

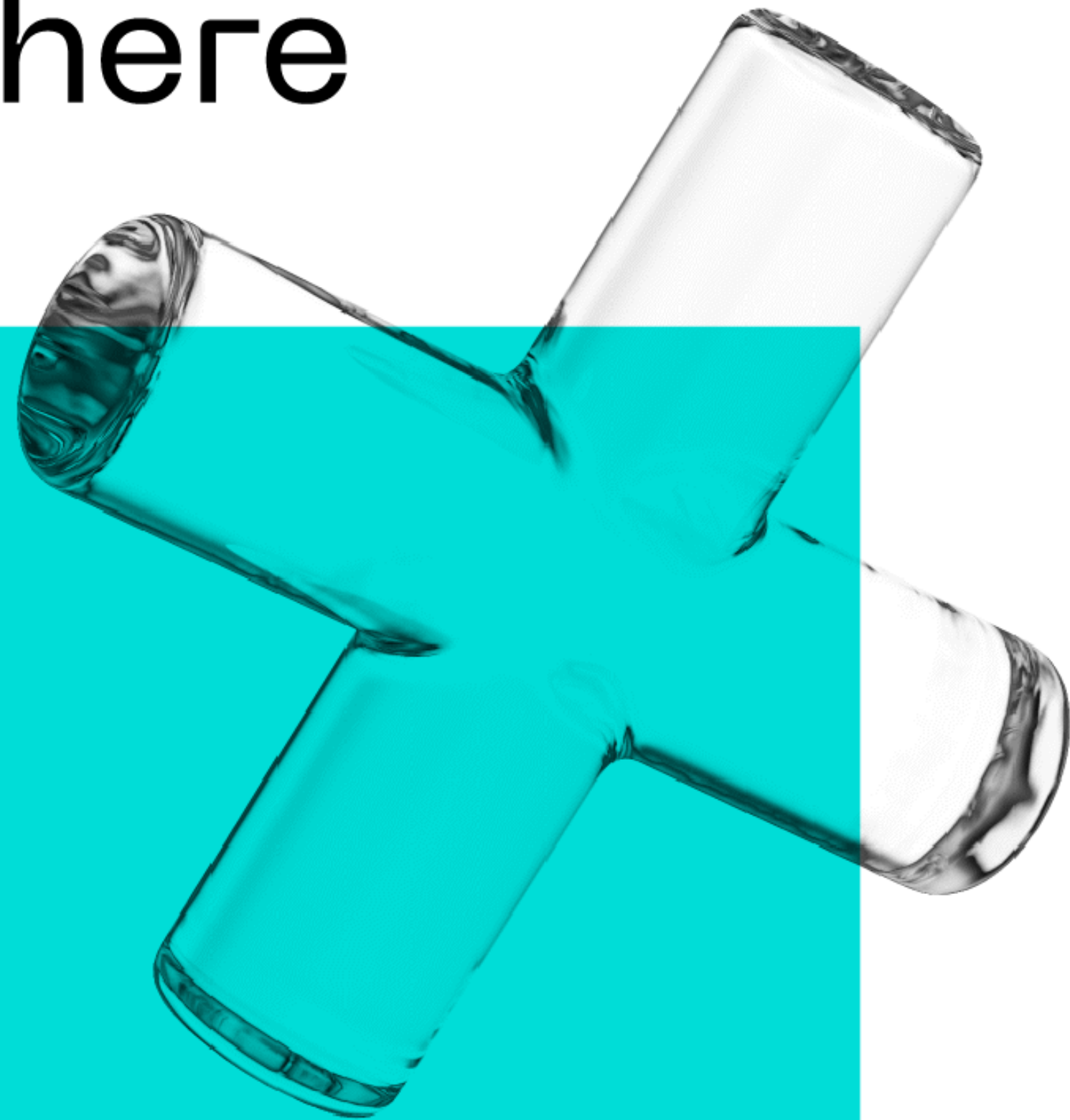
everything
starts
here



+ Science
+ Technology
+ Arts



everything
starts
here



Viana STARTS



Projeto



Financiamento

EUROPEAN
URBAN
INITIATIVE



Parceiros

ipvc Instituto Politécnico
de Viana do Castelo



INOVA+



Parceiros de Transição

FERROL

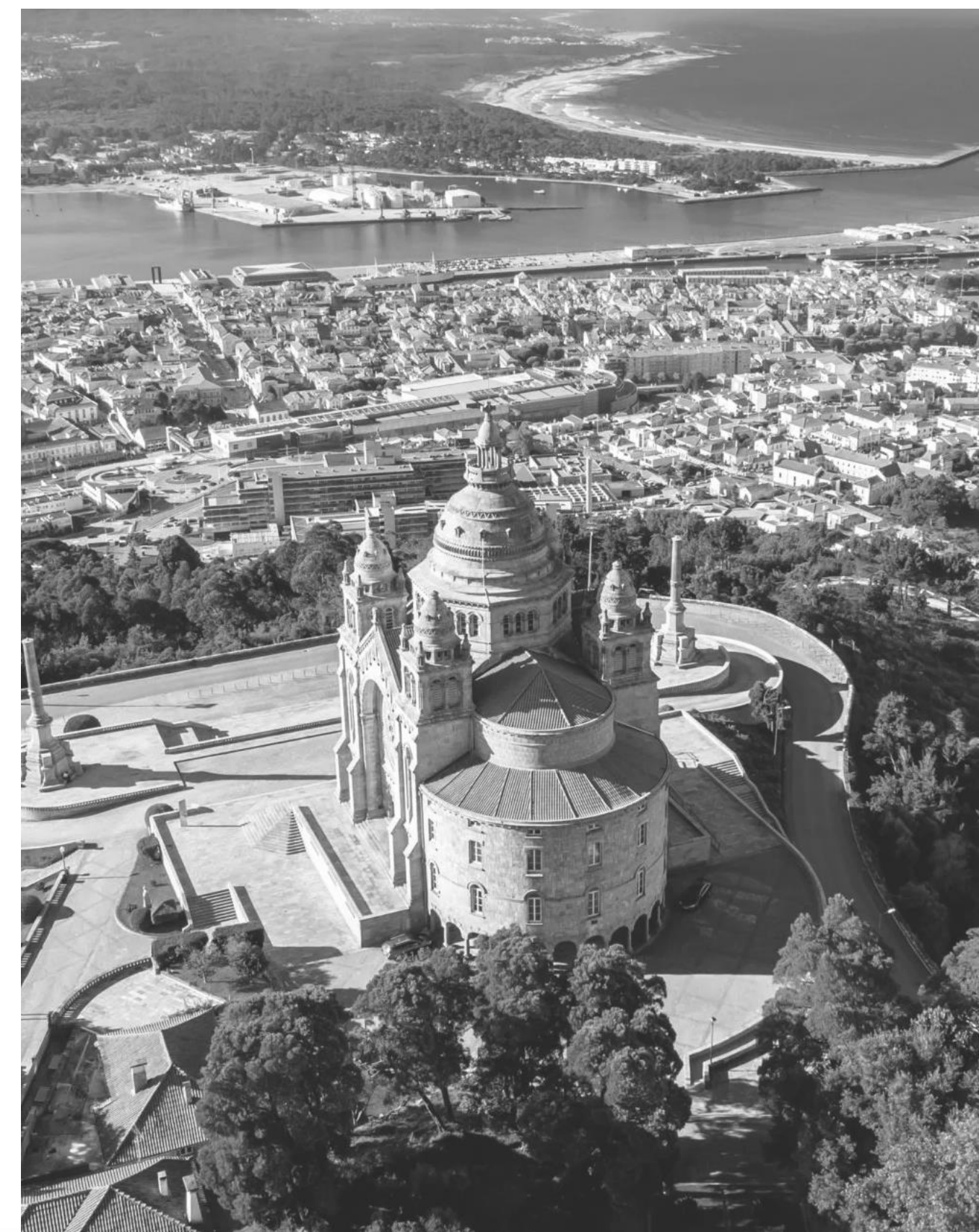


Brest



+ O projeto

Viana STARTS is a creative and interdisciplinary initiative that aims to create a meeting place for the local community (and beyond) to think about new ways of life, where art, culture, social inclusion, science and technology meet.

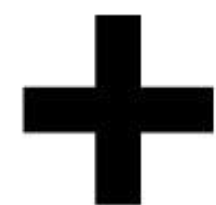




+ Science
+ Technology
+ Arts

How did we get here?

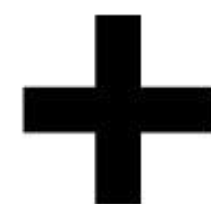




- The challenge of refurbishing a building that has been abandoned for over 30 years;
- Enhancing Viana do Castelo's innovative and entrepreneurial ecosystem;
- Strengthen and qualify the creative industries sector;
- Integrate into Viana do Castelo's public policies some of the trends at European level, namely NEB;

