

**Materahub** is an **aggregator of people and business**, a “space” where they meet, encourage the **creation of new job opportunities** and the **promotion of sustainable development**.

Through materahub different subjects provide their expertise and ideas to valorise the local and regional community, which becomes the starting point and meeting place of **national and international creative realities** related to the HUB. For this reason, materahub provides **spaces and resources, links and knowledge, talents, opportunities and investments** to help people to turn ideas into reality.

Materahub’s primary objective is a better quality of life, made of the rediscovery of traditional values and innovative solutions to emerging needs, with **culture and creativity at the center of each project**.

Materahub promote know-how exchange and coworking activities, within its “officine”, with the aim to create and plan, through hubber’s work, creative yards in which give birth to new projects. Learning processes are vital for the development and empowerment of creativity and related skills, so materahub promotes new methodologies where creativity is used to make the learning path easier and much more participated by trainees/learners.

In a historical and social context in which the only sectors that enjoy growth and prosperity are those of culture and creative enterprise, the best way to look at the future is the **development of a economy of culture**: an alternative way for each community who wants to exploit its skills and distinguishing social, cultural and environmental factors solving critical problems like youth unemployment and brain drain.

Materahub is a consortium composed of:

- Quality Program: a consulting company specialized in EU funded project design and management, support to entrepreneurs, start-ups and young people (entrepreneurship education). Materahub is taking over all the EU projects Quality Program is involved in in order to ensure a stronger management and financial sustainability. To ensure a continuation of operational capacity the entire team working on EU projects at Quality Program is now in the EU project department team of Materahub.
- Quality For: a training body working at national level on tailored training for public and private bodies
- ACS Registrars: a certification body
- Artezeta: a social cooperative managing cultural heritage sites in the UNESCO heritage of Matera
- ICT experts: for the IT, R&D projects of the consortium

During the last three years, the focus of materahub's activities has been on:

- Promoting entrepreneurship as a mean for local development based on sustainability, social innovation and valorisation of local heritage material and immaterial
- Entrepreneurship Education for young entrepreneurs, wanna-be entrepreneurs, students through mentoring initiatives (in particular tailored on CCS)
- Business development supporting start ups specifically in the creative and cultural sector but also on tourism and other sectors
- Support to start ups and business incubators in connecting with other European experiences to be taken as benchmark
- Promotion of new models of economy based on social enterprise, social innovation and sharing economy
- Supporting Creative and Cultural operators to transform their projects into sustainable economic activities
- Promoting Cross Fertilization of Creative and Cultural Industries and traditional economic sectors to activate and foster innovation and new economic opportunities
- Supporting Creative and Cultural industries in Italy to be recognized by policy makers and receive adequate support in terms of public funding and public policies
- Supporting Creative and Cultural industries in South of Italy to become aware of their role in local sustainable development
- Supporting Cultural Centres at regional level to connect and enter into EU networks to promote competencies, resources and people exchanges
- Promotion of local cultural heritage and development of innovative approaches on safeguard, restoration and valorisation
- Promotion of new tourism models based on the interaction of tourism with creativity and culture and every day life of citizens
- Support to local food industry and food clusters to activate projects of internationalization of "Made in Italy" by joining efforts and productions
- ICT applied to Cultural sector

## Projects and activities managed during the last three years

### 1. C.A.R.P: May 2012 - ongoing

Materahub is one of the two Italian members of the Cultural Route of the Council of Europe “Prehistoric Art Trails”. This route gathers together all the European sites presenting in their cultural heritage traces of Cave and Prehistoric Art. Materahub represents Matera and the Park of Rupestrian Churches already UNESCO world heritage.

The network works on promotion and safeguard of those sites at regional, national and European level.

The role of Materahub in the network is connected to the promotion of tourism and tourist companies in the European network.

<http://prehistour.eu/>

### 2. MOBILITAS (Erasmus for Young Entrepreneurs): February 2011 - ongoing

MOBILITAS is one of the ongoing European Partnership promoting and managing the Erasmus for Young Entrepreneurs program. Materahub has been involved in the project through Quality Program, Intermediary Organization and coordinator of an European Partnership – MOBILITAS. Quality Program operational capacity and experience in EYE is now at Materahub being the entire structure and team transferred to ensure continuity to the implementation of the program but more structured approach to program implementation.

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries.

The exchange of experience and skills takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur to acquire the skills needed to run a small business.

The benefits for the host are coming from a fresh perspectives on his/her business and from the opportunity to cooperate with foreign partners or learn about new markets.

The stay of the beneficiary of the Erasmus program is partially financed by the European Union.

