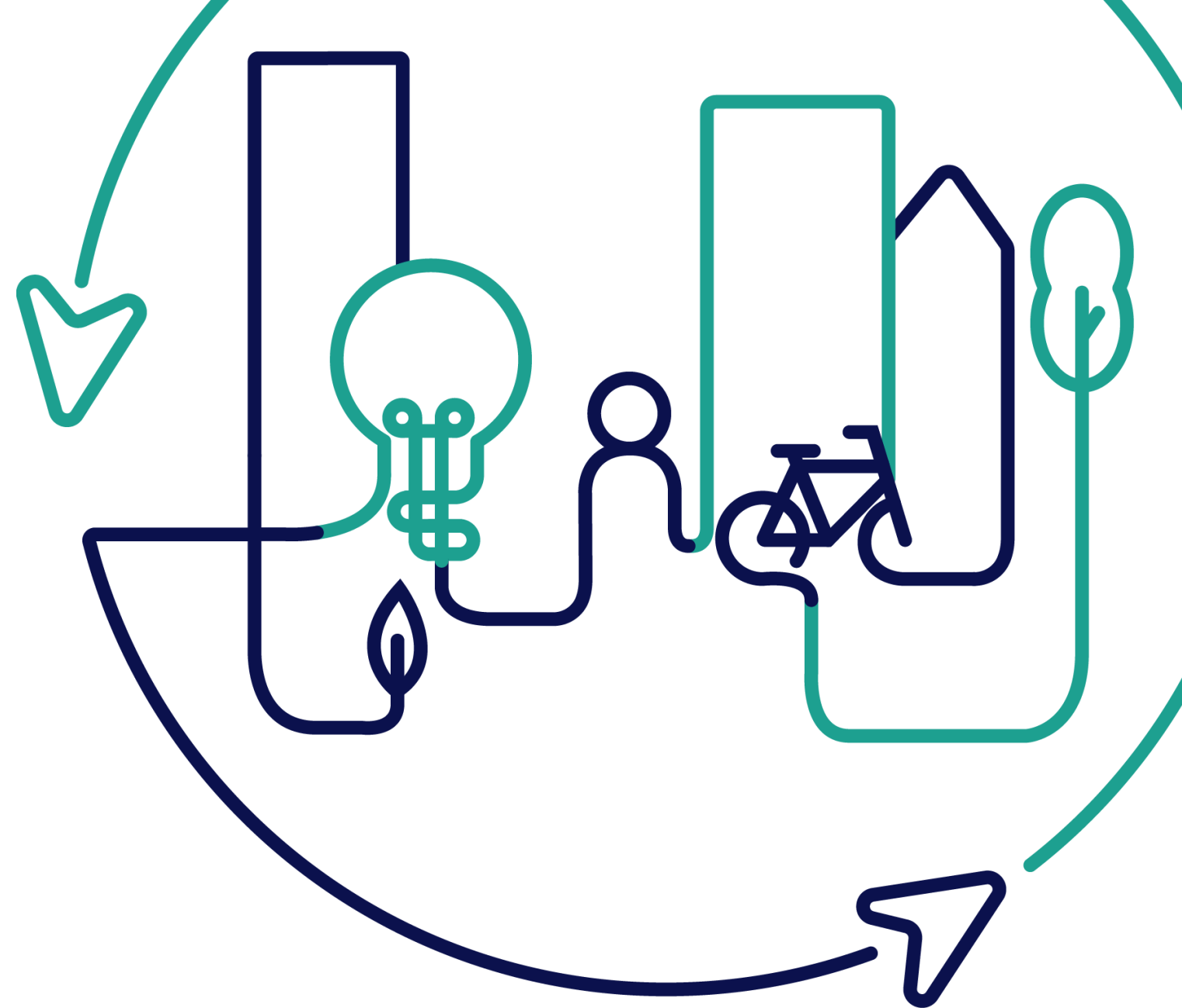


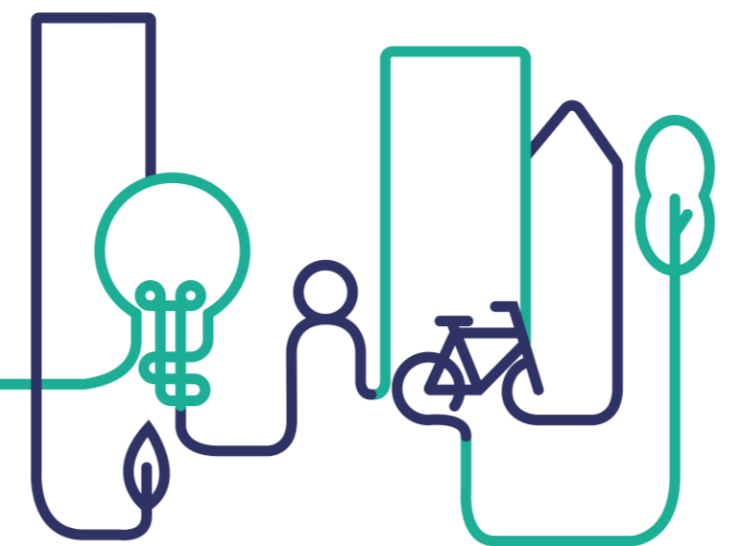
EUROPEAN URBAN INITIATIVE



Co-funded by
the European Union

FROM CHALLENGES TO SOLUTIONS: UNLOCKING NEB POTENTIAL WITH COLLABORATIVE TOOLS

Learning from Fábrica de Santo Thyrso



Co-funded by
the European Union

Session Plan



10:30

Introduction

10:35

Presentation by Vera Araujo

10:55

Questions & Comments

11:00

Group Activity

11:40

Feedback

11:55

Wrap-up & Close



Session Aims

1

To reflect on the 'how' of NEB. How to practically align your project with NEB values and principles.

2

To share the experience of the Fábrica de Santo Thyrso in overcoming challenges in their renovation project, aligning with NEB

3

To share and try out a practical tool from the NEB toolbox aimed at supporting stakeholder engagement and co-creation.

4

To promote participant discussion and exchange on NEB challenges & opportunities.



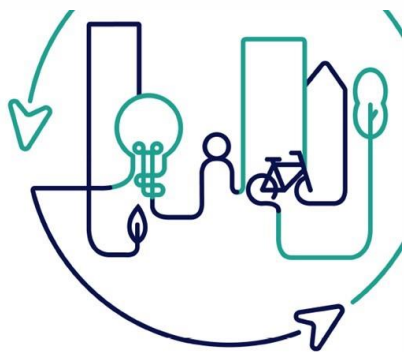
**Let's hear from
Vera & Fábrica
de Santo
Thyrso**

Building the Future: Integrating NEB values and principles in Heritage Regeneration under THRIVE - an EUI Capacity Building Event in Ireland - Limerick, 12/13 November 2024

**Fábrica de Santo Thyrso - Cultural and Creative Hub
Santo Tirso - Portugal**

**Vera Araújo - varaujo@cm-stirso.pt
Mariana Gomes - mgomes@cm-stirso.pt**

EUROPEAN
U R B A N
I N I T I A T I V E





Fábrica de Santo Thyrso - Cultural and Creative Hub

CULTURAL AND CREATIVE HUB

