HUB-IN

HUB-IN STORYTELLING SNAPSHOT

Visit **www.hubin-project.eu** to find out more!

HUB-IN STORYTELLING SNAPSHOT
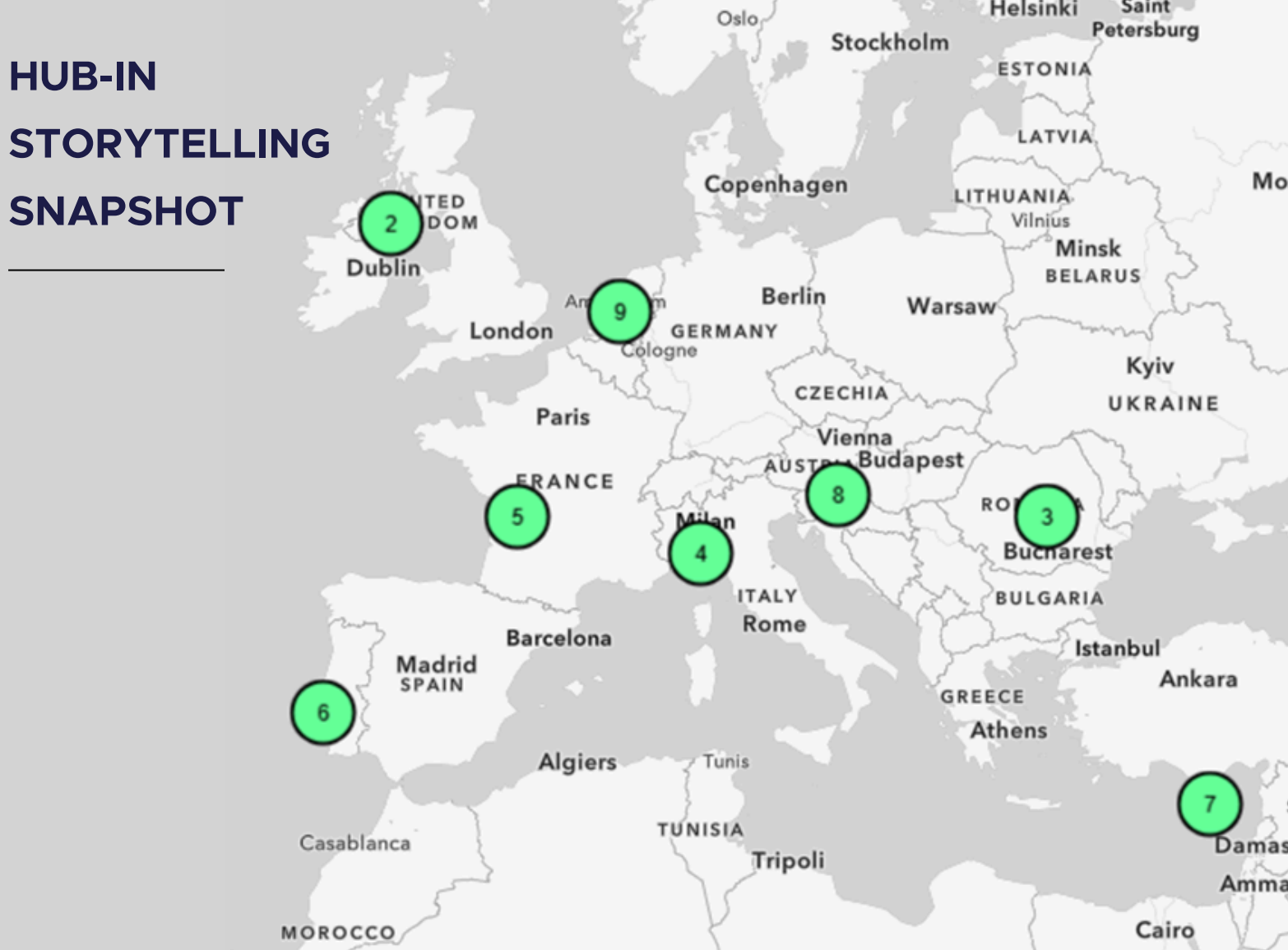
Contents

- Visit and meet the HUB-IN Storytellers
- What is the HUB-IN Storytelling Snapshot?
- HUB-IN cities are telling stories about…
- HUB-IN cities' stories:
  - Belfast
  - Brașov
  - Genoa
  - GrandAngoulême
  - Lisbon
  - Nicosia
  - Slovenska Bistrica
  - Utrecht
- Overcoming challenges: key learnings from Action Plan implementation in Pilot Cities

This Booklet provides an overview of the city-specific "HUB-IN Storytellers" catalogue, developed for each of the eight HUB-IN Pilot Cities. It can be considered as a window into the cities' innovative projects and inspiring stories, showing key moments, inspiring quotes, and project learnings, providing a taste of the innovation and impact achieved in the eight Pilot cities.