Based on these 4 challenges, a set of local and national partners were selected with strategic consideration.





**PP2 | Associação Juvenil
de Deão**

Involvement of the local community, particularly young people, in the design of the project

PP3 | ITECONS

Coordination of WP6 | Support for WP5 and WP7 Main output(s): Report on the integration of innovative solutions | Report with structural design work

PP4 | INOVA+

Coordination of WP8 | Support to WP4 regarding communication and involvement of different actors in WP8 activities | Main results: Co-creation Sessions and Pilot Experiences | Strategic and Activity Plan for Future Implementation

PP5 | DINAMO10

Coordination of WP4 | Support to WP8 regarding communication Main output(s): Design and implementation of the communication strategy | Transferability toolkit

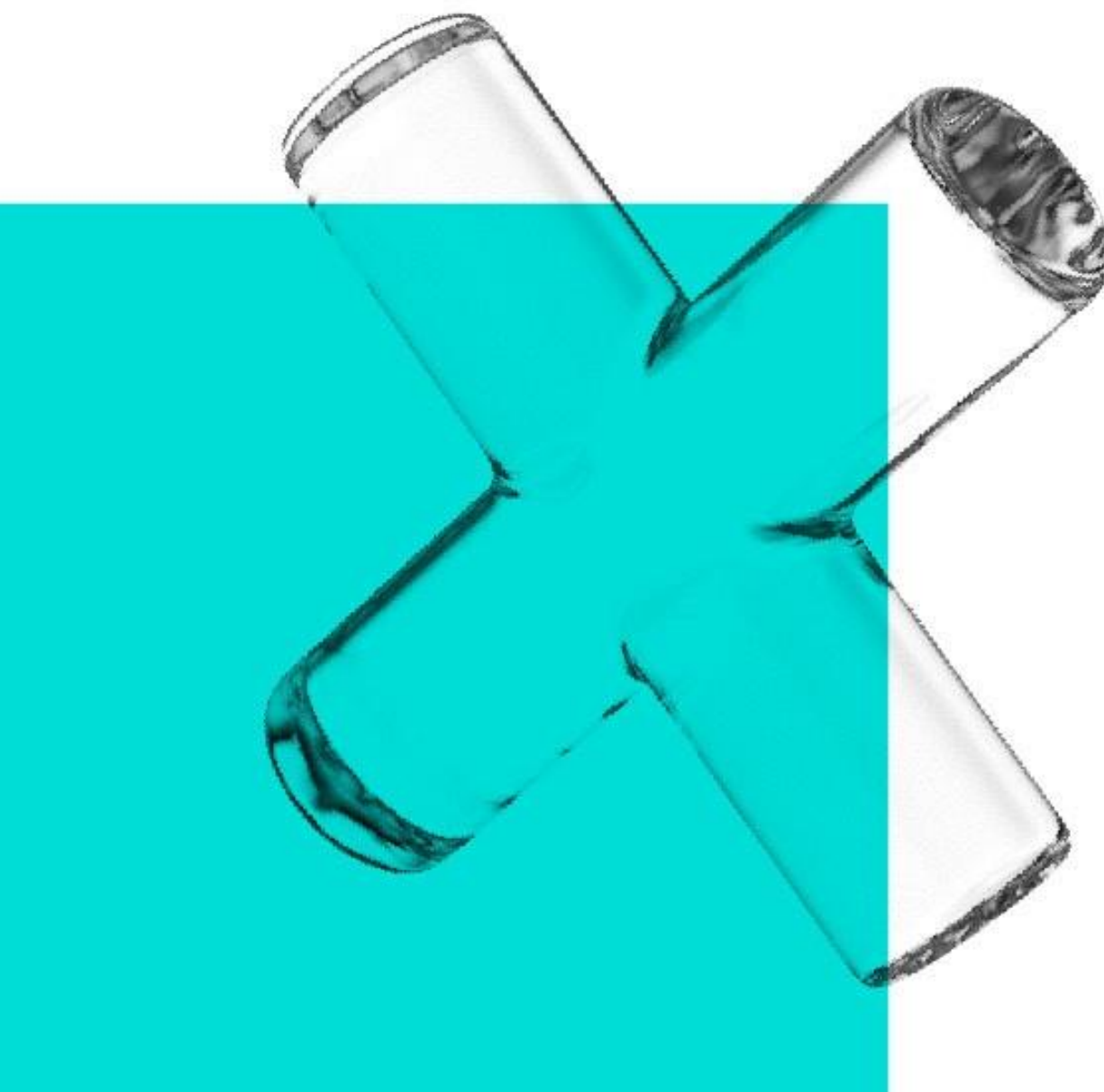
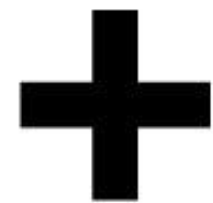
**PP6 | Associação
Empresarial do Distrito
de Viana do Castelo**