Materahub founders have been involved in the promotion of the program and in the cooperation as Host Entrepreneurs.

[www.erasmusforentrepreneurs.eu](http://www.erasmusforentrepreneurs.eu)

### 3. History Cube: June 2012 – ongoing

historyCUBE is a tool designed for Smartcities and Smartland, to collect and share stories of places and people.

Through the KNOWLEDGE of common goods, we believe it is possible to improve the CONSCIOUSNESS of citizens, in other words respect and a sense of belonging within their territories.

We want to involve schools, associations, churches, families, young and old people, creatives and entrepreneurs, students and professionals, to stimulate the COLLECTIVE CREATIVITY and bring out capability.

We want to stimulate the community to build collective goals and to participate actively in the protection and management of the common property.

A specific focus is dedicated to local SMEs and their contribution to the development of the community, from their history (past) to their future activities (future).

The winning project of the competition was called "your idea for the Country 2012", sponsored by the ItaliaCamp

<http://www.historycube.it/>

### 4. Educkate (Leonardo da Vinci – Knowledge Alliance): February 2013 – September 2014

EDUCCKATE's 11 partners in 7 countries implemented an innovative mentored internship scheme to boost the innovation potential of Higher Education institutions (universities) and companies, promoting an entrepreneurial mind-set among students.

The cultural & creative (CC) sectors becomes an attractive way of live, investment and tourism; they are key to sustainable economic growth. Recent reductions in public funding have lead to job losses & loss of expertise in small & medium sized CC organisations (SMEs). In an insecure economic environment, large graduate employment schemes are over-subscribed & SMEs report an application shortage. A new generation of entrepreneurs is needed to increase the long-term sustainability of the CC sectors & increase flexibility to future economic changes.

The project provided to the students in CC:

- access to business, in particular in CC SMEs;
- opportunities to develop business projects;
- new professional carriers.

The benefits for the universities came from the links with CC business and the potential partnership with specialized departments of the various universities in order to develop specific services/products/prototypes with potential commercialisation that could benefit from academic research/knowledge linked with the new developments of the academia.

#### Products

- Tools for mentoring & CC entrepreneurship
- Mentoring training for 105 entrepreneurs as mentors for students leading to 3-month internships
- Business training for 105 students to support development of business ideas
- Mentoring/entrepreneurship training for 21 students
- Mentoring/internship framework
- Database for innovative business projects
- Online Network connecting universities/entrepreneurs/students
- Mentoring/ entrepreneurship competence validation system (LEVEL5).

#### Innovation

Tailored training/mentored internship scheme for entrepreneurs, CC students and universities

Developing business projects

Assessment of competence development

The partners of the project left a legacy and a follow-up has been launched in Italy, UK, Germany through Materahub, Bupnet and UCL.

Materahub is exploiting the tools of Educckate in cooperation with University of Basilicata, University of Bari, University of Lecce, University of Cosenza, Milan Polytechnic University, GIOCA from Bologna.

[www.educckate.eu](http://www.educckate.eu)

#### 5. Creative Business Cup: June 2013

Materahub has been one of the Italian antenna for the Creative Business Cup 2013, the International business competition for Creative and Cultural Industries.

<http://blog.materahub.com/articoli/118/materahub-partner-ufficiale-della-creative-business-cup-2013>

#### 6. Rule the World and become entrepreneurs (Youth in Action): July 2013

A one week training/creative camp in Croatia, co-organized by materahub to stimulate young entrepreneurs and wanna-be entrepreneurs with a creative background to develop or improve their business ideas or to make sustainable their creative practice.

#### 7. Aspire2Create (Leonardo da Vinci Tol): October 2013 – ongoing

ASPIRE2 CREATE (A2C) addresses the problem of an absence of a training and competency framework for European organisations in the partner countries in one of the EU's growing

economic and employment areas - the Creative and Cultural Industries (CCIs). It takes as its starting point the innovative Competency Framework and Toolkit for Trainers in the Non-formal Learning Sector (NFLS) in the CCIs, which was developed through a 2009 Development of Innovation Leonardo project 'EURO-ASPIRE'.

The main aim of A2C is to transfer, adapt and develop this innovation in the partner countries. Its key objectives are to (a) transfer the Competency Framework to a new series of countries/regions and with new partners that were not involved previously, in Slovakia, Croatia, Estonia and Italy; (b) adapt and further develop the Framework and Toolkit to a new area - supporting creative business start up and enterprise.

With the new partners in ASPIRE2 CREATE, the transfer will start by retaining this dimension, but adapt the Framework with a new focus on the role of coaches, trainers and business advisers who support the creation of enterprise through creative start ups and self employment.

