



European Union  
European Regional  
Development Fund

# Wap's Hub Creative Hub of Tournai

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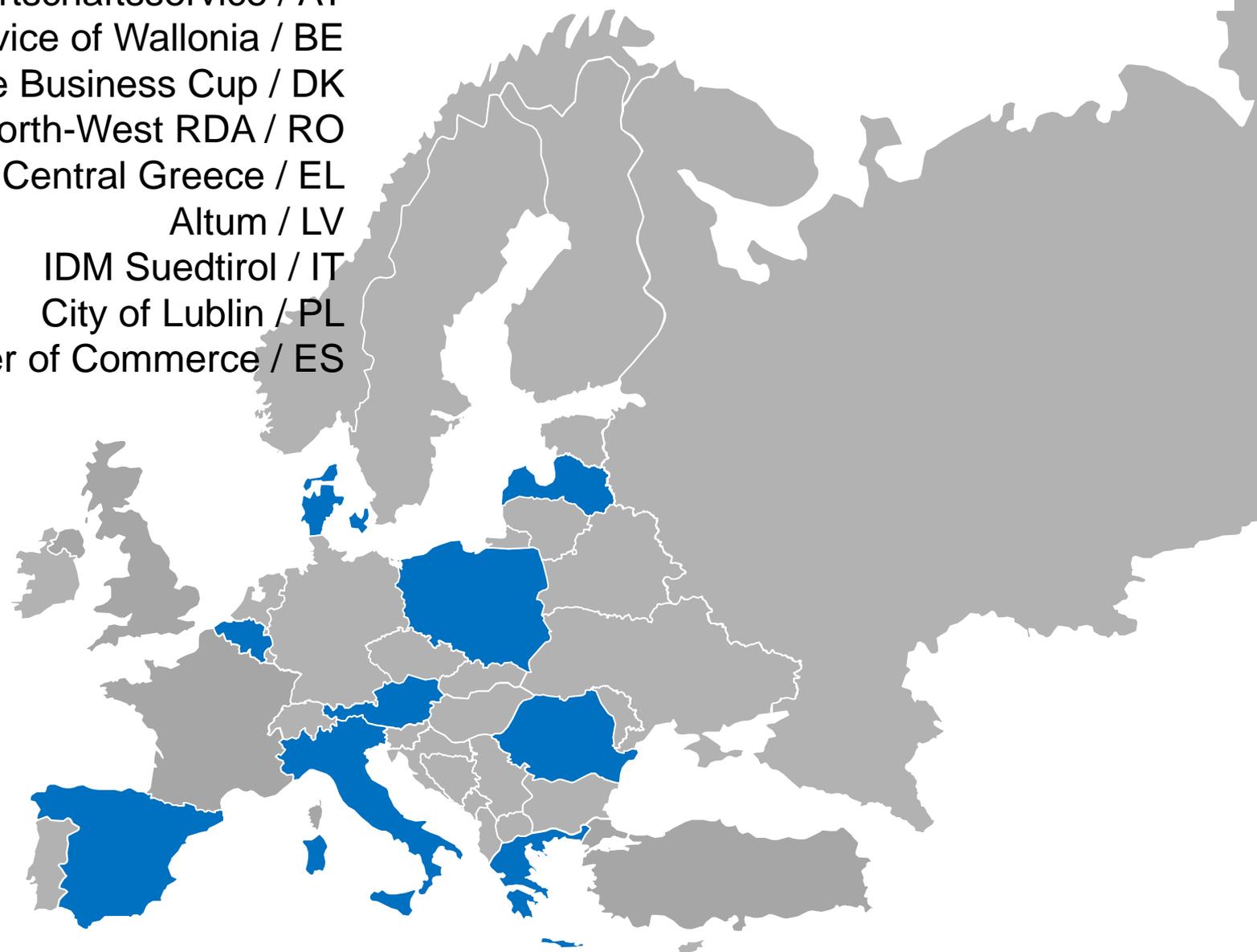


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RCIA strives to create a modern business ecosystem using the transformative power of creative SMEs as a key competitiveness factor for boosting the overall regional economy.

- Austria Wirtschaftsservice / AT
- Public Service of Wallonia / BE
- Creative Business Cup / DK
- North-West RDA / RO
- Region of Central Greece / EL
- Altum / LV
- IDM Suedtirol / IT
- City of Lublin / PL
- BCN Chamber of Commerce / ES



# RCIA - Our aim

RCIA aims to improve the Structural Funds policy instruments related to SME competitiveness through interregional policy learning. 4 objectives :

- Strengthen creative SMEs' competitiveness by **improving their skills** (development/execution of business plans, interaction with investors, mentoring programmes) and to support their growth on global markets
- **Adapt** various **funding mechanisms** to the **particularities of CCI** (including the possibility of capacity building measures for banks)
- Increase the awareness of companies from the **wider economy** on the **transformative power** (added-value) of creative SMEs for their own competitiveness
- Increase the **attractiveness and innovative image of a city/region/country** (attract talent, create & retain jobs in the respective territory).

**For Wallonia** : the goal is to reinforce the creative hubs by increasing the cross-collaborations projects between CCI's and traditional SMES.

# Good Practice

HUB CRÉATIF



WALLONIE PICARDE

# General presentation

- In the city of Tournai : **70.000 inhabitants**
- Multisectoral not focused only on CCI's
- New building : **October 2019**
- Funded by the ERDF
- Technicité ecosystem : **3000m<sup>2</sup>**
- Creative Hub :
  - **2\*160 m<sup>2</sup>** for the hub
  - **Rooftop 140m<sup>2</sup>**
  - **250m<sup>2</sup>** for the **FabLab**



# What they are doing?

Methodology based on complementarity between ideas and object by mixing the audience



Workshops, coachings and events to work on the idea.



Fablab's equipments to work on the object.

# Ressources needed

- Pilot phase 2014-2015: €160.000 - Walloon financing
- ERDF phase 2014-2020: €5.827.186
  - To finance HR cost (3.5 fulltime employees) + Building + equipments + events



# Evidence of success



- Promotion of creativity in its local ecosystem.
- More than 100 companies were accompanied
- Students and citizens also impacted by the different actions.
- Collaborations between artists and SME's
- Involvement in a cross-border interreg project : Protopitch 3.0 related also to the CCI's.





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Thank you!



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*Project media*