Contributions to WP5 and WP8 | Ensuring the participation of companies in the process | Supporting the design of the Strategic and Activity Plan aligned with business needs

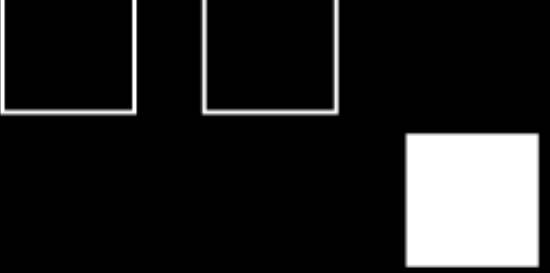
PP7 | I.P. Viana

Coordination of WP3 | Support for WP5, WP6 and WP7 Main output(s): Definition and Implementation of the Monitoring Plan | Data Observatory Final Report and Guide to Innovative Solutions.





Concept for renovation and construction

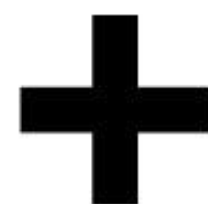
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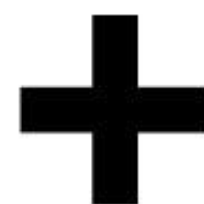
+ Science
+ Technology
+ Arts



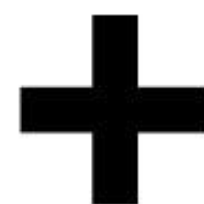
Execution Schedule



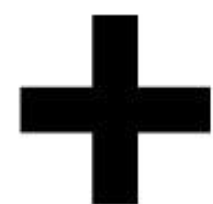


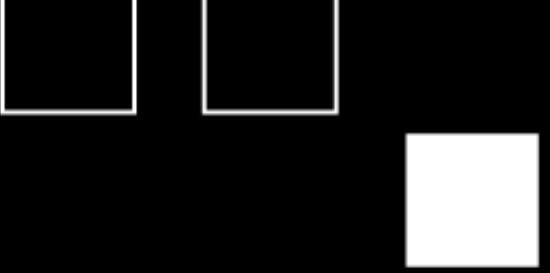


- JANUARY 25**
Exchange of knowledge and learning between transfer partners
- APRIL 25**
Co-creation strategies and pilot experimentation requirements
- JULY 25**
Creative solutions NEBLab
- SEPTEMBER 25**
Students involved in designing sustainable products/creative spaces
- OCTOBER 25**
Open House; Public Involvement; Main Activities: Demolândia & Viana in Movement



- JANUARY 26**
Co-creation of Viana S.T.ARTS' strategic plan and activities with the community
- MARCH 26**
Co-creation session(s) - smaller groups
- MAY 26**
Co-creation session(s) - big debate
- SEPTEMBER 26**
3-day event with Artist Residency
- DECEMBER 26**
Completion of work. Renovated Viana S.T.ARTS building integrating innovative circular, carbon-neutral and energy-efficient solutions