The partnership brings together organisations that reflect the diverse contexts in which the trainer/adviser group are deployed - artists associations, cultural centres, development agencies, business incubators - from Slovakia, Italy, Croatia and Estonia.

Tangible outcomes include: the Aspire Framework will be tested in 4 countries and produced in 4 new language versions: 12 trainers will be trained in the use of the Competency Framework through 'masterclasses' and online support; a new ICT-based data capture tool will be prototyped to assist with portfolio construction; 12 trainer/training managers/business advisers will participate in developing the 'new' domains for the Framework related to enterprise and creative business start up; 45 creative start ups and micro enterprises will receive support aligned to the A2C enterprise development programme: Research and needs analysis on the characteristics of business creation in the CCIs in the partner countries, including the gaps in VET provision and accreditation. In terms of impact, A2C will make accessible new, EQF-aligned learning materials for the target group, whose availability will be widely disseminated across the EU; formation of strategic links between partners in EU VET systems; upskilling of trainers/advisers, and multiplier benefits to creative start ups that they support in-project and beyond.

<http://www.euro-aspire.com/>

#### 8. Creative Land Europe: October 2013 - ongoing

The project creates a network among the European centers for culture and creativity with the aim to activate process of co-creation and cultural co-production.

The network will be called **Creative Land Europe** and it will share a cultural manifesto and a number of procedures for artistic co-productions, co-creation of ideas and sustainable projects, network plans for the internationalization and cultural exchange, crowd funding actions, training,

research and innovation actions, communication plans, promotion and awareness raising of the network Creative Land Europe.

To support the network facilitators will be trained and a web platform will be implemented for the crowdsourcing of activities.

The project foresees the following phases:

-Training for the operators of the 5 centers for creativity of "Visioni Urbane" for the profile of "facilitator of Creative Land Europe";

-cocreation of communication and awareness raising plans;

-cocreation of the management plan for coproductions and shared activities;

-cocreation of the web platform for the interaction among the centers of the network Creative Land Europe;

-cocreation of integrated systems for crowdfunding/crowdsourcing;

interaction with European centers for creativity with right characteristics to enter in the network Creative Land Europe;

-**workshops** of awareness raising "creative to creative", to realize cultural products/services among creatives of the centers included in the network Creative Land Europe.

#### 9. Wreaders: September 2013 – ongoing

Wreaders, first crowdediting web platform for publishing sharing services, dedicated to publisher houses, both published and unpublished authors and to readers too.

The project is concerned for those about to publish, for job or just for hobby. Specifically, Wreaders wants to facilitate the job of the following subjects:

- **Publisher houses** (to guarantee literary work selection to publish and to provide several low prices publishing services to a great number of authors, helping little publisher houses in managing an awful lot of work);
- **published and unpublished authors** (literary evaluation services, editing and communication).

The aim is to promote a high quality publishing, through well-evaluated and well-edited literary works.

Often, little publish houses can't provide good quality services because of an awful lot of works they must evaluate and edit. The reasons can be different, i.e. low number of human resources inside the editorial staff or short-terms work.

We think about Wreaders as a social media involving passions and skills of a wide range of readers. Through their work and passion, it is possible to select literary works to propose for publishing. For a publisher house, become a member means save time and money without renouncing editorial production's high-quality.

#### 10. Start-Up Communities: November 2013 – ongoing

Start-Up Communities (SUC) is a broad EU wide partnership project designed to identify core and innovative learning and delivery components of a service/programme/community that best encourages, inspires, supports and enables successful start-ups and entrepreneurs through life-long learning relevant and desirable for employability, enterprise and collaboration. Our project will research these components, each under the guidance of an expert, throughout our partner countries finding best practice, case studies, lessons learnt and future opportunities. We will then design a simple Start-Up Community model based on our findings to guide new SUC across the EU.

SUC is an environment in which entrepreneurship is supported and promoted by a team of key actors playing vital roles as training providers, inspirational models, mentors, possible investors, network facilitators and other feeders. All within the community are connected and all relationships are cooperative based and mutually beneficial in the long-term. In this environment, to foster entrepreneurship, in particular among young people, a number of learning/teaching/training processes happen and models/tools are applied.

Entrepreneurship education and the start-up era is happening all around Europe at different speeds and in different ways. There is a wealth of best practice, experience and innovation spread across the EU but not shared.

We want to propose a model containing all the learning elements that could be useful in a community ready to be engaged on entrepreneurship promotion and development

The project will search and highlight best practices emerging on entrepreneurship education (formal, informal, virtual, creative), make European wide research and comparison and create common guidelines.

