Strategic Design, Regenerative Economy, and Resilient Rural Communities.
The Creative Nature Hub

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Sustainability and SDGs

sustain-ability

"assure and maintain a condition of
existence of quality over time".
(Fry, 2009, p. 43)

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Social Innovation and Collaboration

"new ideas (products, services, and models) that simultaneously address **social needs and create new social relationships** or collaborations.
(Murray et al., 2010, p. 3)

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Cultural and Artistic Entrepreneurship

the speech

"culturally composed and integrated stories that value, symbolize and represent well the capital and resources controlled by the entrepreneur."
(Davel & Cora, 2016, p. 370)

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Arte&Design

design, a process

"covers myths and meanings, philosophy, science, teaching/education, anthropology, sociology, material culture studies, media and cultural studies, economics, political science, economics and ecology".
(Fuad-Luke, 2009, p. 2)

Creative Activism

design, a process

"Awaken interest in these [social, economic and environmental] areas and show, often paradoxically or provocatively, that **there are different ways of seeing and solving [problems]**.
(Manzini, 2015, p. 46)

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Creative Hubs and Networking

"It is a place, physical or virtual, that brings together creative people. It is an organizer, providing **space and support for networking, business development and community engagement** in the creative, cultural and technological sectors."
(British Council, 2016)

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CREATION project

"supports women from ethnic minorities in **training entrepreneurial skills** and promotes their integration through cultural and artistic entrepreneurship." (Creation)

Creative Hubs in Portugal

The presence of networking spaces, knowledge sharing and support for cultural and artistic entrepreneurship are **spread heterogeneously across the territory.**

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Creative Nature Hub

Territorial Development | Innovation | Sustainability;
It promotes applied research practices, centered on Nature and people;
A conceptual reference.
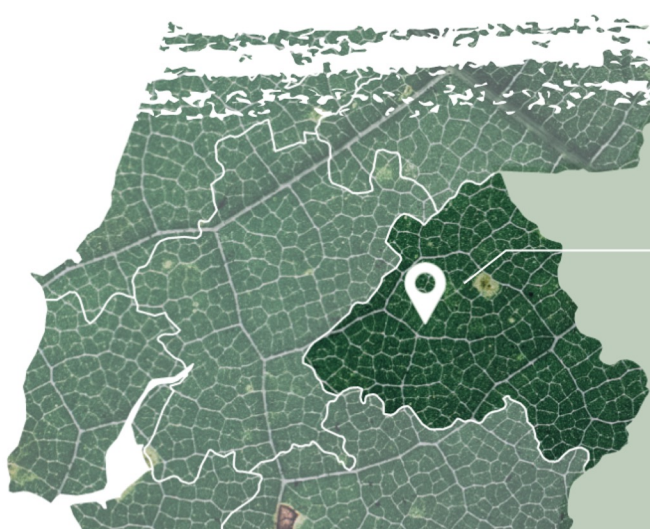
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Oleiros, Castelo Branco

Main objective

Development of a **project-based research process** for a business model for a sustainable creative hub geared towards social innovation.

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Research Questions

1. Customer Segment
2. Value Proposition
3. Channels
4. Customer Relationships
5. Revenue Stream
6. Key Resources
7. Key Activities
8. Key Partners
9. Cost Structure

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The 3 Case Studies

what? for whom? how?

Consultancy
Education
Local action

Sustainability
Ecological awareness
Global action

Collaboration
Innovation
Global action

Customer Segment

Companies and entrepreneurs with awareness and sustainable potential

Government entities

Organizations and foundations

Vulnerable groups

Value proposition

Space for education, research, sharing

Unite big and small entrepreneurs, realizing innovative ideas

Support and promotion of arts and culture

Student support

Channels

Physical and online space and events

Regional, national and international network

Social media

Customer Relationship

Co-creation, Networking and Collaboration
Sharing and defending common values
Sense of community

Revenue Stream

National and European support and funds
Membership Fees
Services provision
Crowdfunding

Key Resources

Solid network
Government partnerships
Investment
Knowledge and skills
Production infrastructures
Design, Marketing, Communication

Key Activities

Applied Research

New products, services and business models

Network management

Internationalization strategies

Impact evaluation

Key Partners

Universities & Regional, national and international Chambers / Parish Councils

Cultural and artistic associations, Cooperatives and Foundations

Local Entrepreneurs and Business Associations

Costs Estructucture

Human Resources

Infrastructure, online platform and space rental

Initial funding, management and investments

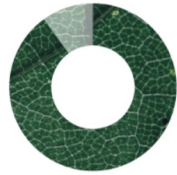Patents and publications

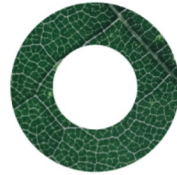Promotion, representation and marketing

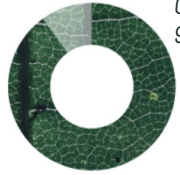# Revision, Validation & Optimization

by the Stakeholders
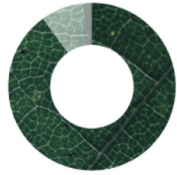
Value proposition
10/10 agree

Customer Segment
9/10 agree

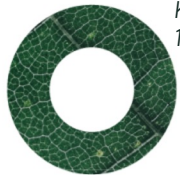*Customer Relationship*
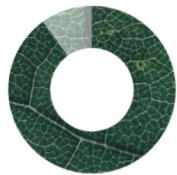*10/10 agree*

Channels
9/10 agree

Key Activities
9/10 agree

Key Resources
8/10 agree

Key Partners
10/10 agree

Cost Structure
9/10 agree

Revenue Stream
8/10 agree

SWOT Analysis

STRENGTHS

Contact Network
Multidisciplinary skills
Credibility
Strategic Positioning

WEAKNESSES

Craft production costs
Uncertainties of partnerships
Limited funding
Poor infrastructure

OPPORTUNITIES

Culturally rich place
Focus on rural regions
Decentralized economy
Better life quality

THREATS

Resistance to change
Loss of knowledge
Aging population
Lack of infrastructure

Roadmap Proposal

strategies for

Preventing **Threats** from the **Forces**;

Make use of **Opportunities** from **Strengths**;

Use **Opportunities** to minimize **Weaknesses**;

Minimize the dangers between **Weaknesses and Threats**.

The Strategies

Create proximity with local agents

1 year

Extend the commercialization scale

3 years

Transform and create new workspaces

5 years

Conclusions & Future Developments

Implementation of the model and strategies;

Enhance **access to innovation, sustainable and relevant way for communities.**

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Thank you for your attention

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