



## IN SITU – Place-based innovation of cultural and creative industries in non-urban areas

(GA Project 101061747)

**Deliverable 6.3 (D6.3) – Project website and logo**

**Work package WP6 – Communication, Dissemination and Sustainability**

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Author Name, Partner short name	Description	Date
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## Executive Summary

This report on the creation of the IN SITU project website and visual identity (Deliverable 6.3) has been developed within the Communication, Dissemination and Sustainability work package (WP6), which is led by CES with the involvement of all project Partners.

The project website and visual identity are considered the cornerstones of all of the project's communication and dissemination initiatives, ensuring a solid base for communication about the project, dissemination of its research outputs, and providing a credible and professional image supporting other project efforts aimed towards the eager reception and exploitation of results. The project's visual identity and website were designed by design company Contágio Criação ([contagiocriacao.com.br](http://contagiocriacao.com.br)) under the supervision of the project Coordinator.

The IN SITU visual identity comprises a professionally designed logo, primary and secondary colour schemes, circular templates for photos, and other graphical elements that will complement the logo. The logo for the IN SITU project includes the full project name, "place-based innovation of cultural and creative industries in non-urban areas." The logo graphic includes a variation in colour from lime green to turquoise-green, which alludes to the sea of coastal cities. The symbol of the logo represents two non-central regions emitting knowledge and interacting with each other.

Lime green and turquoise-green comprise the primary colour scheme for the project's materials. Three complementary and vibrant secondary colours provide a wider palette for design: dark blue, yellow, and orange. IN SITU's primary colours and secondary colours are presented, as well as some examples of how the IN SITU logo can be used in a more complete visual identity.

The IN SITU website – [insituculture.eu](http://insituculture.eu) – is the primary source of public information about the project and is hosted by CES. The site's main purpose is to serve as a repository and primary communications hub for all relevant information about the project. It will also be the hub of a web of social media channels that will serve to reach various target audiences and, in part, direct them back to the resources at the website.

The IN SITU website was designed to be a platform consistent with the IN SITU identity elements that is attractive and informative to a mixed audience (i.e., not only researchers). The development of the visual identity was completed first, and the development and launch of the website occurred in phases, with images of key pages developed for review and input, the homepage and initial key pages launched "live" on 15 September 2022, and the launch of the remaining sections on 20 September 2022. The website will be continuously updated, and maintained for 3 years following the project.

The website includes two "sides": a public side, which is central to the dissemination of information about the project and which will promote the project's activities and outputs in an attractive way; and a private (password-protected) internal side (i.e., backoffice) for consortium members. The organization of the public side of the website, and images of a series of webpages are presented.

## 1. Introduction

This report on the creation of the IN SITU project website and visual identity (Deliverable 6.3) has been developed within the Communication, Dissemination and Sustainability work package (WP6), which is led by CES with the involvement of all project Partners. The project website and visual identity are considered the cornerstones of all of the project's communication and dissemination initiatives, ensuring a solid base for communication about the project, dissemination of its research outputs, and providing a credible and professional image supporting other project efforts aimed towards the eager reception and exploitation of results.

The IN SITU website is the primary source of public information about the project and is hosted by CES. As detailed in this report, the site's main purpose is to serve as a repository and primary communications hub for all relevant information about the project. It is a key component of the IN SITU communication and dissemination strategy and a critical asset of the IN SITU project as a whole. It will also be the hub of a web of social media channels that will serve to reach various target audiences (see the *Communication and Community Engagement Plan*, D6.1) and, in part, direct them back to the resources at the website.

In an ever-more-crowded media marketplace, a distinctive and consistent visual identity is an essential dimension of effective communication. Thus, the coordinator of the IN SITU project has put much thought into the logo and visual identity developed and chosen for the project, including background research on the images of other research projects on CCIs, rural entrepreneurship, and other projects that are considered aligned with IN SITU and likely to be "grouped together" in policy contexts.

To ensure an attractive and coherent identity across communication platforms and activities, and applying the principle of best-value-for-money, CES solicited proposals from a variety of design companies. Following a review of proposals, CES engaged a professional design firm, Contágio Criação, to develop the project's visual identity, website, and templates for various communication tools. These have been developed in close collaboration with CES.