Eight cities, eight Historical Urban Areas (HUAs), eight Hubs of innovation, countless stories. Watch, listen and navigate through the places, the journeys, the people behind the eight HUB-IN Pilot Cities. Discover the stories of innovation, inspiration, and impact that have shaped their creation.

Visit and meet the HUB-IN Storytellers.

HUB-IN

WHAT IS THE HUB-IN STORYTELLING SNAPSHOT?

The Storytelling Snapshot is a booklet that can be used as a communication tool in different formats, for pilot and follower cities, cities' stakeholders and partners, networks, investors, innovators and the general public, opening possibilities to:

- Serve as a source of inspiration and best practices for other cities implementing urban regeneration projects;

- Allow cities to learn from each other's successes and challenges, helping them to identify shared concerns and potential areas for collaboration and knowledge exchange;

- Encourage partnerships between cities and stakeholders, highlighting the importance of collaboration and demonstrating how it can lead to innovative solutions and impactful outcomes;

- Inspire investors, mentors, and innovators to support and develop innovative solutions for urban challenges;

- Raise awareness for the general public and engage citizens in the urban regeneration process, by showcasing inspiring stories and highlighting the role of community involvement.

HUB-IN

HUB-IN CITIES ARE TELLING STORIES ABOUT...

HUB-IN

HUB-IN Belfast

Belfast is unlocking the full potential of the Maritime Mile by transforming it into a people-centric, revitalised, vibrant destination home to local creatives and cutting-edge technology companies.

ACTIONS CARRIED OUT:

- Developing a framework for a full connected Belfast Waterfront Promenade
- Sustainability audit of businesses in the area
- Developing and launching a challenge call

HUB-IN Belfast

Transforming the Maritime Mile: Celebrating Belfast's future and rich maritime past to deliver a vibrant, accessible place for all to enjoy

Belfast Storytellers

The Maritime Mile Challenge Fund

The vision of the Challenge Fund was for creatives to bring their unique perspectives to support the preservation, enhancement, and sustainability of the Maritime Mile through innovation. It gives value to the intangible heritage of the area, making it a source of inspiration and increase community participation and skills, footfall, local spend and dwell time.

Seven organisations received funding to develop their innovative prototype to enhance, preserve and sustain heritage on the Maritime Mile. Over 250 people have engaged with the prototypes for three months, with four prototypes still active.

It's great to see us starting to face towards the river again rather than turning our back on it and to help them to regenerate the communities and the rich heritage that exists right along the River Lagan. It's a great step in the right direction as we look to the future.

Councillor, Belfast City Council

In September 2024, during European Heritage Open Day, the Maritime Mile Heritage Lab was launched.

Funded projects:

- YardmenTrail AR Storiesimmersive app
- Voyage AR – HMS Caroline AugmentedRealityExperience
- Maritime Mile 3D Virtual Rooms
- Memory Anchors Treasure Hunt Quest
- Maritime Echoes: An AI Voyage to the Past
- Setting Sailortown

HUB-IN

Belfast's HubVideo

HUB-IN
Brașov

Brașov is becoming a people-friendly destination, a sustainable example for other cities, by fighting neglect, museumification, and gentrification in the city centre.

ACTIONS CARRIED OUT:

- Transforming the public realm
- Presenting the historic city as a classroom through co-creating a series of 'Pretext Objects'
- Creating an immersive night-time experience.

HUB-IN Brașov

An inclusive and vibrant place where innovation, learning and collaboration thrive!

Brașov Storytellers

Presenting the Historic City as a Classroom - An immersive co-creation experience

This educational acceleration and mentoring programme unfolded as a canvas of creativity and heritage, blending the essence of its historic center into a dynamic outdoor learning environment.