<http://www.startup-community.eu/>

#### 11. Future of Our Past (ENPI): April 2014 - ongoing

The project "Future Of the Past" has as its main objective the creation of a systemic approach to the knowledge, protection, management, tourist valorisation and enforcement of those Historical



Centres (HC) of the Mediterranean countries involved, which for their peculiarities and specificity, have become centres of tourist and economic development, deserving, in some cases, to be included in UNESCO World Heritage List. Generally, project activities will be implemented in the following countries: Italy (Lazio, Basilicata, Campania), Egypt (Alexandria), Spain (Còrdoba), Malta (Malta), Palestinian Authority (Bethlehem), Tunisia (Monastir), Lebanon (Beirut).

The project aims at sharing, among Mediterranean countries, a cross-border model of socio-economic cooperation, focusing on the realisation and promotion of management and tourist valorisation plans of cultural and environmental heritage of specific HC, in order to strengthen and qualify their tourist usability.

Given the main objective, the specific objectives of the project are: a) studying the actual situation in the case study centres, as a starting point to build a new model of tourist planning; b) defining new and more effective strategies of development and tourist valorisation of HC selected and involved in the project; c) involving and training local and national actors and authorities for developing new strategies and action plans on tourism; d) creating a cross-border model of socio-economic cooperation valid for high tourist value sites, able to generate more significant tourist flows; e) creating a Mediterranean Network to promote institutional, economic and tourist cross-border cooperation at HC level, exploiting new technologies and creating Mediterranean integrated tourist supplies.

<http://www.futureourpast.eu/en/>

#### 12. HE Main (Smart Cities programme): to start

HE-MAIN (Heritage Maintenance) is a pilot project financed by the Italian Ministry of University and Research on the program SMART CITIES.

The project wants to test new methodologies, procedures and products to innovate the actual system of maintenance and recovery of the Italian Cultural heritage.

The dimension of the project is of 12 million euro.

#### 13. Italian Food Experience: ongoing

Materahub has launched a business initiative to promote the Italian Food industry through a process of networking, clustering and internationalization of food producers in the world.

Italian Food Experience wants to put together enterprises and organization for the promotion and trading of Italian Food around the world. With the help of modern technologies, the World Wide Web and Materahub know-how acquired by the team in more than twenty years of experience, to put at the service of enterprises the ability to be brokers and dealers inside the big market.

Through creating the Hub Food, a virtual place where demand meets offer, Materahub is willing to make the large-scale distribution process easy in delivering Italian food products all over the world.

<http://www.italianfoodexperience.it/>

#### 14. Creative Business Cup 2014

Materahub has been the Italian host for the Creative Business Cup 2014, the International business competition for Creative and Cultural Industries. In November, the team of materahub will guide the selected Italian winner to the final in Copenhagen (Denmark)

<http://www.creativebusinesscupitalia.it/>

#### 15. CRESCO and the Creative and Cultural Industries of Matera and Basilicata

Materahub has supported and becoming founder of the CRESCO foundation. CRESCO is part of the regional program Visioni Urbane, promoted by Basilicata Region, to structure a foundation active on the promotion of creative and cultural industries from regional to national and European level.

CRESCO has been active in the process of candidature of the city of Matera as European Capital of Culture 2019. Materahub has been the link of the foundation with the European network of creative and cultural industries, cultural centers, business incubators for creative industries.

Materahub is now responsible for the training on entrepreneurship education for members of CRESCO and for the participation in EU funded projects.

#### 16. Process of candidature of Matera as European Capital of Culture 2019

The experts of Materahub actively supported the Committee created by Matera municipality, to present the bid for ECOC 2019. The city got the award in October 2014 thanks also to some of the projects Materahub proposed as part of the bid book and that will be implemented until 2019.

#### 17. Cooperation with Sviluppo Basilicata as networkers of the Incubator for Creative and cultural Industries in Matera: October 2014 - ongoing

Materahub is supporting Sviluppo Basilicata, a regional development agency of the regional government, working as networker and reference for the SMEs incubated in the incubator for creative and cultural industries of Matera. The business incubator is placed in the UNESCO site of Sassi. Materahub is in charge of the internationalization process of the companies in it, on the support and access to European funds for SMEs and on the creation of partnership at European level.

[http://www.sviluppoitaliabasilicata.it/index.php?option=com\\_content&view=article&id=157&lang=it](http://www.sviluppoitaliabasilicata.it/index.php?option=com_content&view=article&id=157&lang=it)

#### 18. European Creative Hubs Forum: January 2015

Materahub has been invited to join the event organized in Lisbon by ADDICT and British Council. It has been the occasion for managers of incubators, coworking and hubs, particularly working with Creative Industries, to network and create a common platform for training, financing and other opportunities.