Santo Tirso is a small city, with 67 709 inhabitants, located in the north of Portugal, 25 km from Oporto, and in Ave Valley Region, the heart of the Portuguese textile industry.

The factory is an unavoidable reference in the collective memory of Santo Tirso and a fundamental space for understanding the This hub is being implemented in a former and very important textile factory of the Ave Valley, founded in 1898 which in the heady days came to employ over 1000 workers and that, after bankruptcy in 1990 came into the possession of the Municipality.

The project now underway in the factory, renamed "Fábrica de Santo Thyrso", consists on the development of a Cultural and Creative Quarter centred around the Textile and Fashion, and other cultural and creative industries.





1 CULTURAL SPACE

2 INCUBATOR OF FASHION
AND DESIGN (IMOD)

3 BUSINESS AND
INNOVATION CENTER

4 ALBERTO CARNEIRO ART
CENTER

5 INTERPRETATIVE CENTER

6 CESAE DIGITAL (Center for
the Development of Digital
Skills)



FÁBRICA DE SANTO THYRSO IN NUMBERS

TOTAL AREA **43.000 m²**

CULTURAL SPACE **2.200 m²**

INCUBATOR OF FASHION AND DESIGN **3.400 M²**

BUSINESS AND INOVATION CENTER **1230 M²**

ALBERTO CARNEIRO ART CENTER **1100 M²**

CESAE DIGITAL (FUTURE INSTALLATIONS) **2000 M²**

CAR PARK **400 PLACES**

AVERAGE ANNUAL EVENT **150**

NUMBER OF STUDENTS IN TECHNICAL COURSES
180



CULTURAL SPACE

This multifunctional space opened in October 2012 with a seating capacity of 1000 and is accessible to people with reduced mobility.