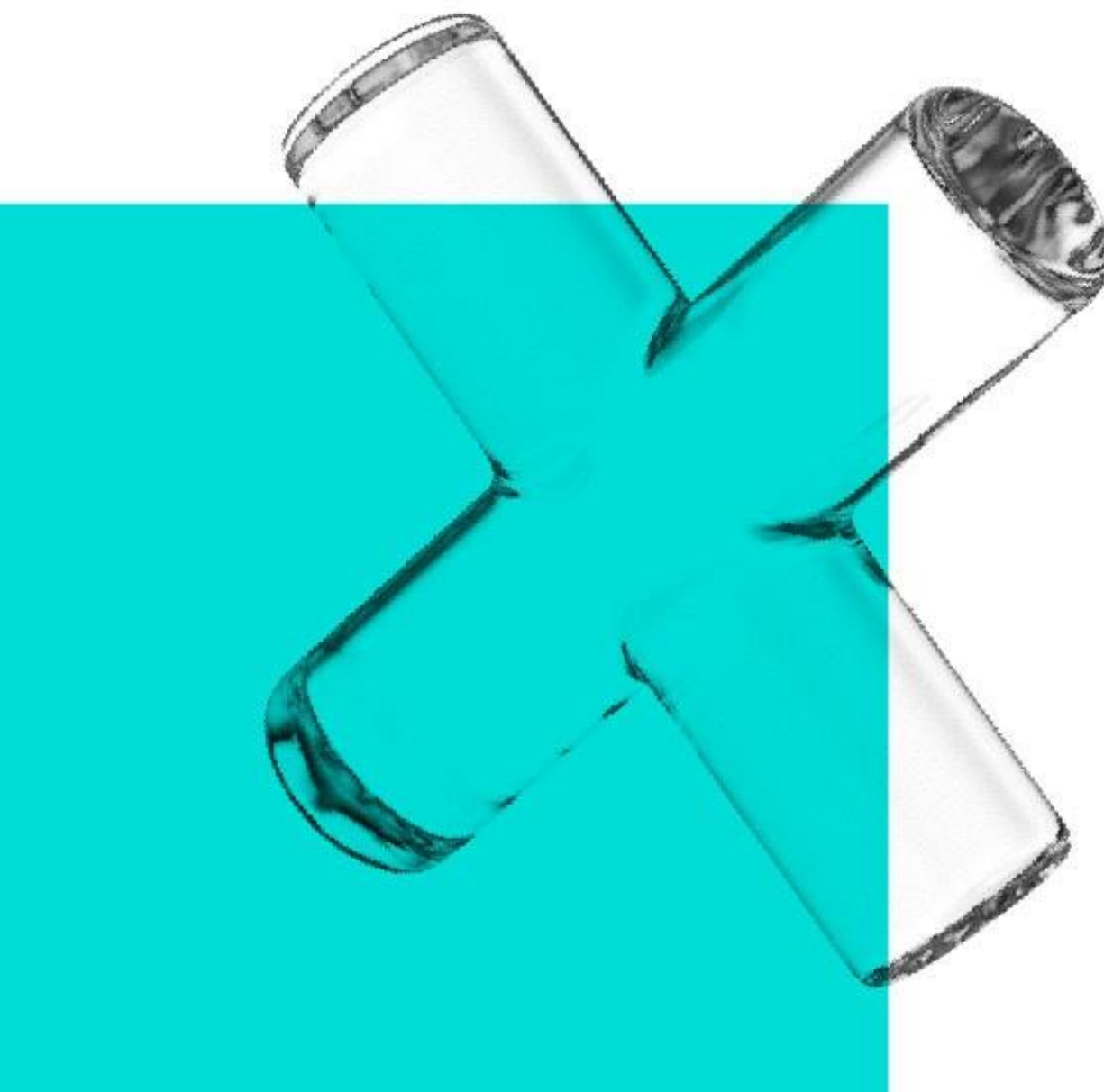
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+ Science
+ Technology
+ Arts

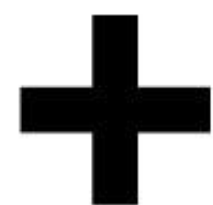


CONSTRUCTION AND RENOVATION OF THE BUILDING

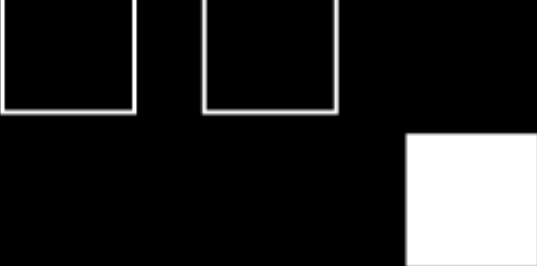




Concept for renovation and construction



Concept for renovation and construction



+ Science
+ Technology
+ Arts



ITECONS





+ CHALLENGES

- Renovation of a decaying building
- Compatibility between existing and new construction
- Demanding performance requirements. Compatibilization between different areas/specialties (with short deadlines)
- The challenge of integrating innovative solutions.

