



HUB-IN

HUB-IN Framework Long Read

HUB-IN Alignment with European and International Policy



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HUB-IN Framework: Alignment with European and International Policy

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The HUB-IN Framework – Alignment with European and International Policy is one of four parts of the HUB-IN Framework led by Future Cities Catapult (WP3).

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This document focuses on HUB-IN Alignment with European and International Policy. It is one of three *Long Reads* related to elements of the HUB-IN Framework. You can also find:



- HUB-IN Framework Long Read – HUB-IN Clusters of Innovation
- HUB-IN Framework Long Read – The Ingredients of a HUB-IN Place

For information on the framework as a whole, please read the **HUB-IN Framework Overview**.

To access these papers, visit the [HUB-IN project website](#) or get in touch with the authors of this document.

HUB-IN Vision

Welcome to your HUB-IN Place, a Historic Urban Area in your city or town full of exciting opportunities for everyone. Right now it might not be reaching its full potential, but soon it will be a revitalised, vibrant destination, home to a range of innovative and creative entrepreneurs and businesses.

This place is both local and global, grounded by its sense of place, community and cultural heritage, enhanced by being part of a network of hubs all with the same mission: To promote the urban transformation and heritage-led regeneration of Historic Urban Areas through innovation and entrepreneurship, while preserving their unique cultural, social and environmental identities and values.

We have developed the HUB-IN Place vision as part of the HUB-IN European (Horizon 2020) project, a four year collaborative pilot project aiming to develop a network of Hubs of Innovation and Entrepreneurship in Historic Urban Areas (HUAs).

Collaborating across eight cities, expert organisations, universities, city networks and regional agencies to design and test the HUB-IN Place concept, we will develop the tools and methods to support sustainable implementation, before upscaling the network through Follower Cities and the HUB-IN Alliance; a wider network of historic urban areas with a common interest in sharing views and experiences in delivering sustainable hubs of innovation and entrepreneurship.

Covering a diversity of geographic locations, socio-economic characteristics and local ecosystems, the project pilot locations are:

- Belfast, UK
- Brasov, Romania
- Genova, Italy
- Grand Angoulême, France
- Lisbon, Portugal
- Nicosia, Cyprus
- Slovenska Bistrica, Slovenia
- Utrecht, The Netherlands

We will facilitate intracity and intercity collaboration, between local stakeholders (across academia, industry, government, and civil society) and across the network of hubs, with a common aim of co-creating HUB-IN Places through creative, inclusive and circular means.

The opportunity to network, learn from and work with other cities and stakeholders in the project increases the capacity of teams and intensifies the transfer of knowledge, strengthening both the HUB-IN network and the results more locally.

Adopting a human-connected approach, we envisage long-term impacts such as the revitalisation of historic heritage, the creation of new sustainable opportunities for local traditional businesses, and the development of new creative skills and jobs through the cross-sector collaborations in three clusters of innovation activities:

1. Cultural & Creative Industries
2. New Lifestyles
3. Resilient & Human-Connected Places

With this mission in mind, we hope to answer the following question:

“To what extent can networks of hubs in Historic Urban Areas incubate and unlock innovative and entrepreneurial actions that contribute to the sustainable transformation and urban regeneration of the Historic Urban Area and its cultural heritage?”

In order to answer the question above, we have developed the HUB-IN Framework to help align and guide cities and project partners towards our vision for HUB-IN Places.

Glossary of terms

The glossary of terms below aims to achieve alignment and clarity between partners, cities and other readers around the terms we use within this Framework document and throughout our thinking and doing as part of the HUB-IN project. Each term has been defined in relation to the particular context of HUB-IN, and in line with recognised resources. This glossary of terms is a living resource and will be added to as the project progresses.

Co-creation¹

A collaborative innovation approach actively involving stakeholders (and experts) in the design process towards HUB-IN Places. From discovery to implementation (and beyond), stakeholders are informed, consulted, involved and empowered, with their insights and efforts strengthening the outputs and impact, increasing the sense of agency and pride. This results in social, economic and environmental outcomes that are essential and (in combination with greater value creation) are more likely to remain sustainable.

Cultural Heritage

HUB-IN considers the term Cultural Heritage in the broad sense, covering tangible and intangible values, exploring its ecological, economic, and social dimensions. Following work by UNESCO, the concept has been evolving during the last few decades, including not only tangible cultural and natural heritage but also intangible heritage. The tangible heritage includes elements, such as monuments, archaeological sites, paintings, sculptures, cultural landscapes². The intangible cultural heritage includes local know how and cultural identities, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts³.