It hosts large-scale activities to promote entrepreneurship, as well as concerts, festivals, theatre, dance, performances, fairs, exhibitions, social and technical/scientific events, among others.



COMMERCIAL AREA



The project includes the creation of a commercial area, including a catering unit and three shops, complemented by public leisure and recreational spaces and a square located along the banks of the River Ave, which will seek to make the riverside fronts a space of social enjoyment for all of Santo Tirso's inhabitants, tourists and visitors.

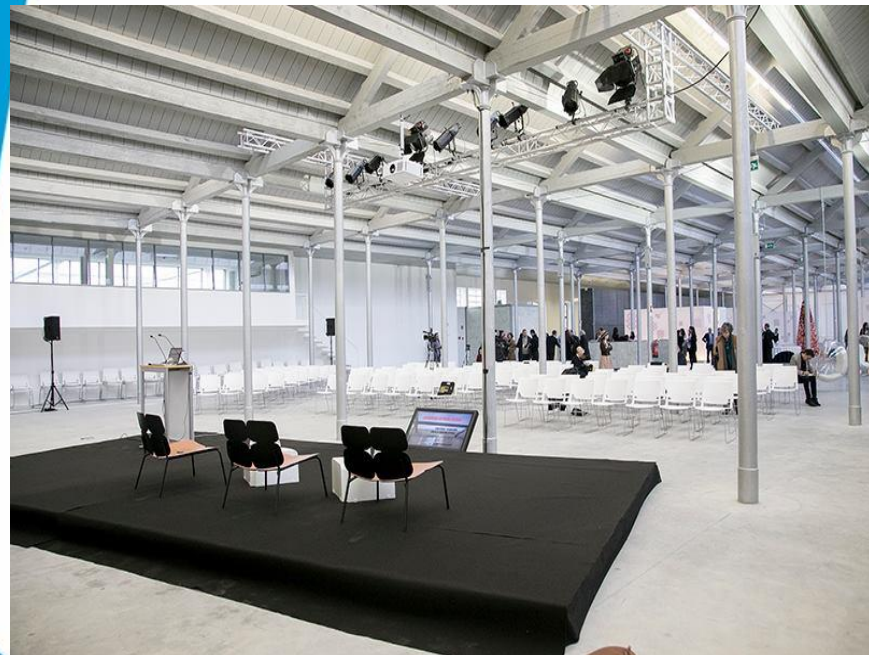


INCUBATOR OF FASHION AND DESIGN (IMoD)

Space of incubation of creative projects, which opened in 2013, has a value proposition in the form of nine spaces for the establishment of new creative companies in the area that crosses fashion and design.