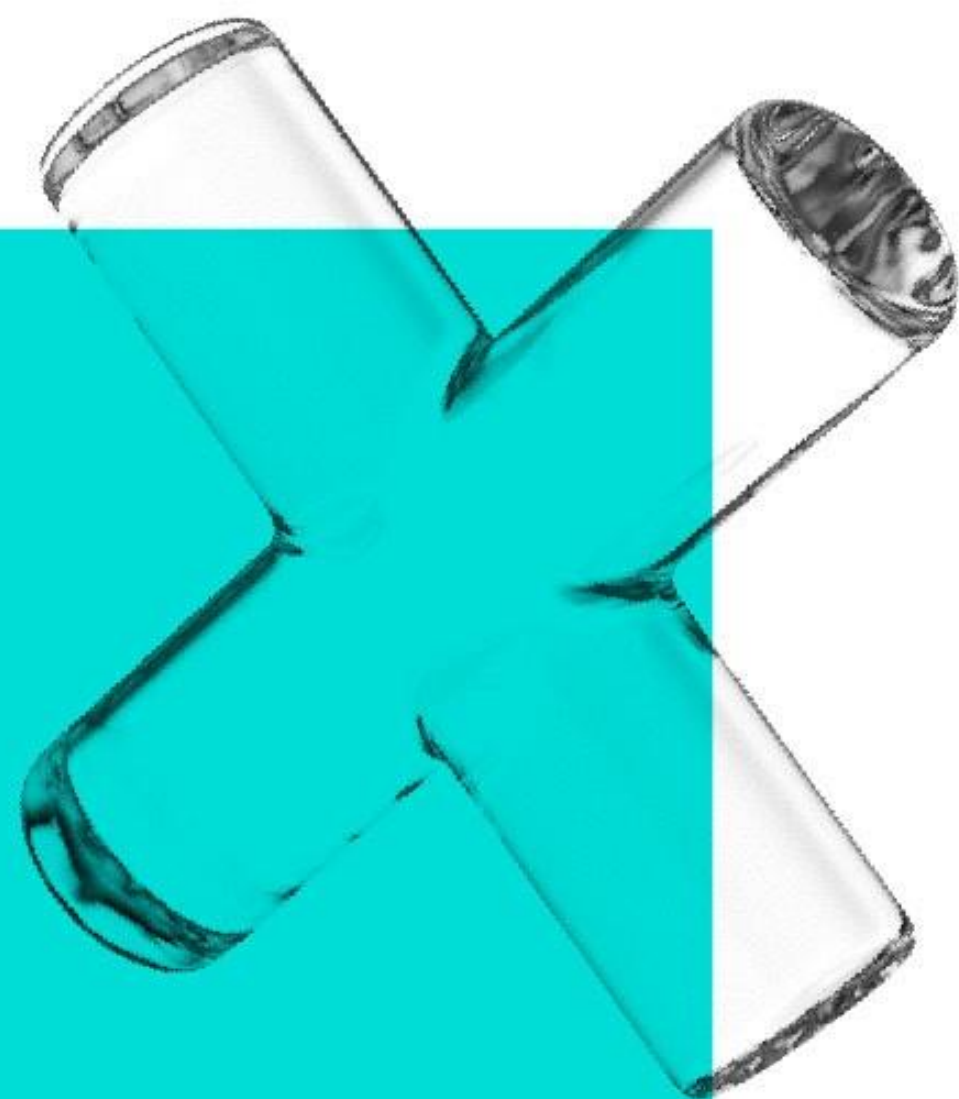


Design participativo Viana STARTS

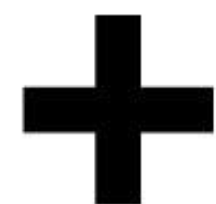


+ PRINCIPLES OF INTERVENTION

- *New European Bauhaus* framework.
- Maximum utilization of the existing building (and materials)
- Promoting the use of sustainable solutions.
- Integration of renewable energy sources and innovative energy storage solutions.
- Installation of technical systems for energy and water efficiency.



Ponto de partida e ponto de chegada

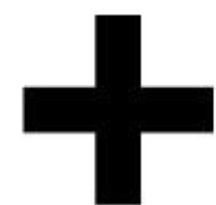


PRINCIPLES OF INTERVENTION

NZEB requirements -reduced energy demand in buildings	→	NZEB+25%
Proportion of incorporation of recycled materials	→	20%
Proportion of reuse/recycling of construction waste	→	90%
% of energy mix from renewable sources (sun and/or wind)	→	50%



Design participativo Viana STARTS

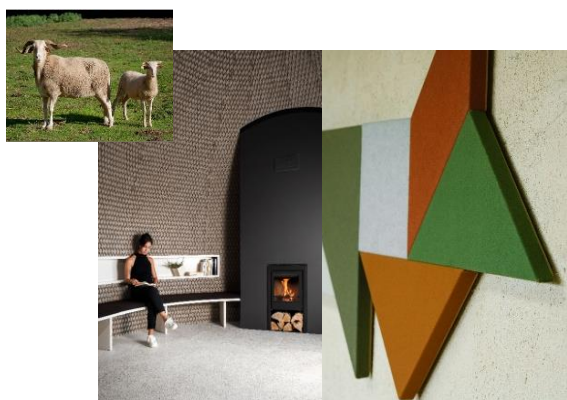


PRINCIPLES OF INTERVENTION



ACOUSTIC SOLUTIONS

- . Acoustic panels with natural materials
- . Burel (sheep's wool)



PARTITION WALLS

- . Straw blocks
- . Hemp blocks
- . Expanded cork with 3D texture



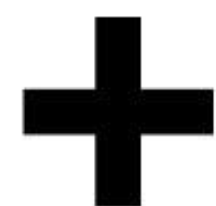
STRUCTURE AND ENVELOPE

- . Mortars incorporating natural materials and waste
- . Wood
- . Green roofs
- . Window frames with 75% or 100% incorporation of recycled materials
- . Low carbon footprint glass

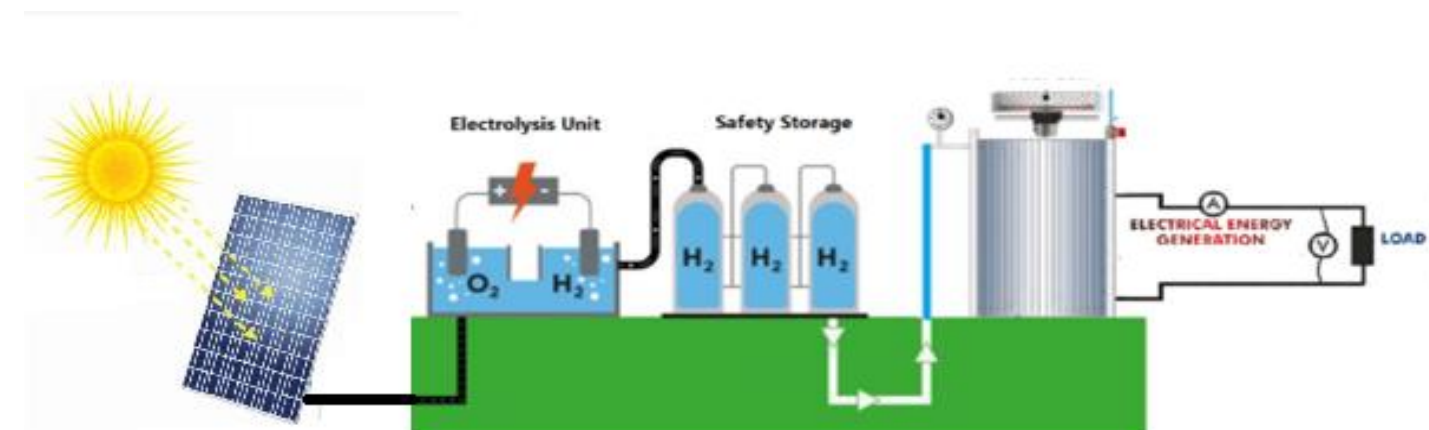
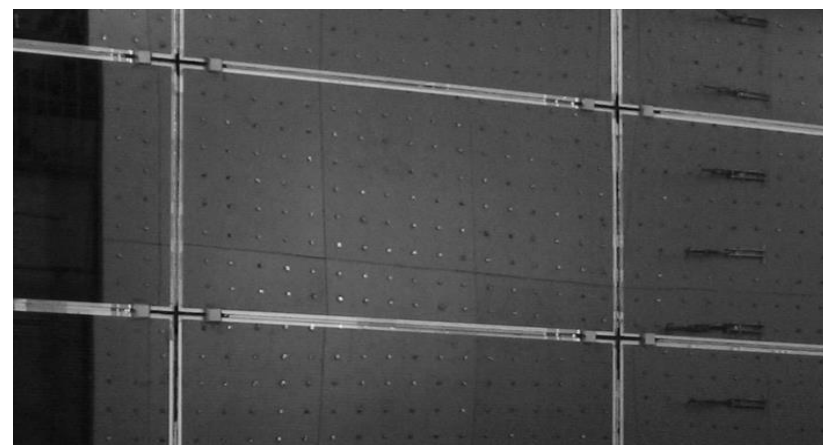