Entrepreneurship

The process by which opportunities to create future goods, services and systems are discovered, evaluated, and exploited. It involves managing risk and judgment to implement innovative ideas from wherever they originate.

Entrepreneurial Ecosystems

A set of interdependent actors and factors coordinated in such a way that they enable urban innovation and productive (value-enhancing) entrepreneurship.

Heritage-led regeneration

Regeneration with the focus on the value of heritage as a powerful catalyst for transformational change – building on the ‘spirit of the place’, meeting the needs of residents whilst attracting investment, jobs and improving quality of life.⁴

Historic Urban Areas (HUAs)

Defined urban areas that are result of the historic layering of cultural and natural values and attributes, extending beyond the notion of “historic centre” or “ensemble” to include the broader urban context and its geographical setting⁵. Historic Urban Areas do not exist in a vacuum and relate to both the tangible and intangible factors that shape the area’s character and identity. Within HUB-IN we consider three subcategories of HUA:

1. Historic areas which are, in whole or in part, town or city centres.
2. Historic areas which are outside of the town or city centre. These will typically be part of medium and larger towns and cities.
3. Historic areas that focus on the wider urban values that define the identity and character of the town, city, or place.

HUB-IN Clusters of Innovation

Economic, social and ecological hotspots of innovation at the neighbourhood scale for the heritage and cultural led regeneration of HUAs. The HUB-IN cluster approach considers three interconnected clusters:

- Culture and Creative Industries (CCI) – Cultural heritage is at the centre of innovation and creativity, to nurture socio-economic development.
- New lifestyle (NLS) – Innovative sustainable living patterns, inclusivity, and diversity are the main ingredients to improve wellbeing.
- Resilient & Human Connected Places (RHCP) – Sustainable and regenerative use of resources, community cohesion, digital and human connectivity are key to improve ecological and social resilience of historic places.

HUB-IN Places

A physical or virtual hub of innovation, where cultural wealth and heritage provide a unique competitive advantage – a key resource for enhancing the sustainable regeneration of historic urban areas. HUB-IN Places are distinguished by their local action and their global interconnection. They are local hotspots of creativity, community empowerment and entrepreneurship, bringing together local stakeholders, academia, industry, and local governments. HUB-IN Places are hubs of innovation recognised by their project integrated portfolio approach that blends three HUB-IN clusters of innovation. They are places to co-design, test and develop new solutions, ideas, and creative businesses in a real urban environment. HUB-IN Places are also globally interconnected in a network that favours sharing knowledge, open innovation processes and the development of innovative circular models.

Human Connected Design

An integrated approach that shapes our relationship with people, technology and the planet. Whilst *Human Centred Design* puts people and their needs at the centre of the design process, Human Connected Design moves people from the centre and into networks that acknowledge our interdependence with wider humanity and the planet⁶. This shifts our perspective of how we see and understand ourselves: rather than at the centre, we are part of an ecosystem and ecology. This approach is used across HUB-IN and is particularly interconnected with the Resilient & Human Connected Places cluster of innovation.

Inclusive & regenerative growth

Socio-economic growth that is distributed fairly across society, creates opportunities for all and benefits the environment, creates liveable environmental conditions. Inclusive⁷ & regenerative growth⁸ looks at and measures economic performance through the lens of the people’s/ stakeholders’ priorities and environmental challenges/ balance. (How resilient is your HUB-IN Place and its people. What does post-COVID recovery look like?)

Innovation

Implementation of novel, creative ideas in order to tackle real challenges in a purposeful way. In order to create change, we need to understand interconnections and reality (intelligence), as well as empower people (talent), enable action (technology), developing interventions that shape reality (solutions)⁹.

Open innovation

A concept coined by Chesbrough in 2003. “Open Innovation means that valuable ideas can come from inside or outside the company and can go to market from inside or outside the company as well”¹⁰.

For the urban regeneration and sustainability of HUB-IN Places, open innovation processes are much more granulated and requires the development of co-creative partnerships between different groups of actors from industry, academia, citizens and local governments.

Purposeful placemaking

The value and importance of community-oriented spaces, embedded strongly in the local ecosystem with stakeholders, is key for the health and vitality of a place with purpose. Purposeful placemaking¹¹ has a social, cultural, economic and environmental impact on the development of individuals and neighbourhoods and can serve to spark inclusive/good growth.