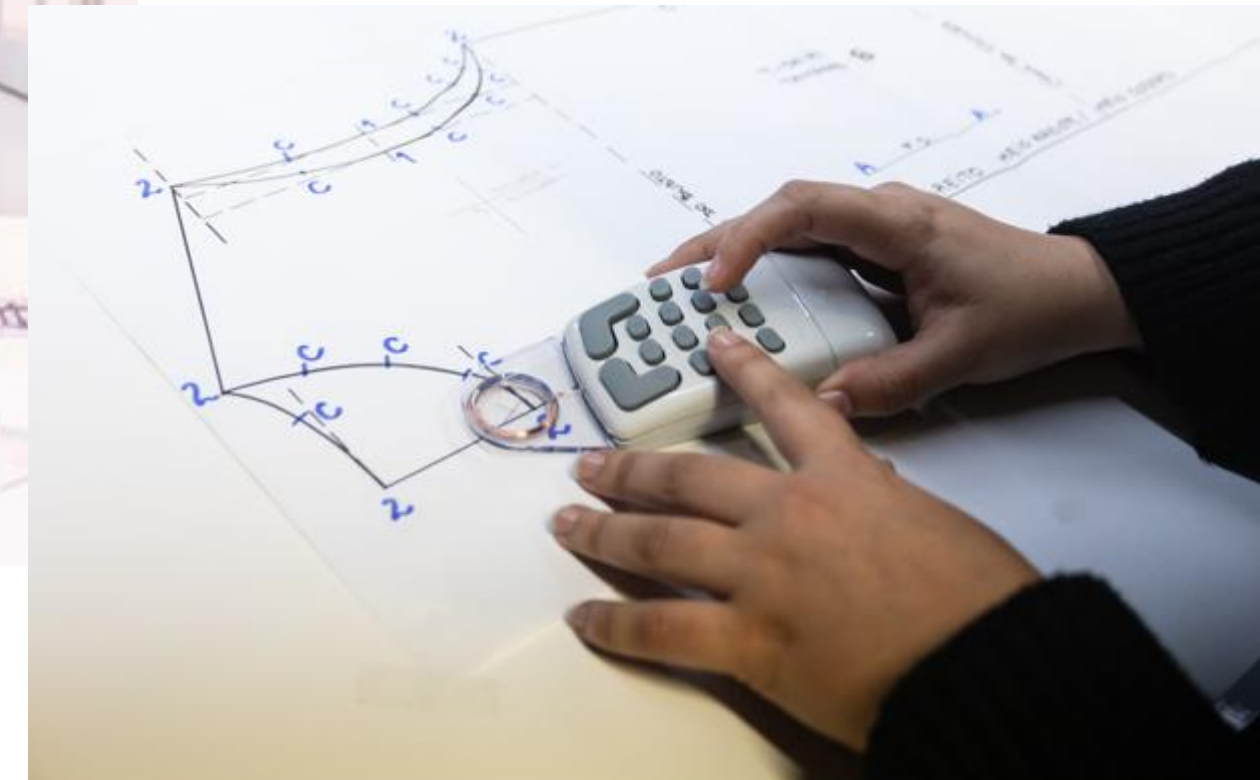
Laboratories: Dressmaking Fab Lab; Modeling CAD Fab Lab, Stamping F

IMOD



IMOD - TRAINING SPACE/COWORKING

Sharing spaces, points of exchange where talent and work are mobilised through transparent collaboration, with the aim of exceeding market expectations.



Protocols with Universities and Professional Schools

- ✓ ISEP – Superior Engeniering School of Porto;
- ✓ MODATEX - Profissional School training to Textil and Garment Industrie
- ✓ CICCOPN – Profissional School training to building and construction
- ✓ ESMAD - Media Artes e Design Superior School;
- ✓ CENFIM – Profissional School training to metalomecanics industrie
- ✓ CESAE DIGITAL – Center for the Digital Competences

IMoD/Entrepreneurial and Creative Talent in Santo

Tirso

Initiatives dedicated to the promotion of entrepreneurship, the development of skills and the promotion of good conditions for the creation of new companies as well as for the innovation, development and competitiveness of companies in the sector.

Implementation of three structuring initiatives to support entrepreneurship:

Santo Tirso Empreende - co-financed by Norte 2020, started in October 2017, its main objective was to promote and encourage business ideas and the creation of new companies in the municipality, in the areas of Design, Fashion and Fashion Design and Tourism Products and Services, responding to the existing challenges with regard to Innovation, Competitiveness and Creativity in the territory.



IMoD/Entrepreneurial and Creative Talent in Santo Tirso

AYCH - Atlantic Youth Creative Hubs

Objective:

The project built a model of social innovation for young people supporting social entrepreneurship, employment and education in the creative and cultural industries, including the Fashion Area, across the Atlantic Area, financed by INTERREG



IMoD/Entrepreneurial and Creative Talent in Santo Tirso

AYCH - Atlantic Youth Creative Hubs

Interreg Atlantic Area - AYCH, Atlantic Youth Creative Hubs

- ✓ 4 Atlantic coast countries
- ✓ 17 partners
- ✓ 14 delivery partners
- ✓ 14+ hubs
- ✓ 5 languages
- ✓ 1 collaborative mission
- ✓ 100's of deliverables



Shaping the future for an innovative economy

IMoD/Entrepreneurial and Creative Talent in Santo

CREATEX - Textile Heritage Inspiring Creatives **Tirso**

Objective

Re-use the heritage for the creation of new products / services and testing of new market opportunities (new products with cultural added value, new communication strategies, new business models heritage based)