This work on the IN SITU Visual Identity and the IN SITU Website is also documented in the *IN SITU Communication and Community Engagement Plan* (D6.1).

## 2. IN SITU visual identity

A strong visual identity and the promotion of "brand" recognition is a key communication objective. The IN SITU visual identity comprises a professionally designed logo, primary and secondary colour schemes, circular templates for photos, and other graphical elements that will complement the logo.

### 2.1 Logo

The logo for the IN SITU project, which includes the full project name, "place-based innovation of cultural and creative industries in non-urban areas," was designed by the company Contágio Criação in coordination with CES. Several versions of the logo have been produced to accommodate horizontal and vertical



applications, as well as a simplified version (without the full title) for use in smaller sized applications where this text would not be readable. These are presented in Figure 1. The IN SITU logo will be used on all external communication materials.

For the text of the logo, the designers used Biome, a futuristic sans serif typeface, with rounded shapes and unconventionally shaped letters, for a modern look that adds a strong personality to the logo. This text is also used on the project website, and is a highly readable font in print and online.

The logo graphic includes a variation in colour from lime green to turquoise. The symbol of the logo represents two non-central regions emitting knowledge and interacting with each other. The creation of the logo started from the concept of non-urban CCIs as poles and transmitters of innovation, with influence in their region and that interact with other regions and with each other, exhibiting multiplicities of interaction, like ripples or waves on a lake (see Figure 2). The interacting waves can be viewed as “coming in from the margins” to influence the larger whole, reflecting the non-urban geographic focus of the project as well as the long-standing plea to bring culture “in from the margins” of policy. The open waves, rather than closed circles, also signify open networks and possibilities for the inclusion of additional agents in communication, collaboration, and influences.

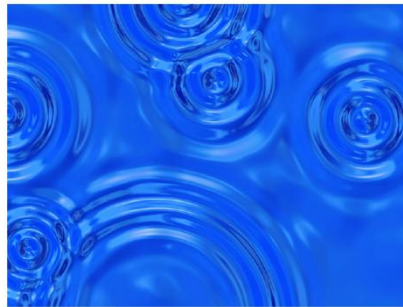
Figure 1. IN SITU logo (variations)



Figure 2. IN SITU logo inspirations



Location / Transmitters



Multiplicity / Interaction



## 2.2 Colour scheme

For the colour palette, the designers started with lime green, a color linked to innovation, that also refers to the green fields of smaller cities. The logo design incorporates a variation in colour from lime green to turquoise-green, which also alludes to the sea of coastal cities. These two colours comprise the primary colour scheme for the project's materials.

Three complementary and vibrant secondary colours were selected to provide a wider palette for design: dark blue, yellow, and orange. The inclusion of orange as a secondary colour represents South America's use of "the orange economy" to refer to the "creative economy" or the CCI sector. This term has been adopted by UNESCO and the International Development Bank (IDB), among other international agencies. IN SITU's primary colours and secondary colours are presented in Figure 3. Figure 4 presents some examples of how the IN SITU logo can be used in a more complete visual identity.

Figure 3. IN SITU main and secondary colours

Main colors



Secondary colors



Figure 4. Three illustrative examples of IN SITU logo and identity in various settings



### 3. The IN SITU Website: [insituculture.eu](http://insituculture.eu)

The IN SITU website will be the main information showcase of the Project. The domain name for the IN SITU project, [insituculture.eu](http://insituculture.eu), was secured prior to the launch of the project. The website is designed by design company Contágio Criação ([contagiocriacao.com.br](http://contagiocriacao.com.br)) under the supervision of the project Coordinator, producing a platform consistent with the IN SITU identity elements that is attractive and informative to a mixed audience (i.e., not only researchers). The website is hosted by CES.

Given the desire to finalize the project's visual identity and then ensure the website is fully designed with that identity integrated into it (rather than slapping a logo on a standard website design), the development of the visual identity was completed first, and the development and launch of the website occurred in phases, with images of key pages developed for review and input, the homepage and initial key pages



launched “live” on 15 September 2022, and the launch of the remaining sections on 20 September 2022. The website will be continuously updated, and maintained for 3 years following the project (i.e., to 2029).

