



## CREAConnect Launches to Empower European Creative Hubs and Drive Innovation Across Borders



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The much-anticipated CREAConnect project officially launches today, marking a significant step in transforming Europe's creative hubs and third places into dynamic incubators of innovation and inclusion. This three-year initiative, funded by the European Union's Creative Europe Programme, brings together leading creative organizations from France, Belgium, Italy, Spain, and Serbia to address shared challenges and drive progress.

Participating organizations include:

pali pali, an accelerator for cultural, social, and solidarity projects, pali pali creates and manages spaces like Usquare and Grand Hospice, fostering exchange and experimentation. Operating six hubs across Belgium and France, it supports over 400 projects annually with a focus on social and sustainable innovation. pali pali is a partner of France's "Entreprendre dans la Culture" mission.

B.Creative, a global network for cultural and creative entrepreneurs, B.Creative has hosted international events

and challenges since 2016, fostering interdisciplinary collaboration. It addresses issues like poverty, social cohesion, and climate change through creative entrepreneurship.

La Friche Belle de Mai, a leader in culture-led urban regeneration, La Friche is one of Europe's largest creative hubs, transformed from an industrial wasteland in 1992. It supports over 70 resident organizations and fosters inclusivity through arts and culture.

PAU, a creative hub and co-working space in Barcelona, PAU fosters collaboration and innovation across design, culture, and technology. Since 2015, it has supported professionals and organizations with impactful solutions, offering an ecosystem of events, programs, and connections. PAU is a Board Member of the European Creative Hubs Network.

LAMA, a consultancy agency for impactful change, specializes in designing and implementing sustainable innovation strategies. It is the co-founder and managing organization of two creative hubs: Impact Hub Florence, a local social innovation hub and MIM -Made in Manifattura in Florence.

Nova Iskra, a founding European Creative Hub Network member, is a pioneering creative hub in the Balkans established in 2012 to foster collaboration among people, organizations, and businesses. It develops programs and projects focused on social innovation, the green economy, sustainable CCS business models, responsible design, creative heritage, digital technology, and more.

CREAConnect aims to tackle critical challenges facing the cultural and creative sectors, including fostering transnational collaboration, enhancing innovation, promoting sustainability, and encouraging social inclusion. With an ambitious agenda, the project is built around three core actions:

**A Common Support Program:** A capacity-building initiative designed to strengthen skills, encourage collaboration, and foster innovation among participants.

**Thematic Hackathons:** Five international events where multidisciplinary teams will tackle pressing issues, supported by mentors and evaluated by European experts.

**Promotion and Capitalization:** A strategy to showcase and scale the project's outcomes, ensuring long-term impact.

"CREAConnect is about turning third places into vibrant hubs of creativity and innovation," said Edouard Meier, project director and managing director of Pali Pali. "Through collaboration and knowledge-sharing, this project will create opportunities for cultural expression, economic growth, and social inclusion across Europe."

Participants in the program will benefit from tailored training, expert mentorship, and support to develop their innovative ideas. The initiative culminates in a final event where the most promising projects will be showcased and scaled up for broader implementation.

The project's international dimension ensures a rich exchange of ideas and practices, paving the way for a more interconnected and resilient European creative ecosystem.

For more information about CREAConnect and how to get involved, visit [CreaConnect.eu](https://creaconnect.eu)

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