IMoD/Entrepreneurial and Creative Talent in Santo Tirso

CREATEX - Textile Heritage Inspiring Creatives

Main Activities

- ✓ Workshops to raise awareness on textile archives preservation and exploitation
- ✓ Digitization of textile archives through the software Heritage Manager
- ✓ Workshops on creative and contemporary reinterpretation of textile heritage
- ✓ Creative residences involving young designers and artists focused on the contemporary re-use / reinterpretation of textile heritage
- ✓ Small collections as result of creative reinterpretation of digitized materials and creative residences
- ✓ Final exhibition / final publication / final conference

IMoD/Entrepreneurial and Creative Talent in Santo Tirso

CAPACITA IN **Objective**

Providing especially disadvantaged social groups, namely young NEETs (No Employment, Education and Training) and adults unemployed, including ethnic minorities, immigrants and people with disabilities, with new support instruments that promote their training and professional qualifications, in order to facilitate their integration into the labor market and promote their social inclusion.

CAPACiTA 

CAPACITAR PARA INOVAR, INCLUIR E EMPREENDER

IMoD/Entrepreneurial and Creative Talent in Santo

GIATEX - Smart Water Management in ITV **Tirso**

Objective

Respond to the challenges faced by textile refinement companies in terms of intensive water consumption.

To this end, the aim is to develop a set of tools that allow companies to:

- ✓ Reduce specific water consumption (use of less intensive ennobling technologies and adoption of treatment technologies that allow water reuse);
- ✓ Support the decision on the final destination of water (through the integration of process monitoring and control systems and a new tool to support water management).



IMoD/Entrepreneurial and Creative Talent in Santo Tirso

ATLIC – Atlantic Innoblue Communities Objective

Build a Young Pilot Community in the Atlantic Space “AA Innoblue”, through a collaborative ecosystem where young people can idealize, create and scale their proposals and solutions through innovation laboratories for the BLUE ECONOMY in the Atlantic Area.

Pilot
Innoblue Community

IMoD/Entrepreneurial and Creative Talent in Santo Tirso

ATLIC – Atlantic Innoblue Communities **Tirso** **Partnership**

PT - Câmara Municipal de Santo Tirso

PT - Incubo (Associação para o Centro Incubação Base Tecnológica do Minho)

PT - ACIF Associação Comercial e Industrial do Funchal

PT - InUAC (Incubadora de Empresas de Base Tecnológica da Universidade dos Açores)

SP - Vida Láctea

SP - Cámara Oficial de Comercio, Industria, Servicios e Navigación de Santiago de Compostela

FR - Blue-Lab (Fab Lab de Saint-Nazaire)