High school students, supported by local institutions and experts, embarked on a journey to revitalize Brașov's public spaces through the design and construction of culturally significant installations. Using design kits and receiving mentorship, they developed their concepts and refined designs into prototypes, pitching their solutions to a jury.

"Pretext objects" were designed to spark interest and dialogue, acting as a catalyst for fostering connections among the community. These ideas went through a design and production phase, under the careful specialized guidance of experts, towards manufactured prototypes that today can be tested by residents and visitors, in Brașov's historic center.

This project gave me another perspective on Brașov, so in the future I want to develop these ideas, participating in the city's evolution process.

Student, City as a Classroom

"Pretext objects" installed in four squares:

- The articulated bench (2 pieces)
- The boat bench
- The wheelbarrow bench
- The snake bench
- The simple bench (2 pieces)
- The gazebo
- The pandant
- The triangles bench
- Pole (2 pieces)

HUB-IN

Brașov
Summer School
2023

HUB-IN Genova

Genova is striving to regenerate its historic center, especially the Caruggi area, making it a more sustainable, beautiful, vibrant and inclusive place both for residents and tourists.

ACTIONS CARRIED OUT:

•Urban outfitting for an inclusive and lively Historical Urban Area (HUA)

•Public art initiative

•Creative storytelling of the HUA

•Experimental call for innovators

HUB-IN Genova

Revitalizing Genova: A Journey Towards a Sustainable, Vibrant, and Inclusive Historic Center

Genova Storytellers

"La Via delle Storie" (The Way of Stories): public art and urban regeneration

La "Via delle Storie" was an opportunity for dialogue between contemporary art and a complex territory such as Genova's Historic Urban Area, aiming to encourage public art as a driver for urban regeneration, also through an increasing footfall of citizens and tourists in the HUB-IN pilot area. The co-creation process involved the "Accademia Ligustica di Belle Arti" and local stakeholders.

Main activities:

- **Collecting micro-stories**: listening to the people means listening to the cities. Two booklets with short stories were produced.
- **Floor Decorations** by students, paving of some of the HUA's squares with a series of graphic-pictorial compositions, reworking architectural details or other local elements.
- **Decorated seats** - Twenty hand-decorated wooden seats were created by scenography course students.
- **Multimedia votive shrine** – bringing light into the public space using a LED panel that displays 16 sacred-themed images, inspired by votive shrines, created by Painting course students.

We need to overcome the prejudice that coming to Via Prè is dangerous, it is absolutely not true.

Shop owner

Genova's HUB-IN Story (italian)

HUB-IN Angoulême

GrandAngoulême is fighting against the neglect and abandonment of the industrial heritage and the lack of preservation of the inhabitants' memory through art.

ACTIONS CARRIED OUT:

- Investigating and mapping the historical heritage to reveal the sense of the place
- Co-Designing a Metropolitan Trail as a framework for *Caravane Creative Lab*
- Setting up an itinerant HUB of Innovation: The *Caravane Creative Lab*
- Creating and running an open call to raise awareness about cultural heritage

Caravane Creative Lab

An itinerant space to meet and build together in GrandAngoulême

G. Angouleme Storytellers

How GrandAngoulême created a multidisciplinary body of work to see the territory differently

The Caravan Creative Lab promoted three artistic open calls, and 30 projects have been completed by local artists: photography, comics, performance, podcasts, documentaries... Whatever the medium used, these projects have offered points of view on the Historic Urban Area and its heritage that didn't exist before. These projects appeal not only to the public, but also to local authorities.

These works have been conceived and designed, based on the Metropolitan Trail, which forms the foundation of this Hub. The itineraries were shared with the artists in their original form. As a result, when the public walks along the trail, they will be following in the footsteps of the artist whose work they have seen.

We would not normally come here, but we learn about the area. Although new to us, the sites inform us of the older heritage. We will definitely come back again.

Walkers, Metropolitan Trail

> **Example of works:**
> - GaelleHausermann & Erwan Floch: **Stories of gardens**
> - Sarah Trouche: **Where to filter and escape**
> - Romain Garnier: **Carnet de**

Website of the Metropolitan Trail

HUB-IN

HUB-IN
Lisboa

Lisbon aims to fight touristification and population loss by preserving its cultural identity and fostering a more entrepreneurial, innovative and creative local community.