INSULATION MATERIALS

- . Expanded cork
- . Wood fibers
- . Mineral wool

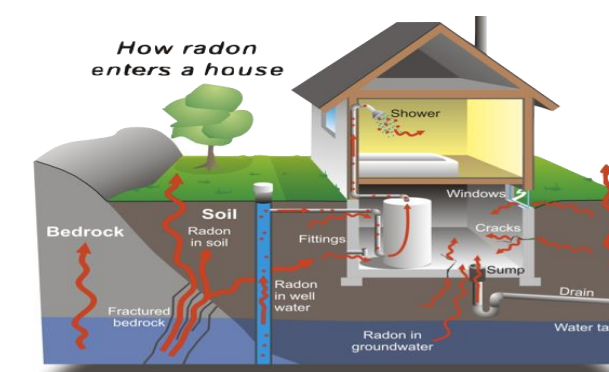
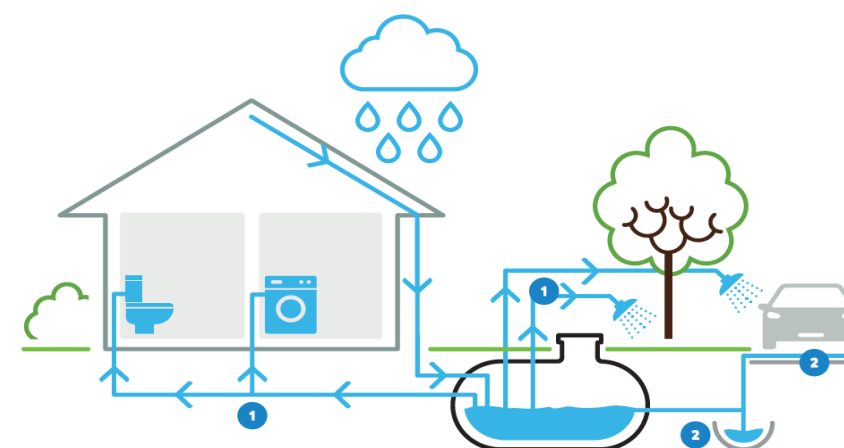
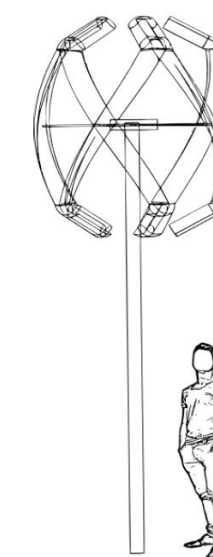


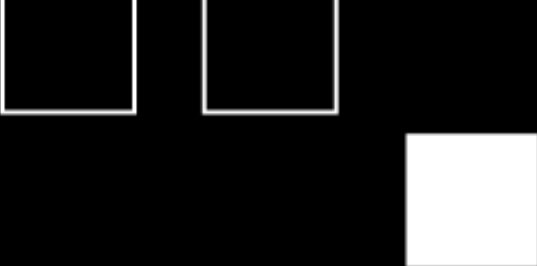
PRINCIPLES OF INTERVENTION



TECHNICAL SYSTEMS

- . Hydrogen-based power back-up system
- . Photovoltaic panels
- . Wind turbine
- . Intelligent systems, automation, centralized management systems
- . Water efficiency
- . Indoor air quality





+ Science
+ Technology
+ Arts



INOVA +



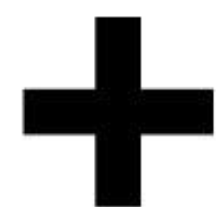
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+ Science
+ Technology
+ Arts

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**CO-CREATION OF THE
VIANA STARTS ACTIVITY
PLAN AND
IMPLEMENTATION OF
PILOT ACTIVITIES**

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WP8 - Co-creation of the Viana STARTS Activity Plan and implementation of pilot activities

Guiding Principles:

- Involvement of local and national stakeholders in the design of the Activity Plan;
- Implementation of Pilot Activities associated with testing the building's space(s);
- Making Viana STARTS the focal point of a network of spaces that support innovation, creativity, technology, science and art.