FR - L'École de design Nantes Atlantique

IE – IMI

IE - Donegal Youth Service



IMoD/Entrepreneurial and Creative Talent in Santo Tirso

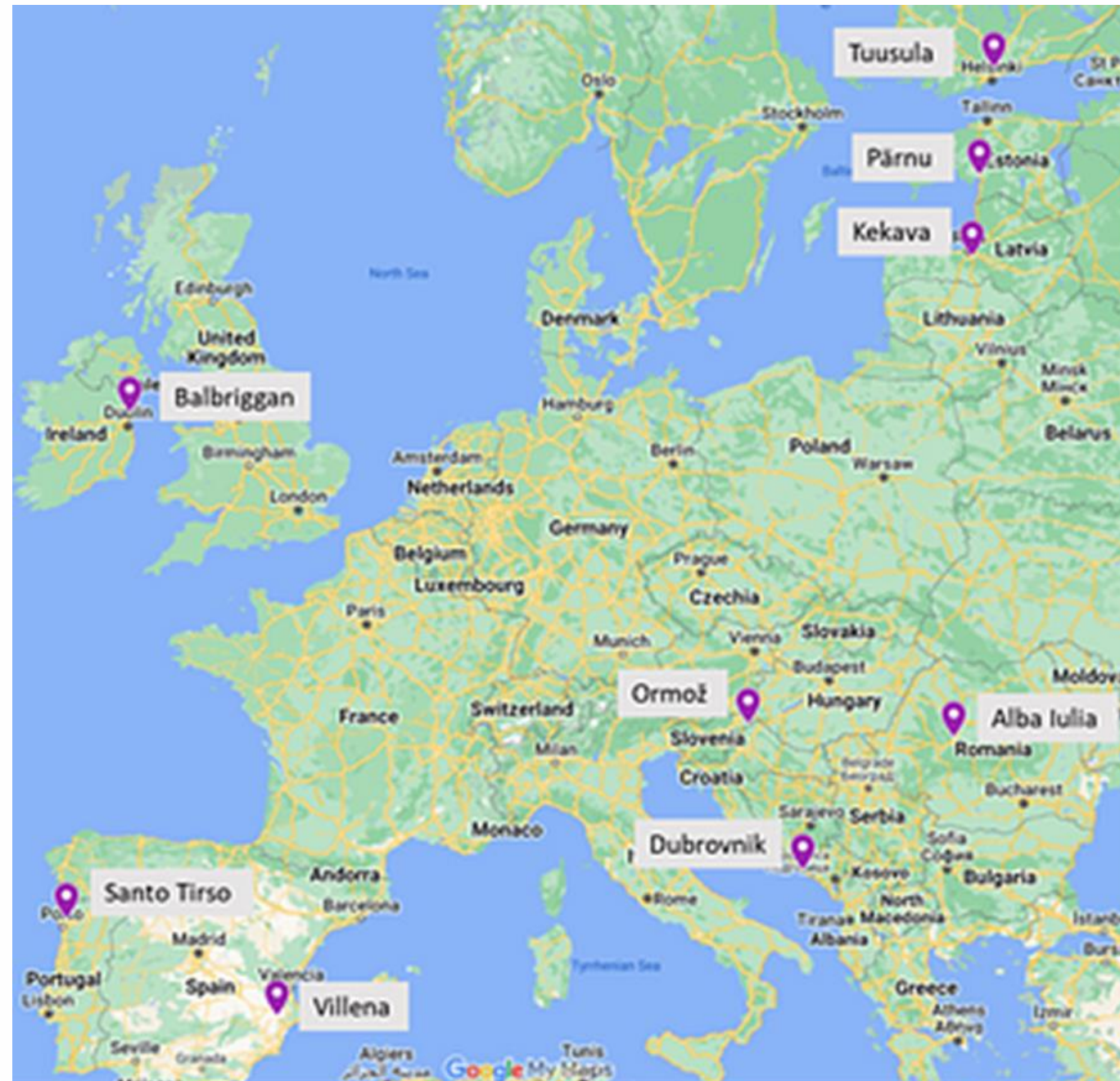
Eco Core URBACT IV Objective

“Green transition in small cities along transport corridors”

- ✓ The EcoCore Project focuses on accelerating the green transition in the industrial areas of partner cities.
- ✓ Its objective is to strengthen the capacity of small cities to address climate change, promoting a green economy agenda and helping companies, mainly, in the transition to low-carbon energy sources for transport, heating and electricity.
- ✓ The network's activities will create significant momentum for a green energy transition, especially in the working environments of industrial areas in partner cities.

IMoD/Entrepreneurial and Creative Talent in Santo Tirso

Eco Core URBACT IV Partnership



The EcoCore Project

Green Transition in Small Cities along Transport Corridors

Project Partners

City	Country	Population
Balbriggan (LP)	Ireland	27 292
Alba Iulia	Romania	74 000
Dubrovnik	Croatia	60 510
Kekava	Latvia	32 500
Ormož	Slovenia	11 833
Pärnu	Estonia	52 000
Santo Tirso	Portugal	67 709
Tuusula	Finland	39 718
Villena	Spain	34 000

IMoD/Entrepreneurial and Creative Talent in Santo Tirso

Economy Green Deal Circular Economy
Objective

- ✓ Support circular business innovation in the textile, polymers and agri-food and complementary sectors by establishing a Local Accelerator Hub, at the Santo Thyrso Factory;
- ✓ The Local Accelerator Hub will gather and share knowledge about good practices in sustainable and circular business models to support innovation in local companies and institutions ;
- ✓ Configure and test new circular business models, involving agents and actors from the business sector, education, associations and consumers.



IMoD/Entrepreneurial and Creative Talent in Santo

TEXAD - Advanced Circular Textile Waste Solutions **Tirso**

Objective:

Improve the policy instruments from European municipalities to adapt and align them to the new requirements set by the new EU regulations on textile waste management across Europe.