ACTIONS CARRIED OUT:

• Ignite the Hill: Building an entrepreneurship and innovation network

• *De-Incubator*: Decentralised & dematerialised incubator

• Pop-Up Space: Multifunctional space for creative & sustainable urban regeneration solutions

• Sprout Tank: Experimentation for a circular and climate neutral *Colina do Castelo*

HUB-IN Colina do Castelo
Be part of the story

Lisboa
Storytellers

De-Incubator "Decentralised & Dematerialized" Incubator for Innovative Projects

The acceleration programme for new businesses aimed at providing support for the creation and development of innovative, creative and sustainable projects. Candidates from 8 different nationalities with very different backgrounds participated in a 3-day bootcamp.

Approximately 300 hours of formal training and mentoring across diverse entrepreneurial topics, such as: building partnerships, wellbeing and happiness, design testing and validation, field research, storytelling and pitch preparation, developing sustainable creative business and business models.

Six months later, 9 projects/teams finished the acceleration programme, with 11 ideas or solutions designed, showed to the community at the Demo Day.

Examples:

- **aRoundtheNeighborhood** - A digital platform for exploring routes of the Intangible Cultural Heritage in Colina do Castelo
- **Beam me up to** - Experience Boxes, Gatherings and Cross-Cultural Film Feasts
- **Convidarte** - A team of social curators merging pieces of tiles with the lives and stories of residents and visitors.
- **Unspecial Tours** - A service to create conditions so that blind and people with special needs can visit and experience cultural heritage to the full.

It has all been a great learning experience. The team's support is very strong, they never let us fall.

Participant in Lisbon's De-Incubator

De-incubator
Demo Day

HUB-IN

HUB-IN Nicosia

Nicosia is striving to reverse the abandonment trends of the city center by becoming a powerhouse of culture and innovation-led transformations.

ACTIONS CARRIED OUT:

- Set-up of the digital stage
- Heritage walks and their digital twins
- Activation of the HUB: interacting and engaging
- Creation of a Culture and Creative Industries (CCI) Accelerator Programme

HUB-IN Nicosia

Look at the Past and See the Future: transforming Nicosia into a beacon of innovation and entrepreneurship

Nicosia Storytellers

A journey through history and culture
Heritage Walks within the walled city of Nicosia

Nicosia Municipality and the Cyprus Energy Agency launched a call for ideas for the so-called Heritage Walks, towards the transformation and regeneration of its Historic Urban Area (HUA): Nicosia within the walls. Since then, local professionals, experts, and old-Nicosia lovers, joined forces with HUB-IN.

Through these Walks, the different cultural and creative elements of tangible and intangible heritage of the Nicosia's HUA were highlighted, increasing Nicosia's attractiveness, and leading to more visits and enhanced use of soft mobility/active travel.

The walks also aimed at promoting neighbourhood pride for residents and visitors alike, while engaging the Cultural and Creative Industries in the HUA and other local businesses and institutions.

People embraced this initiative and are already asking for more Walks in the long-term, covering more aspects of Nicosia's history and culture.

I got to know places I didn't even know existed. I will go again with family / friends.

Heritage Walk walkers

10 Walks were organized on a weekly basis.
Examples:

- Stage & Screen
- The timelessness of education
- Heritage & Society
- My Nicosia: From its multicultural past to its multicultural future
- Water, wealth, prayer…three centuries ago

Nicosia's Heritage
Walks Video

HUB-IN
Slovenska Bistrica

Slovenska Bistrica is striving to create an environment that regenerates traditional industries, while boosting the creative sector and encouraging sustainable development through innovation.

ACTIONS CARRIED OUT:

- Crouzet HUB, a central space for creativity, innovation and heritage
- Crouzet start-up accelerator programme
- Mechanism of support for small local projects

The Crouzet HUB
Cultivating Creativity, Celebrating Heritage

Slovenska Bistrica
Storytellers

A short and true story about HUB-IN Slovenska Bistrica

Fostering Innovation and Creativity: The Accelerator Crouzator

In the heart of Slovenska Bistrica, the Accelerator Crouzator bloomed into a vibrant hub of creativity and innovation. Dedicated to support local artists, artisans, and entrepreneurs, it became a beacon of inspiration where ideas could become reality. Here, talents flourished, creating products and services that celebrated the area's rich cultural heritage.