Regenerative

A natural process of replacing or restoring damaged or missing parts, connections and (urban, cultural, socio-economic) fabric. Understanding places (cities and towns) as living organisms. (All living organisms have some ability to regenerate as part of natural processes to maintain it’s parts, fabric and connectedness). To regenerate is to ‘rethink’, ‘restore’, ‘replenish’¹².

Resilience

Putting people and local challenges at the heart of the recovery and taking a focused approach to economic and social and environmental wellbeing to build strength and elasticity – competence, confidence, connection, character, contribution – to handle future crises and deliver a fair recovery (from COVID-19 and beyond).

Systems thinking & doing

The guidelines for thinking about networks of interactions and enabling them. Going beyond ‘quick fixes’ and tracing the often hard-to-understand causes and effects, thinking about consequences and enabling actions. One thing to note about systems is that what matters most is often invisible¹³ (this includes: their small-scale subsystems and components, the linkages and interactions between them, the large-scale context on which systems depend, the interdependencies/linkages between systems and that wider context, the rapid, and small, changes that take place inside them, the large, and slow, changes that will in due course transform them beyond recognition).

Introduction to the HUB-IN Framework

The HUB-IN Framework aims to unite project partners (including city teams, city networks, universities, experts and regional agencies) with a clear and integrated vision, through shared values and goals, agreed concepts and synchronised actions towards ‘HUB-IN Places’ – Hubs of Innovation and Entrepreneurship in Historic Urban Areas.

Led by Future Cities Catapult, this framework has been co-created with Heritage Europe, Lisboa E-Nova and Utrecht University, along with contributions from other HUB-IN partners. Together, we have designed the first version of this Framework (November 2021) to be used as a source of guidance and alignment for all HUB-IN pilot cities, follower cities and project partners, who should use this document both as a point of reference and as a tool to help communicate HUB-IN to their stakeholders.

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The framework is split into the following five sections:

HUB-IN Alignment with European and International Policy

The international and European policies and standards we integrate with and contribute to.

HUB-IN Principles

(See Overview document)

The aligned values across all HUB-IN Places and partners that guide our efforts, goals and ways of working.

HUB-IN Clusters of Innovation

(See The Long Read or Overview document)

The economic, social and ecological hotspots. Each HUB-IN Place focuses their innovation activities in areas where the three clusters meet and interact, for the heritage and cultural-led regeneration of HUAs.