**Interreg
Europe**

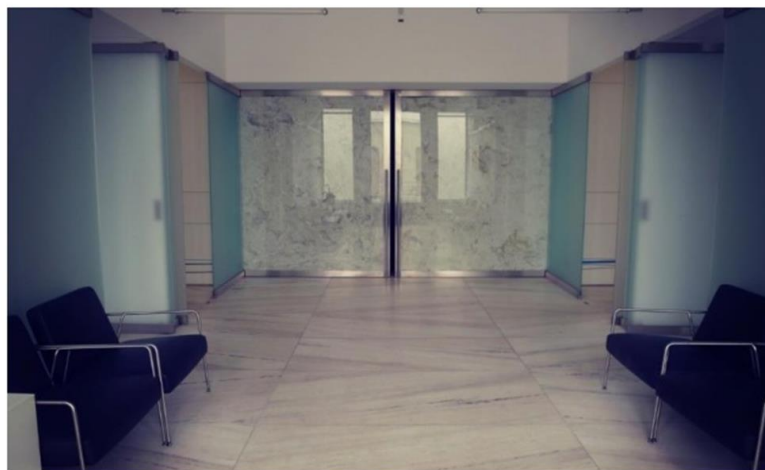


Co-funded by
the European Union

TEXAD

BUSINESS AND INNOVATION CENTER

CEI



Operating since 2009, it has 14 rooms equipped for incubating companies

BUSINESS AND INNOVATION CENTER

Promoters are offered equipped spaces to set up their companies, shared spaces and services for common use and support for the development and consolidation of their business ideas and their implementation through INVEST Santo Tirso. This is a body of the municipality that concentrates the functions of an investor support office and the economic stimulation of the municipality, which is housed in this building.

The physical and technical resources of IMoD and CEI make up a unique infrastructure in the country dedicated to Fashion and Design, supported by an Entrepreneurial Ecosystem that exists both in the Factory and in the municipality, which is fundamental to keeping this space dynamic, alive and creative.



ALBERTO CARNEIRO ART CENTER

A project aimed at safeguarding, preserving, researching and publicising contemporary art.

Its fundamental principles are sustainable development, creativity and the production of knowledge, and its mission is to raise public awareness of artistic expression. The management of the collection of the sculptor Alberto Carneiro was a fundamental objective.



Its programme includes a permanent exhibition and temporary exhibitions dedicated to contemporary art. It is a space for dialogue and confrontation between various artistic currents, integrating and inclusive, so that it can establish itself as a point of reference for innovative projects in the field of fine arts and cultural development in the region where it is located.

INTERPRETATION CENTER



Memory of the regeneration

CESAE DIGITAL (Center for the Development of Digital Skills)

The new Digital Skills Training Centre will be housed in four buildings at the Fábrica de Santo Thyrsó, available to accommodate training rooms, administrative services, a media library and catering space, under the protocol signed between Santo Tirso City Council and CESAE Digital (Center for the Development of Digital Skills). Estimated completion date end 2025.