The IN SITU website is the primary source of public information about the project. The site’s main purpose is to serve as a repository and primary communications hub for all relevant information about the project including mission statement, timeline, conceptual frameworks, methods, formal deliverables, informal outputs, latest updates, photos, videos, webinars, etc. It is a key component of the IN SITU communication and dissemination strategy and a critical asset of the IN SITU project as a whole.

The website design provides a strong visual dimension, reflecting the creative nature of the project. It conveys dynamism through the inclusion of links to social networks and a “news” area that will provide updates on the project and developments from the IN SITU Labs. It is produced in English.

The website includes two “sides”: a public side, which is central to the dissemination of information about the project and which will promote the project’s activities and outputs in an attractive way; and a private (password-protected) internal side (i.e., backoffice) for consortium members. The organization of the public side of the site is presented in Figure 5. Images of a series of IN SITU webpages are presented in Figure 6. Some of the website pages, such as those profiling the IN SITU case-studies that will be selected in 2023, have been pre-designed as templates which will be “activated” when the appropriate content is available. The internal side of the website will have a shortcut URL to reach it ([Insituculture.eu/login](https://insituculture.eu/login)), which is intentionally not visible to the general public. To enter the private side, Partners will have to enter a username and password.

The website was built using WordPress. Editorial maintenance and regular updates are responsibilities within WP6. A dedicated member of the Coordination team at CES will manage this work within the project. Each WP Lead and Lab Partner in the project is responsible for providing regular updates and editorial support. In the upcoming months, the Consortium Partners will assess the communication needs of WP3, WP4, and WP5 and ensure these are addressed and become key dimensions of the ongoing communications workplan.

The private internal side, with restricted access to the project partners through password-protected entry, contains planning and administration documents and resources, including confidential Deliverables, communication templates, minutes of meetings, and other internal documents. This will be managed by the coordinator of Communication and Dissemination at CES.

Figure 5. Structure of the IN SITU website (public side)

#### About IN SITU

- Project overview
- Objectives
- Key Activities
- Research teams
  - o Name, short description and logo of each Partner – with links to the organization
  - o List of names of researchers involved (and links to their online CV)
- Outreach Partners (with links and organization logos)
- International Advisory Board members (with link to online CV)

#### IN SITU Labs

- Map of Lab locations
- Description of each location and its CCI ecosystem

#### Case-study projects

- Overview description
- For each case-study project – 12 projects (2 for each Lab) – Title, location, organization, image(s)/AV, text description, link to register (with each organization) [Placeholder template – to be selected in 2023]

#### News

- Area for brief updates, linked to individual page for each story
- Feed from social media

#### Resources

[There are many different types of outputs/resources to be produced - listed here are tags (for searching/organizing), to be added through a template for each item produced.]

- IN SITU newsletter
- Webinars
- Podcast series
- Reports/Deliverables
- Scientific publications
- Other articles
- Policy briefs
- Conferences
- Videos
- Documentary

#### Media

- News releases
- News clippings (about IN SITU)

#### Contact Us

- Contact information for project's Coordination office
- Form: Subscribe to IN SITU newsletter
- Social media links
- Labs Helpline [to be added once activated]