The Ingredients of a HUB-IN Place

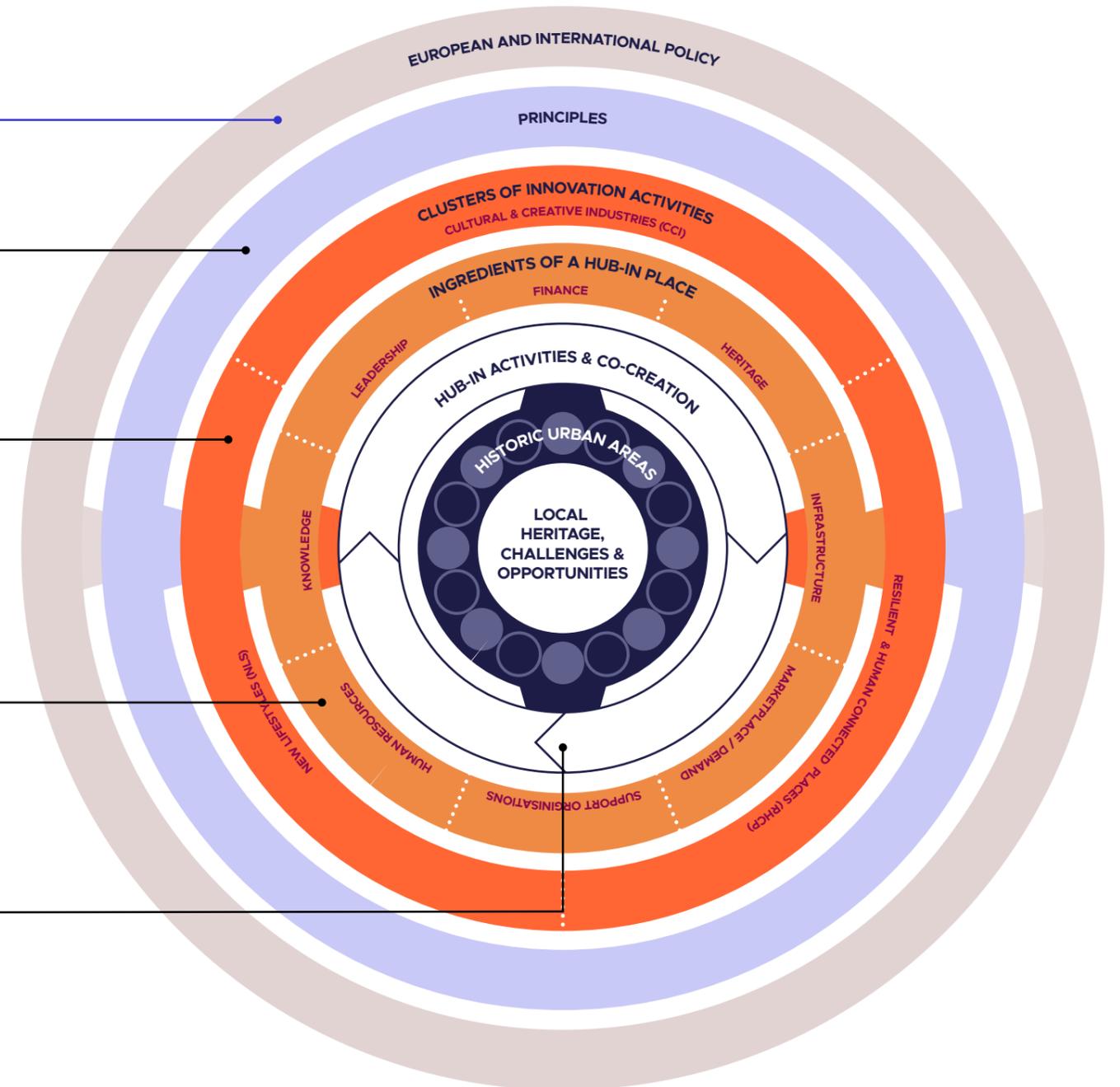
(See The Long Read or Overview document)

The key factors and considerations that are required to enable innovative and entrepreneurial behaviour to emerge and flourish in Historic Urban Areas (HUAs).

Activities towards a HUB-IN Place

(See Overview document)

The ways in which the HUB-IN Framework strategies, inputs and principles are being put into practice locally.



The HUB-IN Framework: HUB-IN Places are informed by their local heritage, challenges and opportunities at the core. The HUB-IN Framework aims to unite project partners (including city teams, city networks, universities, experts and regional agencies), through a clear and integrated vision, shared values and goals, agreed concepts and synchronised actions.



Photo by Markus Spiske on Unsplash

Introduction to HUB-IN Alignment with European and International Policy

To understand how the HUB-IN project aligns with international and European policy, as well as being well-placed to contribute to the post pandemic challenges ahead, this reference paper provides the background research and analysis of ‘Pre 2020 Policy’, ‘Post 2020 Policy’ and ‘How the HUB-IN project aligns with International and European Policy’.

This ‘Long Read’ is intended as a starting point and will be refined from learnings throughout the HUB-IN project to better reflect the realities of HUAs and contributions to post-pandemic challenges – given HUB-IN’s focus on innovation, and transformational change underpinning and reinforcing the key importance of cultural heritage and historic urban areas to Europe’s future prosperity.

Pre-2020 policy

The HUB-IN¹⁴ and sister projects (SPs), T Factor¹⁵ and Centrinno¹⁶, were **conceived** within European policy set towards the end of the policy period 2010-20 as part of the Horizon 2020 Climate Action, Environment, Resource Efficiency and Raw Materials 2018-20 programme – specifically the SC5-20-2019 call for projects. As innovation actions under the topic “Transforming historic urban areas and/or cultural landscapes into hubs of entrepreneurship and social and cultural integration”, all of the SPs broadly aim at the regeneration of abandoned and/or unused urban areas through the creation of a network of hubs dedicated to the fields of social innovation, social inclusion, entrepreneurship, creativity, culture and heritage, with its own specificities. These overarching similarities and own specificities open up valuable opportunities for the development of synergies and cross-pollinations¹⁷.

This might initially seem a surprising home for projects focusing on transforming historic urban areas. Indeed the prevailing European strategic policy at that time was **‘Europe 2020: A European Strategy for Smart, Sustainable and Inclusive Growth’¹⁸** set in the aftermath of the 2008 financial crisis and focused mainly on jobs and growth with no mention of cultural heritage or historic urban areas.