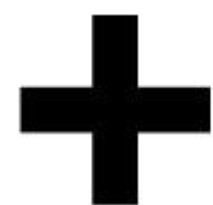
Activities:

- *CREATIVE NEBLAB;*
- *Co-creation sessions (over two years);*
- *Immersive visits at European level;*
- *Open House and Demoland;*
- *3-day artistic residency;*
- *Strategic and Activity Plan.*

Main Result:

Viana STARTS | Activity Plan 2027-2030





WP8 - Co-creation of the Viana STARTS Activity Plan and implementation of pilot activities

Oct.
2024

2025

February

March

May

June

Spetember

October

December

CREATIVE NEBLAB
Students IPVC

Immersive Visits
Ars Eletronica | Blue Tech
Barcelona | Others

**Cocreation
Sessions**
Local and National Agents

December

October

September

July

June

May

March

January

2026

**Activity Plan
2027-2030**
Polinucleated Model

Artistic Residenc
at Viana STARTS

DEMOLAND
Local Community and
Youngsters

2027





+ CREATIVE NEBLAB

At Creative NEBLab, students from the "Product Design" and "Interior Design" courses will be working on projects. The aim is to produce creative and sustainable solutions for the interior and furniture design of the future Center. The work plan is as follows:

- . Oct.24 | definition of the Student Group and Tasks
- . Until Jun.25 | Final Presentation of Work

Objective: 40 participants

Target audience: IPVC students

Timeline: 2024 e 2025





+ IMMERSIVE VISITS

Promoting visits to ecosystems at European level that serve as inspiration for Viana do Castelo and foster the creation of future collaboration networks. The plan includes visits to Linz (Ars Electronica), Barcelona (BluTech Port) and Nova Gorica (Xcenter), among other centers of innovation and creativity.

Target: between 3 and 5 immersive visits

Target audience: Internal Project Team

Timeline: 2024 to 2026





+ CO-CREATION SESSIONS

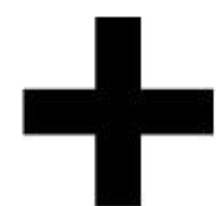
Involvement of the community and local and national partners in the design of the Strategic and Activity Plan for the future Viana STARTS.

Target: between 6 and 10 work sessions

Target audiences: Local associations | Blue Economy companies | Cultural and creative sector | Higher education and RDI institutions | other local and national stakeholders

Timeline: 2025 and 2026





OPEN HOUSE AND DEMOLAND

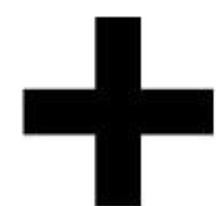
In collaboration with the Deão Youth Association and the Municipality of Viana do Castelo, the aim is to create conditions for the public to visit and learn about the progress of the Viana STARTS project, and in particular the innovative and sustainable solutions that are being implemented.

Goal: more than 500 participants

Target audience: Students and local community

Timeline: 2025 and 2026





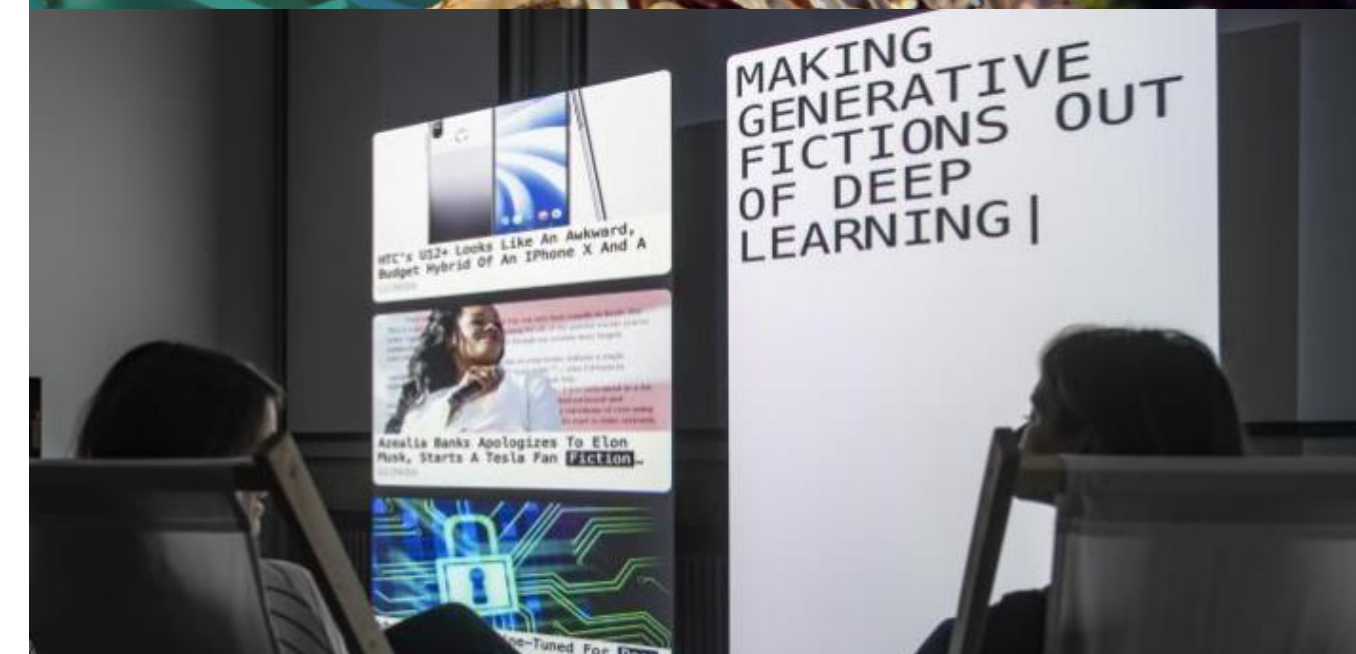
ARTISTIC RESIDENCY STARTS

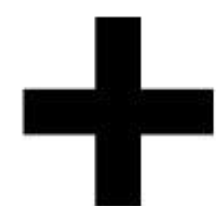
The pilot Artist Residency will be held at Viana STARTS and will include creative professionals and artists, scientists, students and others. With a duration of 3 days, it aims to promote the creation of innovative solutions and, above all, to test the space, its functionalities and the S+T+ARTS methodology.