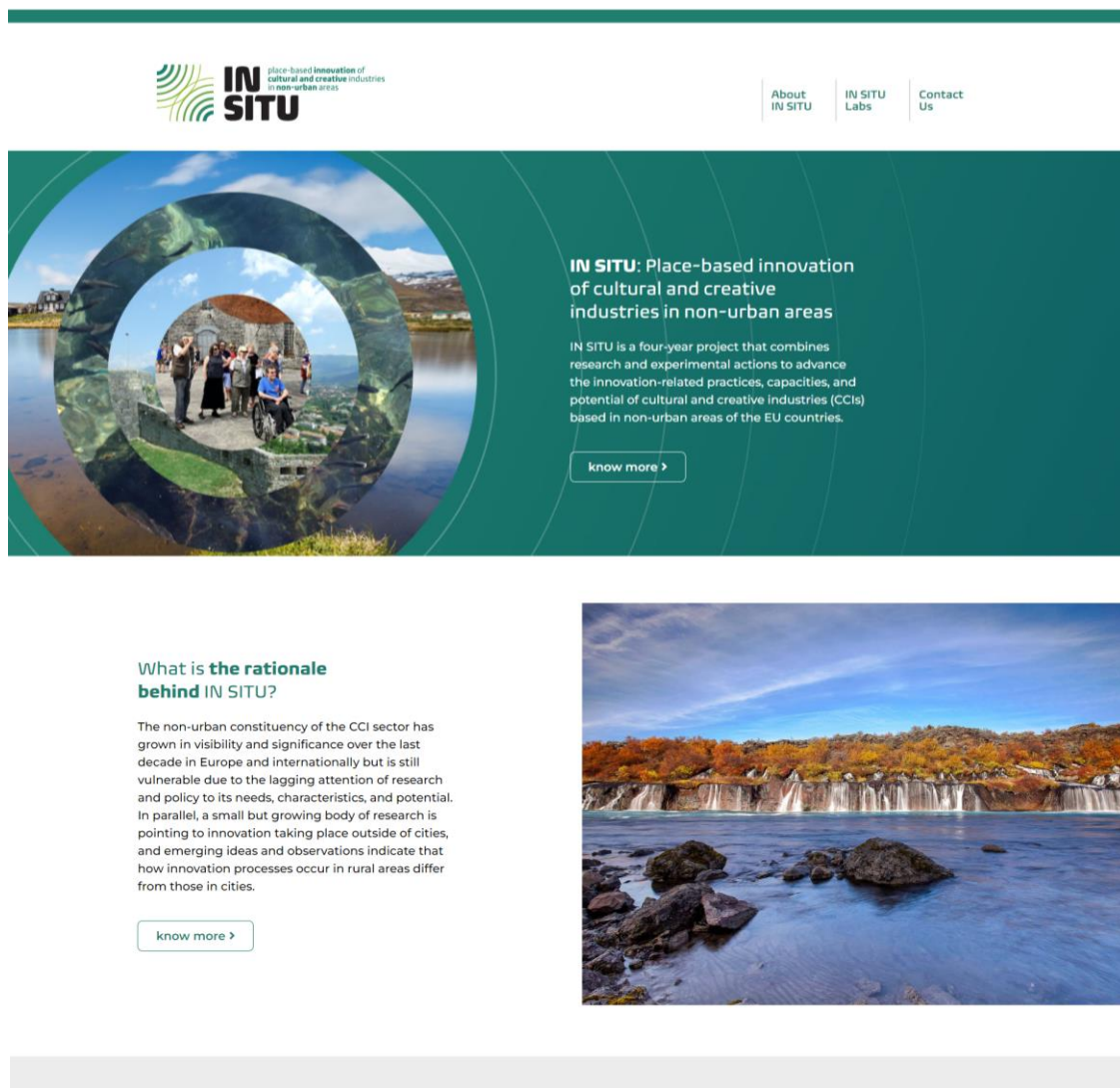
#### Footer (on all pages)

- Key divisions of website
- Form: Subscribe to IN SITU newsletter
- Links to social media
- Logos of all partners
- European Union acknowledgement

Figure 6. Images of selected IN SITU website pages

Pages illustrated:

1. Homepage
2. Objectives
3. Key dimensions
4. Research teams (CES illustrated)
5. Outreach Partners
6. International Advisory Board members
7. IN SITU Labs (Azores illustrated)
8. News – index page, and individual news item page
9. Contact Us



## What are our objectives?

The IN SITU project aims to better understand the forms, processes, and governance needs of CCIs located in non-urban areas of Europe and to advance the ability of non-urban CCIs to act as drivers of innovation, competitiveness, and sustainability for the locales in which they are located. A core defining aspect of IN SITU is the interlinking of research and practice through place-based IN SITU Labs – hubs for networking, training and capacity building, and monitoring case studies in six non-urban regions across Europe, located in Portugal, Ireland, Iceland, Finland, Latvia, and Croatia.

