activities and guidance in the HUB-IN context

How to activate the community of innovators and enable good connections

- Co-creation approach, principles and mindset for engagement
- Good practices and tools for good networking and matching

A HUB-IN Match & Ignite programme ...

... guides cities teams on how to connect innovators and most relevant stakeholders in the HUB-IN places

... creates knowledge, enables action, measures or inspires urban regeneration

... is HUB-IN specific: supports heritage-led regeneration, enables and releases forward-looking innovation in historic urban areas (HUAs)

... is open source, accessible for everyone

... is in line with HUB-IN principles

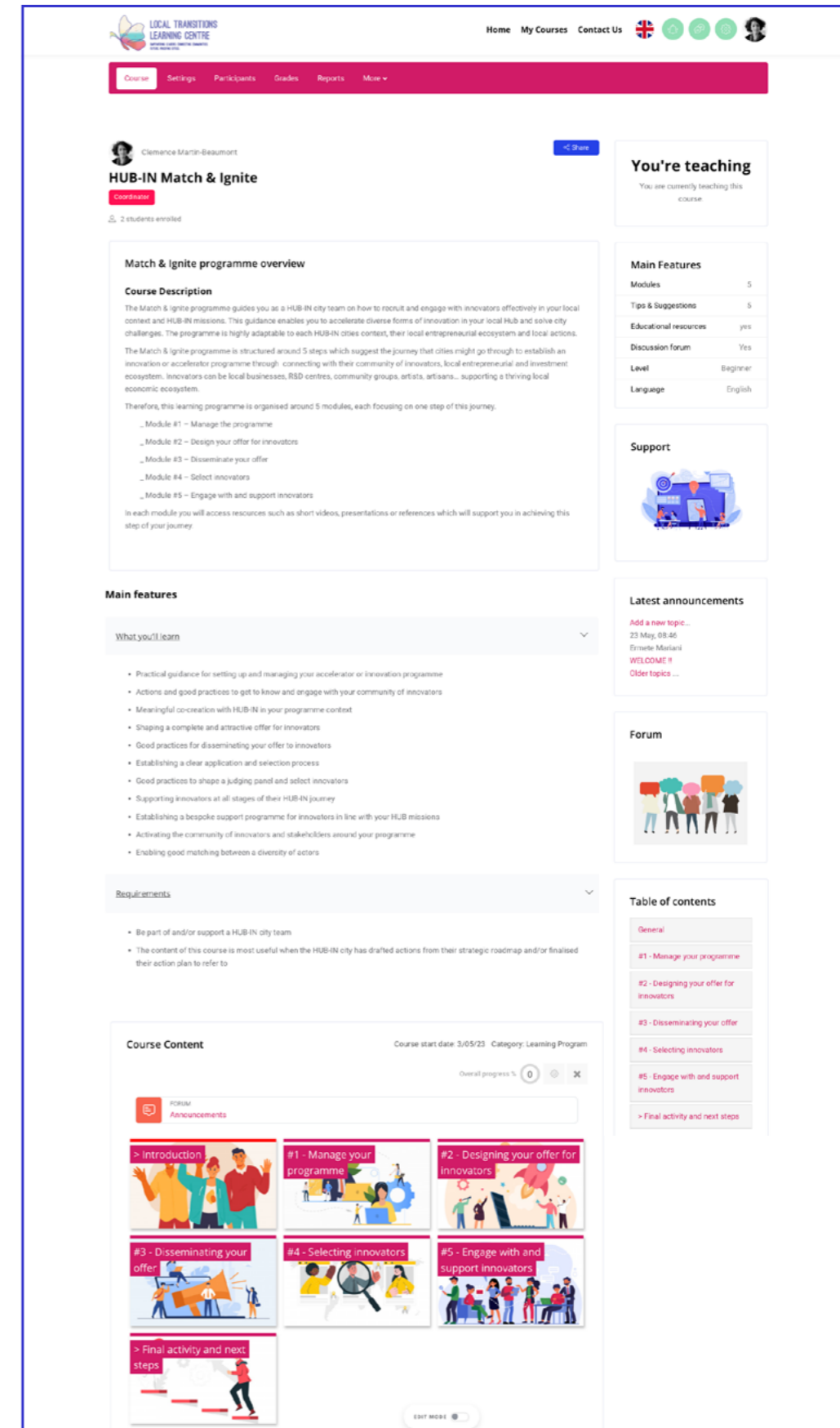
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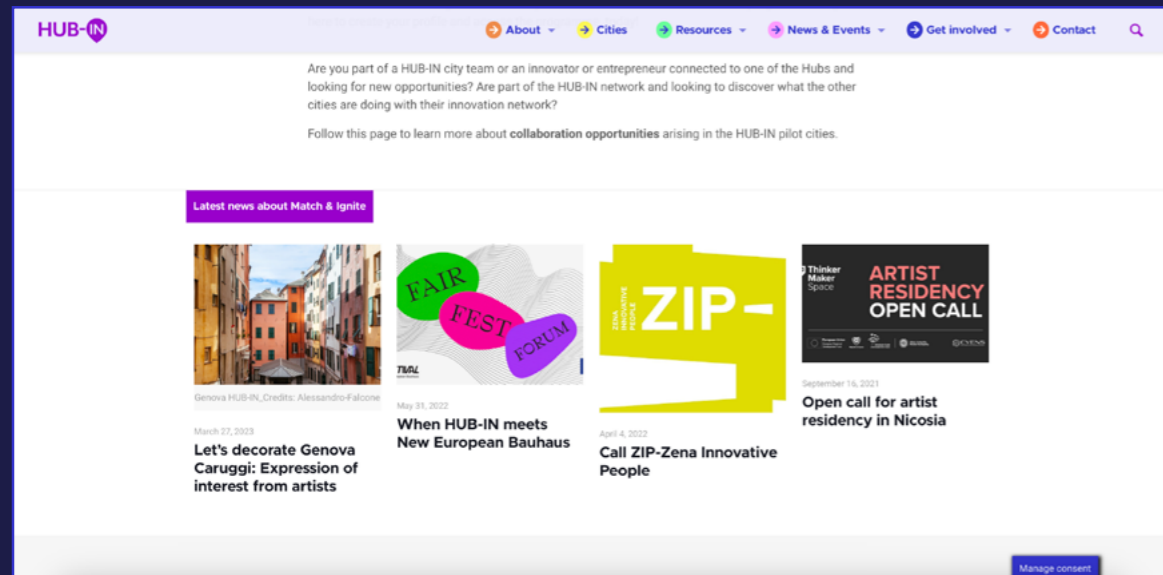
HUB-IN Match & Ignite main page on the HUB-IN website