<http://creativehubs.org/>

#### 19. Creative Business Cup 2015

Materahub is the Italian host for the Creative Business Cup 2015, the International business competition for Creative and Cultural Industries. In November, the team of materahub will guide the selected Italian winner to the final in Copenhagen (Denmark)

<http://www.creativebusinesscupitalia.it/>

#### 20. Erasmus + KA2 Strategic Partnership: September 2014 - ongoing

Break-in The Desk: Materahub is lead partner of this project involving 10 partners from 8 EU countries. The project is working with artists and creative to provide them with those entrepreneurial skills and competences they are in need to make their activity sustainable and economically viable. Furthermore the project wants to train artists and creative to intervene into SMEs and Public Authorities, with disruptive actions, to activate processes of change and innovation.

[www.breakinthedesk.eu](http://www.breakinthedesk.eu)

Start-up Internationalization: the project wants to develop a training path for consolidated European start-ups to ease and foster a process of internationalization. The partnership, composed by 6 partners from 5 countries, will develop an online platform in which entrepreneurs and start-uppers will find information, tools and an online course to better explore international market opportunities for their business.

<http://startup-internationalization.eu/>

MENTEE: based on the experience of the EYE program, this project wants to provide young entrepreneurs with an online platform where they could meet their mentor that would help them developing and strengthening their business idea. The project will work in parallel with experienced entrepreneurs to train them as Mentor with the Mentoring circle methodology, and with young entrepreneurs by better understanding with them their entrepreneurial competences needs. The online network will follow the approach developed by Materahub in the internal project "Meet Your Mentor". The project covers 5 countries with 6 partners.

<http://www.mentee-project.eu/>

EILEEN: this project is working on intercultural competences needed by European companies managers to better work with their more and more intercultural team and employees. A training will be provided to them on how to improve their intercultural understanding. On the other side, the project will also work with young people searching for a job in another European country, more and more in needs of intercultural knowledge to adapt to a different context. The two target groups will interact through a business project based internship activities.

<http://eileen-eu.org/>

ESSE: this project wants to create a training path for school teachers and trainers on how to integrate elements of social enterprise into their educational and training methodologies and contents to stimulate young people, students and potential entrepreneurs to use entrepreneurial competences for their working activities or daily life. The partnership is composed by 7 partners from 4 countries.

App4VET: this project is targeting business consultant working with SMEs to let them become able to propose, use and develop app that could be relevant for European business in different sectors.

#### 21. Erasmus + Knowledge Alliance: September 2014 – ongoing

On February 2015, Materahub will start its participation in another Knowledge Alliance project called PROMOTE. The project aims at promoting and validating social, personal and organisational key competences such as entrepreneurship, civic competences and learning to learn with the help of an innovative, self-directed learning approach at the interface of higher education and business.

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Materahub is currently working on new proposal to support creative industries and traditional economic sectors by connecting them and creating spill-over effects in which creatives can become innovation elements in traditional companies.

Materahub is also continuing the daily activity of young entrepreneurs support.

#### 22. Entrepreneurship education related initiatives: 2014-2015

- Developing entrepreneurial attitudes and mind-set in Italian young people. We are trying, through workshop and seminars, to interact with young people directly (age 15-18) in order to stimulate in them a different approach towards their future (studies and career). Through business games we try to let them understand how is the world of entrepreneurs and how they could apply some of the entrepreneurial skills to every day life. In this area, Materahub is working with the following partners: Junior Achievement, Work In Progress, Mine Vaganti, In Tour.

- Entrepreneurship education for school teachers and professor: we believe that school and education in general should provide the first insight into entrepreneurial world. By inspiring young people and inviting them to take risk, not to be ashamed of failure and to be active in the life, school and education can be the first place where to start innovation for the society. Workshop and training event are delivered to update teaching methodologies.
- Entrepreneurship education for families: very close to what we do within school and with educators, the activities we are developing with families are based on the same principles. The mentality of young people is based firstly on the elements provided by parents. If parents inspire their children, invite them to be proactive, they can have more option in their professional future.
- Linking universities and companies through business plans proposed by students: thanks to the experience of Educckate and EYE, we are working with several Italian and European universities to build connections with companies and economic sectors by proposing them the development, in the framework of mentored internship, of innovative business plans proposed by students. The model proved to work and become a fertile field for innovative solution for companies and better employability skills for students.