Involving both Europe-wide research and place-based experimentation, we aim to provide an in-depth knowledge of the direct and indirect effects, cross-sectoral connections and spillovers, innovative strategies and systems, and the needs of CCI practitioners in non-urban areas. We plan to generate new empirical and conceptual insights of value to academics, CCIs, and policymakers. We also aim to contribute to a more informed and enabled future for practitioners in cultural and creative industries based in non-urban areas.

## OUR MISSIONS



**1. Strengthen non-urban CCIs in the EU**

### IN SITU will:

- Catalyse new business models and approaches in non-urban CCIs;
- Strengthen capacities and connectedness of non-urban CCIs; and
- Enable non-urban CCIs to contribute to the growth and advancement of the broader CCI sector.



**2. Advance inter-connection between innovation and cultural policy**

### IN SITU will:

- Assess how territorial innovation policies can enable and strengthen CCIs;
- Examine how territorial innovation strategies and cultural policy can be aligned to strengthen CCIs in non-urban areas; and
- Demonstrate how CCIs can be leading drivers of both economic and social innovation.



**3. Demonstrate and strengthen the capacity of CCIs to contribute to the well-being and sustainability of non-urban communities**

### IN SITU will:

- Examine how CCIs contribute to cross-sectoral spill-over effects in other spheres;
- Study and demonstrate the ability of CCIs to address actual local issues, and contribute to culturally-sensitive local sustainability; and
- Promote and foster new cross-sectoral collaborations.



**4. Inform the CCI sector**

### IN SITU will:

- Demonstrate how place-based specificities can generate value within cultural and creative work in Europe; and
- Analyze how cross-sectoral collaborations involving CCIs and other sectors can be advanced in practice.

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Funded by the European Union

The IN SITU project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement no. 101067927.



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## About IN SITU / Objectives

Addressing the work programme HORIZON-CL2-2021-HERITAGE-01-03: Cultural and creative industries as a driver of innovation and competitiveness, the specific objectives of the IN SITU project are:


- 1 To identify and quantify the **socioeconomic contributions** of CCIs and their social and economic spill-overs in non-urban regions across Europe.
- 2 To elaborate the roles of **place-based evolution and related activities** in the trajectories and sustainable development of CCIs in peripheral places.
- 3 To assess the **impacts of the COVID-19 pandemic** on CCIs in non-urban regions.
- 4 To identify the **innovation potential** of CCIs based in non-urban areas of the EU and how CCIs act as drivers of innovation in other economic and social sectors.
- 5 To examine the **needs and resources** of CCI actors in six selected non-urban areas.
- 6 To monitor the development of **12 place-based CCI projects** that embody creative responses to social, political, and environmental issues.
- 7 To design and implement a **specific programme to foster cross-sectoral connections** and horizontal networks, to build new skills and capacities, and to mentor new entrepreneurial social and business models and innovation among CCIs in six selected non-urban areas.
- 8 To assess how **CCIs and cultural policies** in certain places can be aligned with innovation policies and S3 (smart development) policies for non-urban regions.
- 9 To identify possibilities and **potentials for future growth of CCIs** in non-urban regions across Europe, and provide strategic policy recommendations for enabling this development.



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### Follow us on Social Media












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## About IN SITU / Key dimensions

IN SITU encompasses three interconnected dimensions:

**1 Research**

- Combining high-level Europe-wide analyses of CCI innovation with examinations of place-specific realities
- Research with CCI actors that demonstrate innovative practices and address key local issues

**IN SITU research topics:**

- Socioeconomic contributions of CCIs and social and economic spillovers in non-urban regions
- Relatedness and diversification patterns for CCIs in non-urban areas
- Socioeconomic resilience of CCIs in the COVID-19 pandemic, and follow-up effects for non-urban CCI businesses
- Drivers and particularities of innovation of CCIs located in non-urban areas
- Subsectors of CCIs with more potential for further development, and roadmap for competitiveness of the most innovative CCI subsectors
- The evolution of non-urban CCI ecosystems and working networks for place-based development
- The gender dimension of the CCI sector in non-urban areas
- Development of an IN SITU CCI index for tracking changes in non-urban CCI ecosystems over time
- The state of cultural policy frameworks for CCIs in non-urban areas
- European, regional, and territorial policies and smart specialization strategies (S3s) for innovation and CCIs in non-urban areas