However by 2018 some major shifts of emphasis in strategic policy had taken place both within the EU and internationally. The main landmarks relevant to HUB-IN:

- In 2011 UNESCO adopted a new recommendation on the **Historic Urban Landscape**¹⁹ – its first such instrument in 35 years. It advocates a holistic approach seeing urban heritage as a social, cultural, and economic asset for the development of cities.
- The **Paris Agreement**²⁰ – a landmark international accord that was adopted by nearly every nation in 2015 to address climate change and its negative impacts.

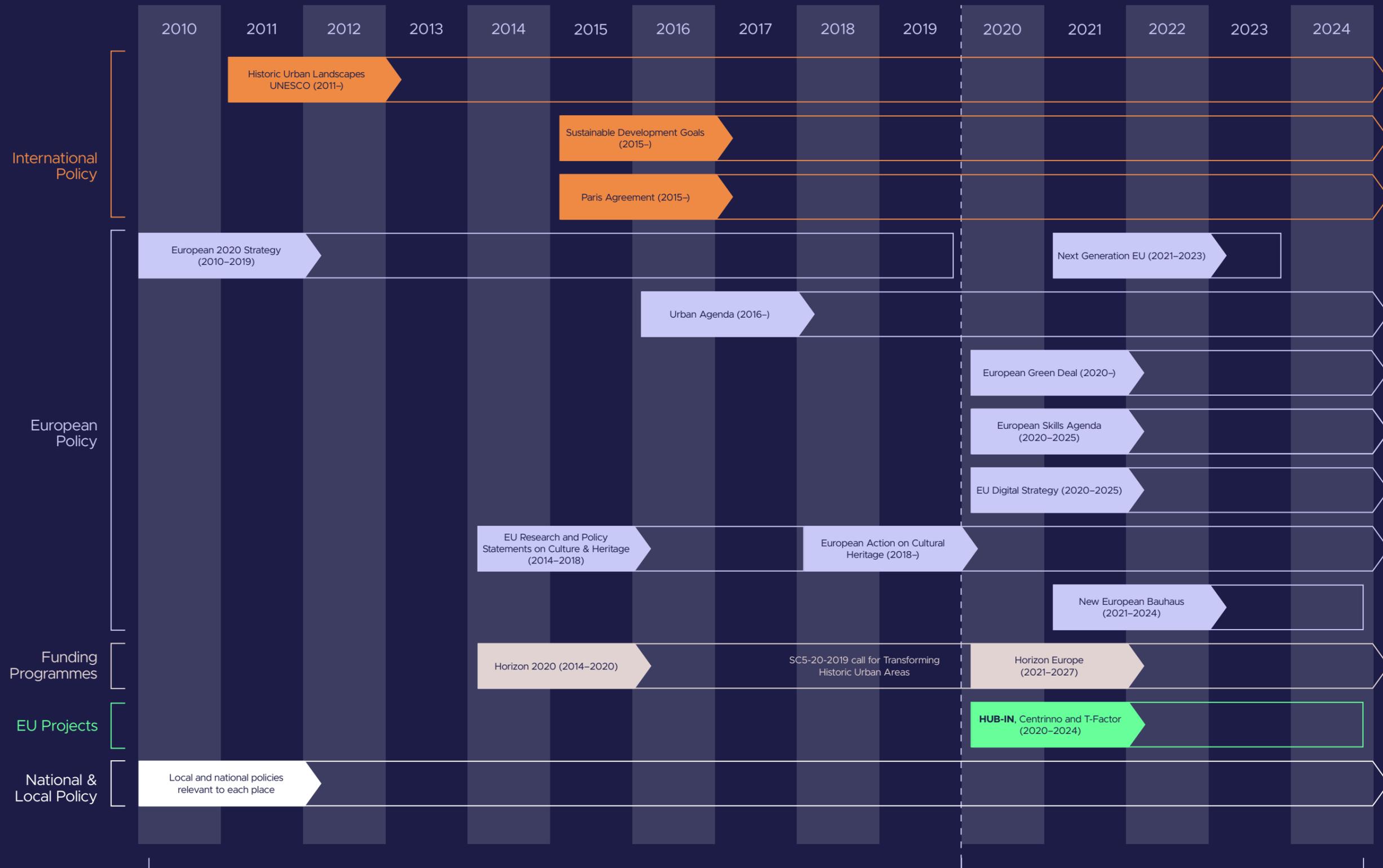
- The **Urban Agenda for the EU**²¹ in 2016 – a key influence on delivering the EU’s strategic objectives to provide an integrated and coordinated partnership approach to deal with the urban dimension of the EU, including cultural heritage and historic urban areas.
- A series of complementary European cultural heritage studies, recommendations, and EU policy statements from 2014 onwards leading to the **European Framework for Action on Cultural Heritage**²² – The Framework for Action will complement the Council’s new Work Plan for Culture from 2019 to 2022 and aligns with the Council of Europe’s European Cultural Heritage Strategy for the 21st century adopted in 2017.
- The key influence on European policy development however was perhaps the United Nation’s **‘Transforming our world: the 2030 Agenda for Sustainable Development’**²³ – successor policy to the Millennium Goals and before that, Agenda 21. With 17 Sustainable Development Goals (SDGs) adopted at the UN Sustainable Development Summit in 2015 it sets out a comprehensive agenda for change by 2030 that would heavily influence the next phase of European strategic thinking.

