CAMPUS .PROGRAMME.

.Wednesday 24 January. LaVallée

16:15 – 16:45	**Registration & Hello's**
17:00 – 17:30	**Campus opening and Keynote** European Commissioner for Education and Culture Tibor Navracsics British Council Regional Director EU Europe Rebecca H E Walton
17:30 – 18:15	**IDENTITY**
18:15 – 19:15	**Creative break** visits of LaVallée & screen printing workshop with ahaha.be
19:15 – 19:30	**Keynote** Dave Snowden Cognitive Edge
19:30 – 20:30	**Networking** & Belgian snacks

.Thursday 25 January. LaVallée

09:30 – 10:00	**Registration & Coffee**
10:00 – 10:30	**WELCOME**
10:30 – 11:30	**COMMUNITY**
11:30 – 11:45	**Coffee break**
11:45 – 12:45	**PEER-TO-PEER**
12:45 – 14:45	**Lunch** @ Maison des Cultures et de la Cohésion Sociale de Molenbeek
15:00 – 16:00	**SHARED VOICE** // Christian Ehler MEP European Parliament
16:00 – 17:00	**INSPIRATION** // JoBee Project / Djordje Krivokapic Share Foundation
20:00	Dinner @ LaVallée

.Friday 26 January. Smart

09:30 – 09:55	**Coffee**
10:00 – 11:30	**WORKING** Work Group sessions
11:30 – 12:30	**FUTURE** // Walter Zampieri European Commission
12:30 – 13:00	**CONCLUSIONS** // Michel Magnier European Commission
13:00	Snack lunch @ SMart

LaVallée. Rue Adolphe Lavallée 39.1080 Molenbeek | **SMart.** Rue Coenraets 72. 1060 Saint-Gilles

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Co-funded by the Creative Europe Programme of the European Union
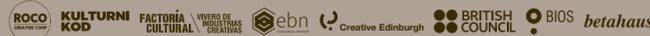
EUROPEAN CREATIVE HUBS NETWORK

IN UNION THERE IS STRENGTH

.CREATIVE HUBS.

.24-26 JANUARY.

CAMPUS

Conference. Brussels

In collaboration with: LaVallée – a SMart project

The Belgian fence: Uniting two or more trees. Training trees in order to conceive flat, two-dimensional forms that are used, not only for decorative purposes, but also for gardens where space is limited. In a temperate climate, it is a way to create a controlled environment which reflects more sunlight and retains heat overnight or orientate them so that they absorb maximum sunlight. These two strategies allow the extension of the season, so that fruit has more time to mature, while the horizontal branch expansion can increase fruit production. **In union there is strength.**

ROCO · KULTURNI KOD · FACTORÍA CULTURAL · Viveiro de Industrias Creativas · ebn · Creative Edinburgh · BRITISH COUNCIL · BIOS · betahaus|

.What is a creative hub?

Creative spaces
platforms or workplaces – PHYSICAL or DIGITAL – for all kinds of creative professionals...

Community
they bring together creative people. They may differ in size and focus, but ultimately 'a hub is a hub' when **it unites, inspires and promotes a community** – inside and outside.

Multidisciplinary spaces
diverse in structure, sector, services, business models, **working** across disciplines and **facilitating** cross-sector fertilisation.

Mission-led & local impact oriented
usually bottom-up initiatives, work on a clear set of values, want to give something back to the community.

.About ECHN

The European Creative Hubs Network (ECHN) is a 2-year project co-funded through the Cross-sector strand of the Creative Europe programme, with the objectives of building **a sustainable community of creative hubs and co-working spaces from across Europe.**

The project has been led by the British Council in collaboration with 6 Creative Hubs across Europe – Bios (Greece), betahaus (Germany), Creative Edinburgh (UK), Factoria Cultural (Spain), Kulturni Kod/Nova Iskra (Serbia), Roco (UK), and the European Business and Innovation Centres Network (EBN), bringing together, building capacity and enabling peer-to-peer exchanges between **more than 150 creative hubs** that work across sectors to help communities cope with the changing labour market and youth unemployment, bridging skills gap, social inclusion, brokering collaboration between creative and business sectors for innovation.

.ECHN Key facts & figures

200 creative hubs members of the ECH Network

50 **Peer-to-peer mobility grants** enabling international exchange of experience and learning between creative hubs leaders

3 **policy papers** & a series of recommendations (EU, national and local level)

3 **capacity building workshops** for creative hubs managers (beginners, mid-level, experienced) & **3** toolkits with videos

1st **Creative Hubs Barometer Study** assessing & describing the creative hubs subsector in Europe

1 **Creative Hubs Trade Magazine**, for hubs by hubs

4 **-strategic papers** for the Network's future

3 **European Creative Hubs Forums** for building community & **3** publications

1 **online platform** www.creativehubs.eu

.P2P

The **Peer-to-Peer** (P2P) scheme – a grants mobility scheme which supports collaborative study visits for creative hub leaders – has been one of the most fruitful activities of the ECHN project.