**2 Training and capacity building**

- A capacity-building training and coaching programme, developed in concert with the expressed needs of CCIs located in non-urban areas, to build entrepreneurial skills and competencies to manage cross-sector collaborations

**Training topics for the capacity building programme include:** social and business entrepreneurship in CCIs, considering a place-based approach; nurturing innovations in non-urban areas: a typology of innovations; creativity and innovation in response to social, political, and environmental issues in non-urban areas; collaborative approaches and financial models in cultural entrepreneurship; regional and local policies in support of social innovations and cultural entrepreneurship, and others. The training sessions will be held in a hybrid model both online and offline in the IN SITU Labs locations.

IN SITU will also produce four short videos on topics of capacity building for new business and social models in CCIs in non-urban areas, and a methodological guide on conducting workshops and seminars in the field of capacity building for innovation and entrepreneurship in non-urban areas.

**3 Policy and planning recommendations**

- A capacity-building training and coaching programme, developed in concert with the expressed needs of CCIs located in non-urban areas, to build entrepreneurial skills and competencies to manage cross-sector collaborations

**Policy proposal development will proceed in two thematic streams:**

- Innovation and Smart Specialization (S3) policies (including organizational and social innovation), and
- Cultural policies, strategies, and planning.

For each stream, a critical analysis of the policy framework will be informed by the project's research findings and, especially, IN SITU Labs experience and data gathering. In grounding this work to be actionable on-the-ground, IN SITU researchers and CCI practitioners and collaborators will explore the main drivers and obstacles for policy efficiency, impact, and real local transformation.

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Funded by the European Union

The IN SITU project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement no. 101017470

The IN SITU project consortium comprises **13 Full Partners from 12 countries**, consisting of **11 research institutions**, a European-wide CCI network, and a national cultural foundation.

<p><b>Centre for Social Studies (CES) of the University of Coimbra (Coordinator)</b> Portugal</p> <p><b>Bifröst University (BIFROST)</b> Iceland</p> <p><b>European Network of Cultural Centres (ENCC)</b> Belgium</p> <p><b>Kultura Nova Foundation (KNF)</b> Croatia</p> <p><b>Latvian Academy of Culture (LKA)</b> Latvia</p> <p><b>Mondragon Innovation &amp; Knowledge (MIK), Mondragon University</b> Spain</p> <p><b>National Academy of Theatre and Film Arts "Kr. Sarafov" (NATFIZ)</b> Bulgaria</p> <p><b>National Institute for Agriculture, Food and Environment (INRAE)</b> France</p> <p><b>National University of Ireland Galway (NUIG)</b> Ireland</p> <p><b>University of Hildesheim (SUH)</b> Germany</p> <p><b>University of the Azores (UAc)</b> Portugal</p> <p><b>University of Turku (UTU)</b> Finland</p> <p><b>Utrecht University (UU)</b> The Netherlands</p>	<p><b>Centre for Social Studies (CES) of the University of Coimbra (Coordinator), Portugal</b> <a href="https://www.ces.uc.pt/en">https://www.ces.uc.pt/en</a></p>  <p>The Centre for Social Studies (CES) of the University of Coimbra has been conducting research with and for an inclusive, innovative, and reflexive society by promoting creative critical approaches in the face of some of the most urgent challenges of contemporary societies. CES' scientific strategy aims to democratize knowledge, revitalize human rights, and contribute to the establishment of science as a public commodity through five thematic lines of research. IN SITU will be led by an interdisciplinary team integrated by experts covering a wide range of scientific areas. The IN SITU CES team brings expertise in the following areas: culture and local sustainability; culture-based development in small cities and rural areas; cultural mapping, cultural planning, economic and policy studies of innovation, community participation, public cultural policies, urban intervention and social inclusion through the arts, sociomuseology, participatory management and decolonial cultural mediation in cultural institutions, intangible cultural heritage safeguarding, gender equality in third sector organizations, social entrepreneurship and innovation in the social/solidarity economy, social enterprises, volunteering, and local governance through state/third sector partnerships.</p> <table> <tr> <td>Nancy Duxbury (Lead)</td> <td><a href="#">↗</a></td> </tr> <tr> <td>Paula Abreu</td> <td><a href="#">↗</a></td> </tr> <tr> <td>Cláudia Pato de Carvalho</td> <td><a href="#">↗</a></td> </tr> <tr> <td>Silvia Ferreira</td> <td><a href="#">↗</a></td> </tr> <tr> <td>Antonieta Reis Leite</td> <td><a href="#">↗</a></td> </tr> <tr> <td>Hugo Pinto</td> <td><a href="#">↗</a></td> </tr> <tr> <td>Lorena Sancho Querol</td> <td><a href="#">↗</a></td> </tr> </table>	Nancy Duxbury (Lead)	<a href="#">↗</a>	Paula Abreu	<a href="#">↗</a>	Cláudia Pato de Carvalho	<a href="#">↗</a>	Silvia Ferreira	<a href="#">↗</a>	Antonieta Reis Leite	<a href="#">↗</a>	Hugo Pinto	<a href="#">↗</a>	Lorena Sancho Querol	<a href="#">↗</a>
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## About IN SITU / Outreach partners