Post-2020 policy

HUB-IN and its sister projects (SPs) will of course be **implemented** within the successor policy to the Europe 2020 Strategy – The **European Green Deal**²⁴. The new strategy sets out Europe’s overarching policy framework from 2020 onwards and it aims for a reduction in greenhouse gas emissions of 55% by 2030 and a carbon-neutral society by 2050. While the strategy focuses on the environmental dimension of sustainable development, it sits alongside a European Digital Strategy and new Industrial Strategy collectively aiming for a “just and inclusive transition” to generate jobs by supporting both industry and the green economy.

There are many overlaps between the Green Deal and its associated strategies with the earlier Europe 2020 Strategy including having to respond to an unprecedented world crisis – in this case the Covid-19 pandemic. The resultant recovery plan – **Next Generation EU**²⁵ breaks new ground as the centrepiece of a powerful long-term EU funding programme worth EUR 1.8 trillion. The plan, in adapting to the new circumstances, places the twin green and digital transitions even more firmly at the core of strategic policy delivery with new resources to accelerate Europe’s transformation. Key further policy developments related to the delivery of the Green Deal and Digital Transformation include:

- The **European Skills Agenda**²⁶ – a five-year plan launched in July 2020 to help individuals and businesses develop more and better skills and to put them to use, by strengthening **sustainable competitiveness**, as set out in the European Green Deal, ensuring **social fairness** and building **resilience** to react to crises such as the COVID-19 pandemic.
- The **New European Bauhaus – Beautiful, Sustainable, Together**²⁷ – a new flagship EU initiative begun in 2020-21 to make the Green Deal a cultural, human centred, positive, and tangible experience; to imagine and build together a sustainable and inclusive future that is beautiful for our eyes, minds, and souls. It brings a new dimension to European policy with a transformational agenda to inspire fresh, innovative, and creative thinking, especially important post pandemic.



Policy that informed the conception of HUB-IN

Policy within which HUB-IN will be delivered

This diagram illustrates the key steps in this development process that have informed HUB-IN and sister projects (Centrinno and T-Factor).

How does the HUB-IN project align with International and European Policy?

As can be seen, EU policy has evolved and developed incrementally over the last 10-15 years whilst retaining a consistent focus on growth, sustainability, and inclusion throughout. There have nevertheless been important shifts in emphasis responding to both global and local events particularly the increasingly urgent global challenge of climate change.

The Horizon 2020 SC5-20-2019 call 'Transforming historic urban areas and/or cultural landscapes into hubs of entrepreneurship and social and cultural integration' fully reflects these changes given its focus on societal challenges and its environmental and climate action remit. The HUB-IN project, arising from this call, is therefore by design well integrated and aligned with European policy, as it has developed.

HUB-IN focuses not only on place making but people and their lifestyles with the promotion of co-creation, diversity, creativity and the sharing and maker economies all linked to helping tackle climate change through delivering more sustainable transformational outcomes. While HUB-IN can be seen to align with high level policy e.g. The European Green Deal, the Paris agreement on climate change and the UN's sustainable Development Goals, specific examples of where HUB-IN and its sister projects can directly and proactively contribute to the delivery of both international and European policy include:

Historic Urban Landscapes, 2011

The HUB-IN approach and definition of historic urban areas draws explicitly from the UNESCO concept of historic urban landscapes to build an understanding of what makes each place special in terms of its social, economic, and cultural characteristics and its heritage and natural values and attributes. In this way historic urban areas provide the context within which innovation and entrepreneurship can flourish – acting as a key driver of sustainable regeneration and transformation.