Through the P2P scheme, 50 creative hub leaders from across Europe have been enabled to work in a different creative hub, in a different country, learning and sharing with each other, gaining inspiration and growing together. Their experiences are narrated in a large series of photos, videos and stories fed into the creative hubs website.

P2P has become the DNA of ECHN – it mixes everything the creative hubs community values: peer-led, creative activities and solutions for social, well-being and economic impact.
The European Creative Hubs Network is committed to sustain the P2P activities in the future.

.2018 European Creative Hubs BAROMETER.

Key findings & recommendations

First baseline study to annually assess the evolution of the European Creative Hubs sector.

80 hubs surveyed in 2017

- Creative hubs area recent phenomenon (60% surveyed have been established in the last 5 years).

- 90% of surveyed creative hubs are confident about growing demand for their services and their long-term sustainability.

- 70% of surveyed creative hubs support their network's joint advocacy and strategic development on the European level to influence policy making.

- Over 70% of surveyed creative hubs prioritise their network's activities on:
  - joint communication to increase visibility of the creative hubs sector;
  - research, training, and capacity building opportunities;
  - international networking;
  - peer-to-peer exchanges and mentoring.

- Hubs are multidisciplinary in nature and embrace the full range of cultural and creative industries.

- Their priority impact missions are 1) social and well-being, followed by 2) economic.

- 40% are private companies, 30% non-profit, others are mixed with public status.

- Average staff size: 8 people.

- Yearly financial turnover: 50% below €150K, 75% under €1M.

- In 2016, 80 surveyed hubs have supported over 8700 organisations, i.e more than 31600 people.

- On average each hub supports 400 people yearly.

In collaboration with ECBN.

For the full report of the Creative Hubs Barometer, check the creativehubs.eu website in February 2018.

.Boosting Creative Hubs incubation and acceleration services.

Author: Rui Monteiro

1. Acknowledge the value to address the Cultural AND Creative Industries as one ecosystem.

2. Expand and consolidate the European Creative Hubs network and similar initiatives as opportunities for learning and growth.

3. Promote innovative transferability of creative hubs' incubation and acceleration best practices.

4. Encourage policy partnerships and joint-programming with other sectors beyond the Cultural and Creative Industries.

5. Key components of policy support for Hubs' incubation and acceleration services:
- Mobility grants for managers of incubated projects.
- Subsidised/sponsored incubation/ acceleration service vouchers.
- Support mentorship of incubated projects by creative hubs alumni.
- Dedicated support for connection to investors and funders.

6. Support creative hubs to develop consistent monitoring and evaluation systems.

7. Support capacity building of creative hub managers and services teams.

For the full policy analysis paper, check the creativehubs.eu website in February 2018.

.The Role of Creative Hubs in the Freelance Labour Market.

Authors: Aleksandra Savanovic & Marko Orel

Creative hubs mediate between the increasingly fragmented and flexible labour market and independent workers through:
- **Representational bodies**
- **New places of work**
- **Lifelong learning centres**

Policy recommendations

1. Develop a common definition and shared terminology applied to freelance work and harmonise legislations across EU Member States accordingly.

2. Ensure adequate representation of freelancers and consult with creative hubs and other representative bodies of the self-employed, when discussing policies targeting them in national and EU policy-making processes.

3. Encourage the creation of links between creative hubs and other organising efforts of self-employed workers (trade unions, professional associations, self-employment groups, freelance movements and cooperatives, etc.), in the Cultural and Creative Industries sector and beyond.

4. Encourage associations of freelancers and independent professionals on local, national and EU levels, not only by increasing the funding opportunities, but also by removing legal barriers.

5. Develop adequate supportive strategies for independent workers on local and national levels, in collaboration with local creative communities, creative hubs and coworking spaces.

6. Support processes of collaborative network creation.

7. Encourage the creation of links and collaborations between creative hubs and other formal educational institutions - universities, secondary schools, institutes - as well as with the private sector.

For the full policy analysis paper, check the creativehubs.eu website in February 2018.

.Collective workspaces as a means to create resilient ecosystems for creative entrepreneurs.

Authors: Lieza Dessein & Chiara Faini

There is a need for adequate financing systems, infrastructure and social benefits to support the future of work and of workers organizations, whilst creating dynamic neighbourhoods. Through bottom-up approaches, creative hubs identify needs that can be met by the pooling of different resources. They pool resources to secure careers of creative individuals and to consolidate small businesses.

Case studies uncover creative hubs' mutualisation practices:
a. services	- L'Alveare (IT) + Créatis (FR)
b. ownership	- Flux eg (DE) + L'Asilo (IT)
c. social protection	- LaVallée (BE) & SMart (EU)

Policy recommendations

1. Develop jointly with creative hubs innovative evaluation systems to fully comprehend the scope of a hub's impact, and its social benefits.

2. Governance hybridization: Engage creatives hubs in hybrid governance models to co-manage publicly owned buildings.

3. Social hybridization: keep freelancers, creatives and innovative companies active and anchored within their local communities.

4. Creative hybridization and crossovers: Support the development of (and interact with) these diversified creative communities.

For the full policy analysis paper, check the creativehubs.eu website in February 2018.