An array of leading networks and platforms with members interested in the topics of this research project (including CCI practitioners and local municipalities) are involved in this project. Collectively, these Outreach Partners will amplify the reach and influence of the activities and the research findings of the IN SITU project. Their collective involvement in the IN SITU project creates a joint platform for drawing attention to non-urban CCI work at an international level - encouraging discussions at an inter-network level, among researchers and practitioners within the networks and the IN SITU project.

### Within Europe



**Culture Action Europe**  
[cultureactioneurope.org](http://cultureactioneurope.org)

Culture Action Europe (CAE) is the major European network of cultural networks, organizations, artists, activists, academics, and policymakers. CAE is the first point of call for informed opinion and debate about arts and cultural policy in the EU. As the only intersectional network, it brings together all practices in culture, from the performing arts to literature, the visual arts, design and cross-arts initiatives, to community centres and activist groups.



**Digital Meets Culture**  
[www.digitalmeetsculture.net](http://www.digitalmeetsculture.net)

A portal and reference point for information about major cultural research projects, intersections between technologies and arts & humanities, and other cultural initiatives in Europe, with approximately 25,000 users monthly.



**EMES International Research Network**  
[emes.net](http://emes.net)


A research network of 15 established university research centres and over 300 individual researchers created in 2002 focused on the "14 field", which includes social enterprise, social and solidarity economy, social entrepreneurship, social innovation and related concepts. In 2020 EMES members established an Affinity Group called "Culture and the Arts in Social Enterprise" (CASE).



**Creative Scotland**  
[www.creativescotland.com](http://www.creativescotland.com)


The national development body for the arts and creative industries in Scotland, which operates two relevant programmes in the IN SITU context: the Place Partnership programme and Culture Collective programme.

### Internationally




**United Cities and Local Governments (UCLG) – Committee on Culture**  
(global scope)  
[apendix2culture.net](http://apendix2culture.net)

The global platform of cities, local and regional governments organizations, and networks that promotes the exchange of experiences to improve mutual learning and capacity-building, empower local actors and stakeholders to develop and launch cultural policies and programmes, and advocate at the global level on the role of culture in sustainable development.



**Cultural Development Network (CDN) (Australia)**  
[culturaldevelopmentnetwork.net.au](http://culturaldevelopmentnetwork.net.au)

The network plays a sector development role to increase the capacity of the cultural sector and to increase the capability of governments to stimulate and facilitate the artistic visions of their communities.



**Creative City Network of Canada (CCNC)**  
[www.creativecity.ca](http://www.creativecity.ca)

A national network of municipal culture leaders from both urban and rural areas that led a collaborative research and professional development project entitled "Cultural Resilience: Using Innovation to Stabilize in Times of Crisis" in response to COVID-19's impact on Canada's culture sector. CCNC hosts the Creative City Summit each fall.