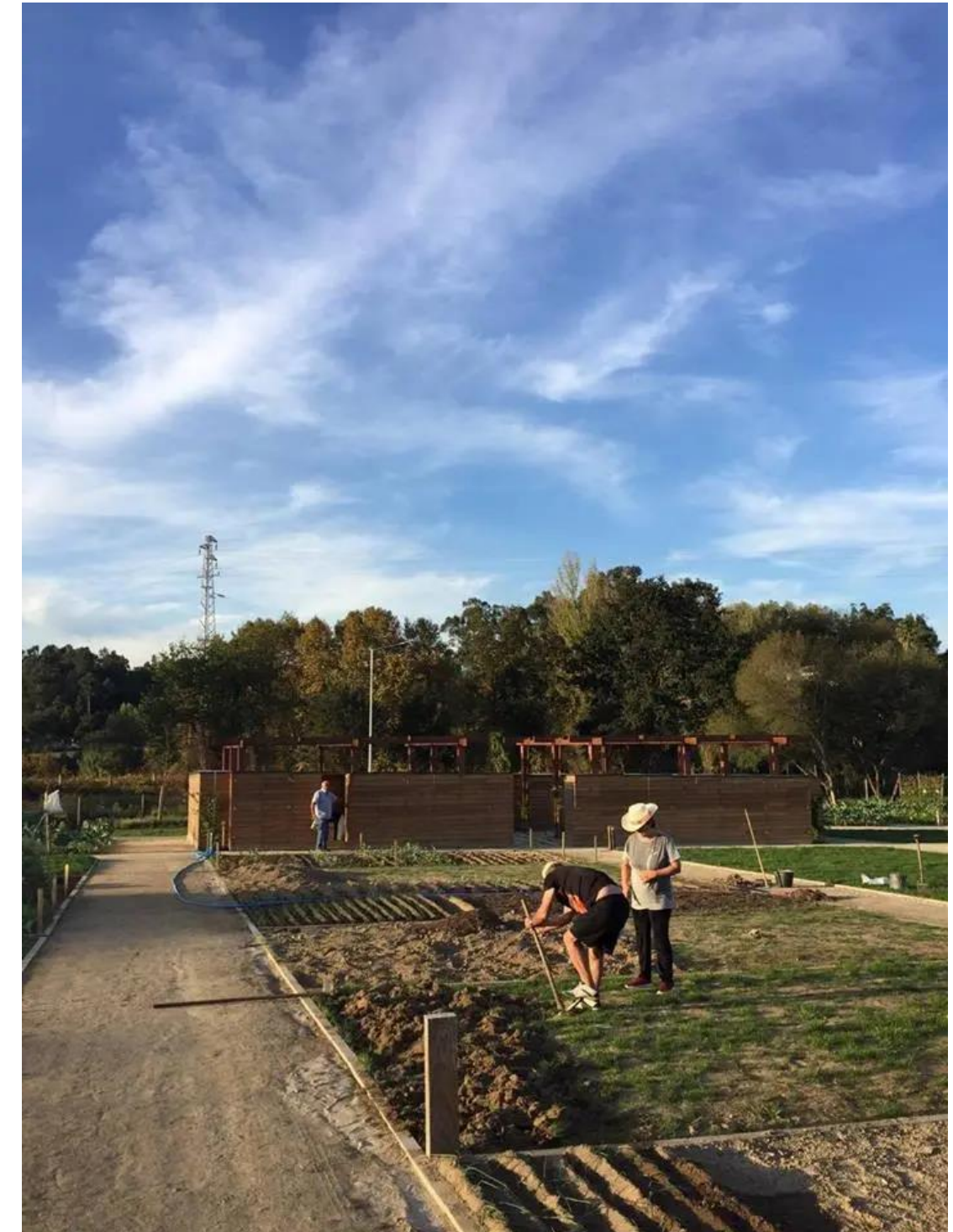
The creation of this Digital Skills Training Center aims not only to highlight the importance of digital in companies and their qualifications, but also to boost synergies with technological partnerships.



URBAN GARDEN

The Santo Tirso Urban Garden result of the winning project of the Youth Participatory Budget in 2014. Urban Garden is located on the grounds of the Fábrica de Santo Thyrso and now has 60 plots available for use by municipalities and institutions in the municipality.

The project is based on the design of a typology of urban green space for collective use that aims to enhance the “Cultural, Creative and Technological Quarter of the Santo Tirso Factory”. The use of plots is intended for the practice of sustainable agriculture, namely horticultural crops, aromatic, medicinal, ornamental or edible plants for self-consumption and/or for recreation and leisure of the respective user



The New Place to rebuild



INVEST SANTO TIRSO
GABINETE
DE DINAMIZAÇÃO
ECONÓMICA



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Avenida da Fábrica de
Santo Tirso, n° 88
4780-257 Santo Tirso
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**Questions
&
Comments**



**Group
Activity**

➤ **TO START...**
STAKEHOLDER MAPPING

Communities of policy-makers, implementers, civil society, researchers, private sector representatives, cynics, doubters need to become part of the creation of outcomes. NEB must engage with streamlining and realigning flows of value around the realities of people and place.

STAKEHOLDER MAPPING

HOW DOES IT WORK

- Discuss briefly on your current projects & select one as an example to use for this activity (5 minutes)
- Brainstorm potential stakeholders freely using the sticky notes & flip chart (10 minutes)
- Discuss and amend using the guiding questions at your table (15)
- Map the stakeholders on the grid (10)
- Appoint a rapporteur to provide feedback.
- Engage with Vera throughout for any comments or questions.



Feedback

RAPID FEEDBACK

- Was it a useful exercise? How likely are you to use it in future projects?
- Did any interesting or enlightening considerations emerge from the discussion?
- Did the exercise help identify previously overlooked or underrepresented stakeholders?



**What's next
for you?**

12:00

Plenary Discussion & Reflection

12:40

Applying NEB Beyond THRIVE

12:50

Closing

13:00

Lunch

Thank you