This page is presenting the Match & Ignite programme targeted at cities teams and inviting them to register to the HUB-IN Academy to discover the M&I programme content.

At the bottom of the page, a news section highlights events and local opportunities arising in the cities. This allows the HUB-IN community to discover how innovation is accelerated in each city.



Match & Ignite programme on the HUB-IN Academy (T6.4) - Starting with overview of the programme, what cities will learn and requirements to follow the programme. Below is a menu to access the Match & Ignite programme content through five steps presented in tiles.



Match & Ignite news section on Match & Ignite website page

Module 1 – 1.2 How to enhance your programme over the years

Sharing experience and learnings locally and internationally

Sharing experiences and learnings with similar programmes and projects will always be a source of inspiration to bring improvements to your own accelerator/innovation programme.

- With other accelerators and heritage-led projects in your city, region or country
- With the other HUB-IN cities
- With other international projects and accelerator programmes – including HUB-IN sister projects [Centrinno](#) and [T-factor](#), or [ROCK](#) project

Useful resources

- [Match & Ignite news & opportunities](#)
- [HUB-IN Atlas](#)
- [Open Heritage database](#)
- [Centrinno project](#)
- [T-factor project](#)
- [ROCK project](#)

Examples and links included in modules 1.2 and 2.2 of the Match & Ignite programme