**SPARC: Supporting Performing Arts in Rural & Remote Communities (Canada)**  
[www.sparcperformingarts.com/about-sparc](http://www.sparcperformingarts.com/about-sparc)

A network of CCI practitioners that aims to ignite and help sustain performing arts communities in rural and remote areas of Ontario, Canada.



**Sustaining Theatre and Dance (STAND) Foundation (South Africa)**  
[standfoundation.org.za](http://standfoundation.org.za)

A South African theatre and dance sector based initiative to nurture and celebrate these contemporary forms and to support those whose livelihoods depend on these, both during the COVID-19 pandemic and beyond.

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## About IN SITU / International Advisory Board members

### The external International Advisory Board (IAB) will:

- monitor the work of the IN SITU project;
- provide external perspectives and advice on the scientific quality and consistency of research outputs;
- serve to connect this European project with related research initiatives internationally; and
- provide input on its relevance with CCI practice in non-urban areas internationally.

### Members

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#### Patrick Brouder

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Innovation Chair – Tourism and  
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## / IN SITU Labs

### IN SITU Labs: creative collaborative incubators

A core of the IN SITU project is the interlink between research and practice through place-based IN SITU Labs: creative collaborative incubators – hubs for new projects, training, and networking initiatives.

The six IN SITU Labs are located in non-urban areas in countries located on the “periphery” of Europe and encompassing countries in both the south and north of Europe:

- the Azores archipelago, mid-Atlantic Ocean, Portugal;
- Western coastal periphery, Ireland;
- West Region, Iceland;
- Rauma and Eurajoki, West Coast and Baltic Sea archipelago, Finland;
- Valmiera county, Latvia; and
- Šibenik-Knin County, Croatia.





Participatory methodologies and place-based approaches inform the research to be conducted through the Labs. Project activities in the IN SITU Lab locations will include:

- Place-based diagnostics
- The selection and co-monitoring of case study projects
- Capacity building sessions and skills development training/coaching/mentoring
- Local horizontal networks, discussions, analytical interpretations, dialogues

### IN SITU Lab locations

AZORES  
Portugal

WESTERN COASTAL PERIPHERY,  
Ireland

WEST REGION,  
Iceland

RAUMA AND EURAJOKI, WEST COAST AND BALTIC SEA ARCHIPELAGO,  
Finland

VALMIERA COUNTY,  
Latvia

ŠIBENIK-KNIN COUNTY,  
Croatia

#### Azores, Portugal

The Azores, an ultra-peripheral region of Europe, is an autonomous region of Portugal located in the North Atlantic, 1500 km from the European mainland. The archipelago is of volcanic origin and comprises nine islands and several islets which belong to three geographic groups. Approximately 237,000 people are resident across the nine islands (2021 Census). It is one of the four Portuguese regions (NUTS 2 level) belonging to the category of less developed regions.

The Azorean identity is marked by multi-generational migratory movements that created a wide-spread Azorean diaspora, predominantly in North America. Tourism has gained economic prominence in the Azores, based on its exceptional geological wealth and biodiversity, architectural, archaeological, and cultural heritage. The Azores is the first archipelago certified as a Sustainable Tourist Destination by EarthCheck, the entity accredited by the Global Sustainable Tourism Council. Agriculture also continues to play a dominant role in the regional economy.

The development and growth of cultural and creative activities is strategic for the region, and for its largest city, Ponta Delgada. In particular, Cultural and creative activities are important as a source of income for the region's cultural and creative agents and for the development of the territories in which they live. Ponta Delgada, with an Azores-wide vision and framework of activities, is on the shortlist for the title of European Capital of Culture 2027 in Portugal.

Key issues identified for the cultural and creative industries (CCIs) in the Azores include: to professionalize business practices of cultural agents; to strengthen transversal and cross-sectoral work, and encourage discourse and debate among local actors and stakeholders; and to expand the mediation actions of the public authorities, among others.



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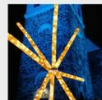
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