This space provided local creatives with the tools, mentorship, and encouragement they needed to succeed. From this fertile ground, four groundbreaking ideas came to life.

The final event was a showcase and an opportunity for the talented participants: two artisans found their creations displayed in local shops and one entrepreneur secured a one-year service contract. These triumphs showcased the power of community support and creative collaboration.

The project is more about raising public awareness of the common urban space, which is often overlooked in smaller cities. In this respect, the project was successful and I am sure that the fruits will be seen in the future.
Architect, Crouzator

Supported businesses:

- **Recycled Aluminium Jewellery Workshops** by Danuška Hauptman
- **Historical House Facade Replicas** by Natalija Sinkovič
- **Intangible Cultural Heritage Illustrations** by Hana Nekrep
- **Prefabricated Scrap Aluminum Pavilion** by Jure Kozmus and Hana Nekrep

Slovenska Bistrica
HUB-IN video

HUB-IN

HUB-IN
Utrecht

Utrecht is transforming its industrial area, where back in time trains used to be built, into a creative venue home to hundreds of artists and creative businesses.

ACTIONS CARRIED OUT:

- Transforming the business association *Bedrijvenkring Cartesiusweg* (BKC) into a HUB
- Initiating an art programme in the Historic Urban Area
- Boosting innovation and creativity via talent development programmes
- Developing blueprints for widely applicable governance structures for both the HUA and Utrecht in general
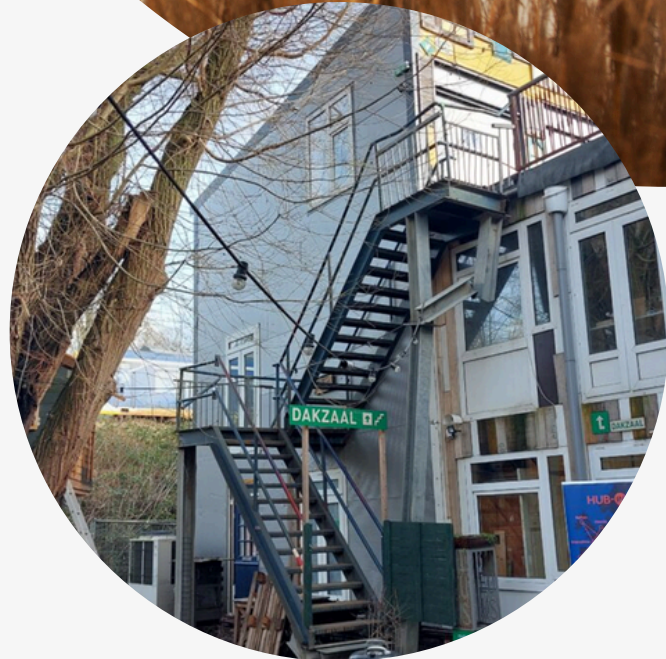
HUB-IN Utrecht

The 'Werkspoorkwartier', a maker district where creativity thrives

Utrecht Storytellers

Boosting innovation and creativity via talent development programs

Three talent developments were supported in three hubs in the historic urban area of the Werkspoorkwartier. Cultural workers developed in the hub their craft, professionalize their businesses, learn entrepreneurial skills, craft scalable products and by doing so, they created sustainable businesses.

One of the Hubs, Hofvan Cartesius (Hof), launched their first talent development programme. More than 50 Hof members participated in skill shares, took courses, developed expertise, engaged in experimental spaces, and acquired practical skills through three group projects. This resulted in the development of new artistic products and services, skills, knowledge, and business insights.

I have learned a lot in terms of craftsmanship that is completely new to me. There are also people with unique knowledge that you can only gain by being there. You can't read about it in a book, you just have to experience it.

Artist, Talent Development Programme, Utrecht

Notable results include an audiovisual promotion campaign for their annual Hof der Zotheid festival, a course on regenerative agriculture and entrepreneurship, a class on how to work with the laser cutter and how to apply this knowledge to projects, and overcoming anxiety issues. They have also shared knowledge about fundraising, writing business pitches, portrait photography, and "how your body processes information".