2 – Designing an offer for innovators / 2.2 Frame and structure your offer

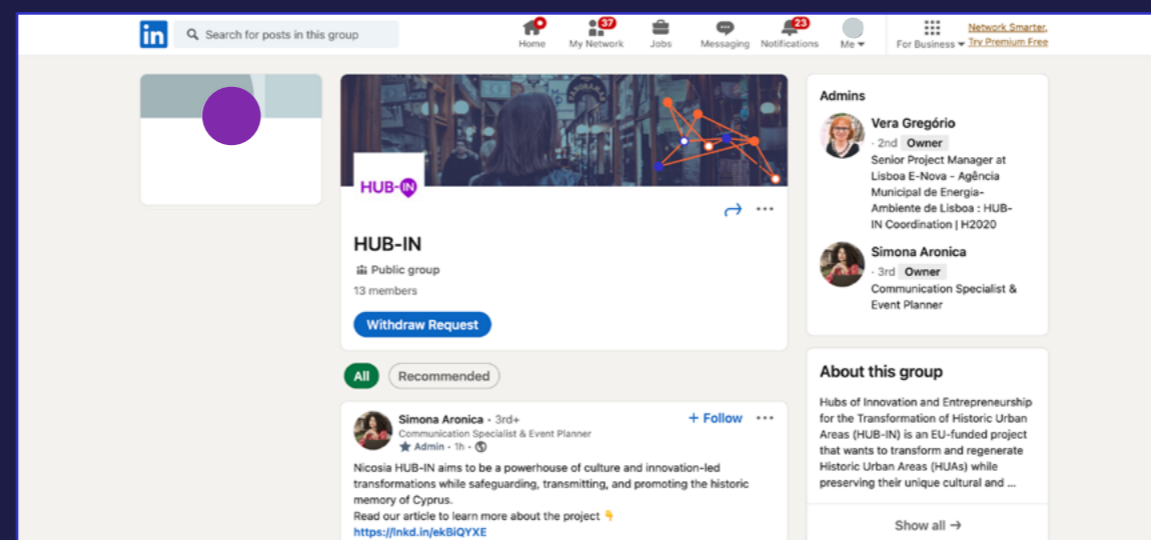
Offers and open call examples

From HUB-IN Atlas

'50-50 programme'
Community plans submitted will be financed for 50% by municipality - [Look at Gobeile](#) & further details [here](#)

Annual fund contributions
By both public and private actors support initiatives that strengthen [Stripos](#) image and culture & details in [HUB-IN Business Finance Governance guide](#); page 34 here

HUB-IN LinkedIn Group with Match & Ignite posts



Contribution from HUB-IN cities & partners and co-learning

In order to increase over time the cities and partners' knowledge on how to launch and run an accelerator or innovation programme in the HUB-IN context, we are offering the opportunity to cities and partners to interact and share their experience and examples in different ways.

M&I news section on the Match & Ignite website page

Cities can share in this section news on events, opportunities or open calls they are running locally. This will allow all visitors on the website to discover what is happening in the HUB-IN cities around their accelerator or innovation programmes and to connect with these local opportunities.

Examples and references included in the M&I programme on the Academy

Direct links to examples provided by pilots cities are integrated in the modules as HUB-IN specific and good practices illustrations. These could be completed over time.

M&I posts and specific channel on the HUB-IN LinkedIn group

For HUB-IN cities teams and partners to publish posts related the HUBs activities for accelerating innovation with local communities of innovators. These posts could also include questions to the HUB-IN cities' network and sharing reflections on this topic.

Therefore, these different elements invite cities and partners, as well as experts in eloquent fields most relevant to HUB-IN, including heritage, regeneration, inclusive innovation, co-creation, open calls, funding to contribute to the Match & Ignite content and can facilitate peer-to-peer exchange and co-learnings. It supports cross-fertilisation (T4.3) between cities around the acceleration of innovation in their HUB and the development of their local innovation and entrepreneurial ecosystems, that is heritage-led with HUB-IN.

A big thank you to everyone who contributed to this.

For further information on this report or other HUB-IN co-creation activities, please contact Grit or Clémence, WP3 co-leads, at Connected Places Catapult.

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