The Urban Agenda, 2019

The EU Review of the Urban Agenda in 2019 shows the focus of the many partnerships created and the range of urban priorities that HUB-IN can/will directly contribute to e.g. the Vienna Partnership on culture and heritage, Bratislava partnership on the circular economy, and the Malta Partnership on climate adaptation and energy transition.

European Framework for Action on Cultural Heritage, 2018

The Framework focuses on five pillars:

- Cultural heritage for an inclusive Europe
- Cultural heritage for a sustainable Europe
- Cultural heritage for a resilient Europe
- Cultural heritage for an innovative Europe
- Cultural heritage for stronger global partnerships.

HUB-IN will align and directly contribute to all these policy priorities with pillar 4 on innovation presenting specific potential for knowledge exchange and future research opportunities.

The New European Bauhaus 2021-2024

The HUB-IN Consortium is well placed to contribute to the development and implementation of the New European Bauhaus with both Heritage Europe and Energy Cities appointed as official partners.

Many of the stated aims of the New European Bauhaus (NEB) resonate with the work of HUB-IN and our sister projects, CENTRINNO and T-Factor. All three projects see the added value and synergy from working together and have produced a joint action plan. Drawing on this plan and working with the three projects, Heritage Europe has submitted to NEB a programme of deliverables tailored to align with NEB's phased timetable up to 2024.

Phase 1 – Understanding Ecosystems

Inspiring examples of cultural heritage led transformation through co creation: CENTRINNO's City Ecosystem Mapping Guidebook: T-FACTOR's Context Mapping: documenting 'meanwhile' related policies, and HUB-IN's GEO Tool: characterisation of the entrepreneurial and innovation ecosystem and the spatial diffusion of urban innovation. Report on the 'state of play' of Hubs of Innovation across Europe with an online Atlas of 100 case studies.

Phase 2 – Sharing Tools and Methodologies

HUB-IN will produce catalogues on innovative business models and financial models, HUB-IN Places toolbox, CENTRINNO's Fab City Hubs Toolkit will be a hands-on toolkit for cities, whilst T-Factor Toolkit will publish tools for innovation in meanwhile spaces.

Phase 3 – Densifying Networks of Innovation and Guiding Replication

CENTRINNO will create a FAB city network across Europe and beyond; T-FACTOR proposes a network of universities, cities, businesses, and grassroots communities experimenting and exchanging practices of creative and collaborative place-making; and HUB-IN an operational network of Hubs of Innovation with city pilots augmented by 20 follower cities becoming a HUB-IN Alliance of Hubs of Innovation.

In terms of knowledge transfer CENTRINNO will produce a Blueprints and Policy Development Guidelines for replication of Fab City Hubs as change catalysts and promoters of digital manufacturing: T-Factor's Six steps guide for transformative meanwhile will be focused on strategies, approaches, business and financial models for meanwhile spaces and HUB-IN's guidebook for cities and HUB-IN Academy will support regeneration of Historic Urban Areas to deliver open innovation through co-creation led 'Hubs of Innovation'.

NEB provides a unique platform to raise awareness across Europe and beyond and showcase the many ways HUB-IN and its sister projects can help deliver transformational change in historic urban areas.

Photo by [Rose Almond](#) on [Unsplash](#)

The HUB-IN Place

In HUB-IN we identify the characteristics, conditions and delivery mechanisms in Europe's towns and cities that lead, in practice, to successful innovative and entrepreneurial solutions to the key challenges facing historic urban areas today.

The HUB-IN Place concept is consequently not only fully aligned with international and European policy, but it is well-placed to contribute to the post pandemic challenges ahead, given its focus on innovation, and transformational change underpinning and reinforcing the key importance of cultural heritage and historic urban areas to Europe's future prosperity.

Endnotes

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Related documents

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This document focuses on HUB-IN Alignment with European and International Policy. It is one of three Long Reads related to elements of the HUB-IN Framework. **You can also find:**



HUB-IN Clusters of Innovation

Led by Lisboa E-Nova



The Ingredients of a HUB-IN Place

Led by Utrecht University

To access these papers, visit the [HUB-IN project website](#) or get in touch with the authors of this document (details overleaf)

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