Utrecht HUB-IN
Video

HUB-IN

OVERCOMING CHALLENGES: KEY LEARNINGS FROM ACTION PLAN IMPLEMENTATION IN PILOT CITIES

1. Stakeholder Engagement

- It is important to **create tailored strategies**, by recognizing that different stakeholders require specific and unique approaches for engagement (e.g., Lisbon, Genova, Nicosia).
- **Early and continuous engagement** with stakeholders is crucial, emphasizing the importance of involving them from the project's outset to ensure buy-in, ownership, and successful implementation (Lisbon, Genova, Nicosia, Belfast).
- **Addressing stakeholder fatigue** is critical, recognizing the need for sustainable engagement strategies and avoiding project fatigue, especially in communities exposed to multiple projects (Lisbon, Slovenska Bistrica)."
- **Building trust** is essential, especially in communities where historical mistrust exists, to ensure successful engagement (Lisbon).

What the experience taught me is that the local people's stories represent true encyclopaedias of unwritten history.

Students, City as a Classroom, Brașov

[We faced] challenges with how to work with or overcome suspicion, anger / frustration of residents.
Participating entrepreneur, De-incubator, Lisbon

2. Community development

- **Simple ideas** can create shared experiences and foster cultural understanding, strengthening community bonds (GrandAngoulême).

- **Mobilizing local talent and resources** can be achieved by activating local communities through initiatives like open calls and leveraging local expertise (GrandAngoulême, Brașov).

- **Fostering a creative and entrepreneurial ecosystem** involves supporting local creatives, businesses, and technology companies to drive economic and cultural growth (e.g. Belfast).

As young artists, we also learned to respond to a call for artistic projects within certain deadlines. We had never worked together, which allowed us to cross-reference our practices.

Sound Producer, Open Call, GrandAngoulême

People need a voice and to feel heard. Through what I have learned, I believe this is possible, leading to the development of a more united community.

Students, City as a Classroom, Brașov

3. Project planning and resource management

- **Agile management and adaptability,** as a part of any Action Plan, are key to effectively address changing circumstances and unexpected challenges (Brașov, Lisbon, Genova).

- When internal expertise is lacking, **leveraging external support** and/ or expertise can be highly beneficial (e.g. Slovenska Bistrica, Lisbon).

- **Clear goals, timelines and responsibilities** are essential for project success and to avoid delays (Utrecht, Nicosia, Brașov).

- **Underpromising and overdelivering -** setting realistic expectations and exceeding them to build trust and satisfaction (Utrecht).

- Identifying and proactively **addressing potential bottlenecks** can ease implementation, such as bureaucratic procedures, stakeholder availability, and climate conditions (Utrecht, Nicosia).

- **Effective resource allocation**: Allocating resources strategically, such as investing in targeted advertising to reach specific audiences and utilizing existing resources effectively (Slovenska Bistrica, GrandAngoulême and Utrecht).

- **Small investments can have a significant multiplier effect** (as demonstrated in Utrecht).

The initial investment in the Hub has caused a flywheel effect, where financial investments lead to quarterly meetings, a better website etc., which made the Hub more credible, which in its turn made it more interesting for other stakeholders to invest in the Hub.

Policy team, Utrecht Municipality

The various agencies who are responsible for different pieces of land along Maritime Mile were extremely difficult to navigate. Due to the challenges of redesigning the project and the subsequent managing of people/locations, there was a considerable amount of additional project management time needed in order to deliver the project.

Participating entrepreneur, Belfast

4. Data Collection and Analysis

- Accurate assessment of project impacts requires **standardized data collection methods** (Lisbon, Genova, Belfast).

- It is relevant to collect data from **diverse demographics** to ensure a comprehensive understanding of project outcomes (Lisbon, Genova, Belfast).

Without HUB-IN, it would have been difficult to convince people of the value of such an approach. Many of the partners found it hard to see themselves in the project before they got there.

Action lead, Caravane Creative Lab, Grand Angoulême

5. Collaboration and Partnerships

- Emphasize the importance of **strong collaboration and partnerships** between local stakeholders, including government agencies, businesses, and community organizations (Belfast).

- **Interdepartmental collaboration** is essential to address the need for improved collaboration between different government departments (Lisbon, Genova).

I also learned a lot about collaboration. How I normally organise my practice is that I can do everything myself, and that was really not the case with this. I had to start collaborating and that is quite new for me.

Artist, Talent Development Programme, Utrecht

www.hubin-project.eu
X: @EUHUBIN
Facebook: @EUHUBIN