Objective: 30 participants

Target audience: Creatives, students, scientists, etc.

Timeline: 2026





VIANA STARTS ACTIVITY PLAN 2027-2030

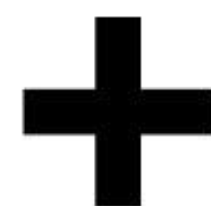
In addition to rehabilitating the building, a Strategic and Activity Plan will be developed for Viana STARTS, presenting its vision, mission and strategic lines, as well as the different activities to be implemented, in line with the multi-nuclear model that will be designed and developed. This plan will also include information on national and international networks and funding opportunities.

Objective: Minimum of 10 partners

Target Audience: Local and National Agents

Timeline: 2025 and 2026

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VIANA STARTS ACTIVITY PLAN 2027-2030

+ STARTS Meet-Up

Ecosystem ignition meetings with guests to address different topics.

+ STARTS Artistic

Residences Artist residencies of different sizes (local, national or international), formats (1 to 10 days) and themes for different target audiences (young people, creatives, geeks, among others).

+ STARTS Labs

Promotion of laboratories to support applied research, fostering links between companies in the Blue Economy area and researchers, students and scientists in the local ecosystem.

+ STARTS Workshops

Organizing "hands-on" events on different themes that promote the link between science, art and technology.

+ STARTS Hackathons

Competitions to develop creative ideas and solve challenges faced by Blue Economy companies.

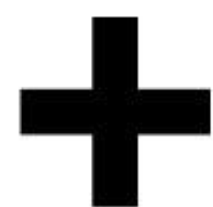
+ STARTS Competitions

Innovation and Entrepreneurship Support Competitions (pre-acceleration and acceleration) that foster the creation of new businesses in the areas of the Blue Economy or in the connection between art, science and technology (S+T+ARTS).

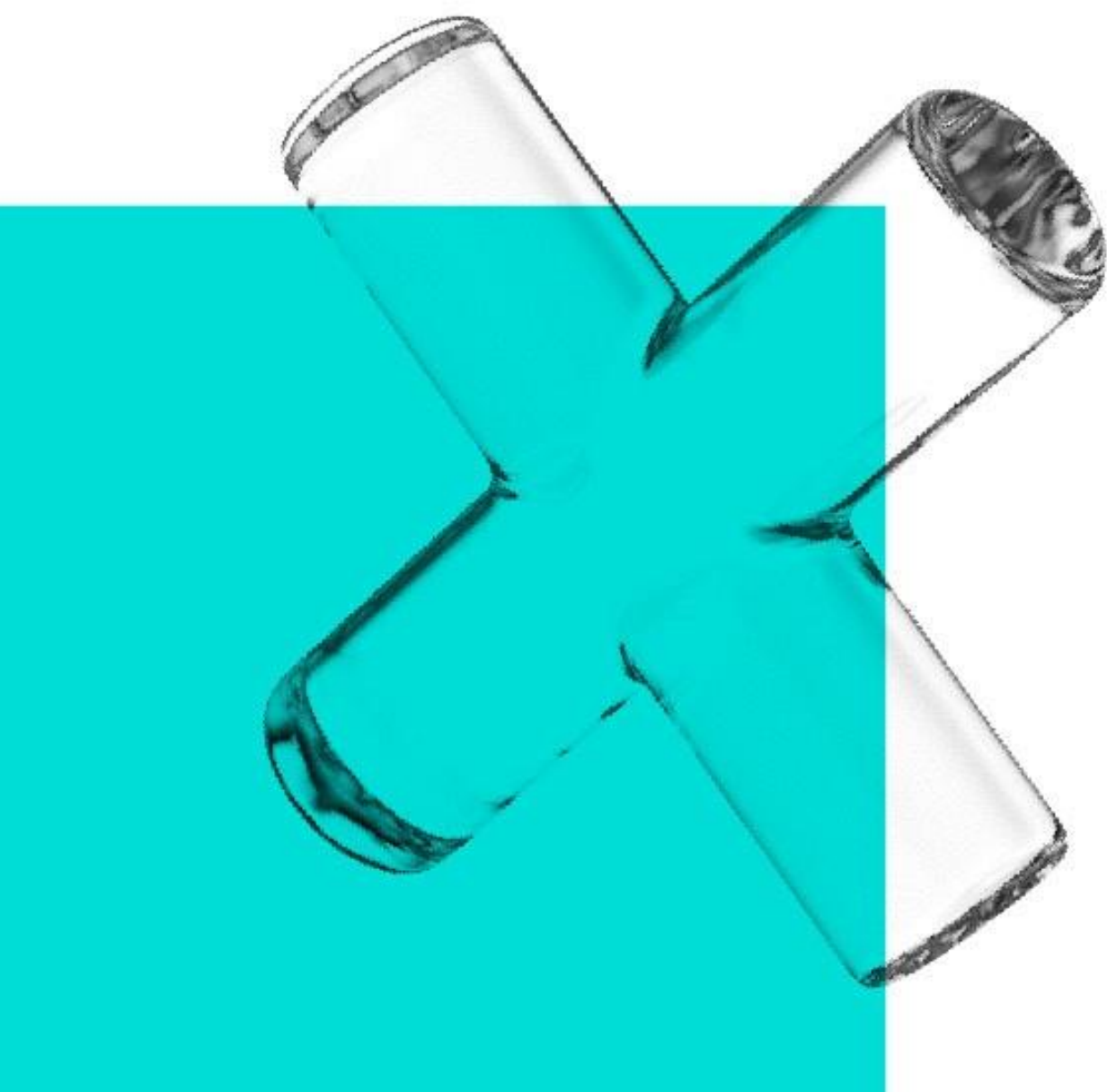
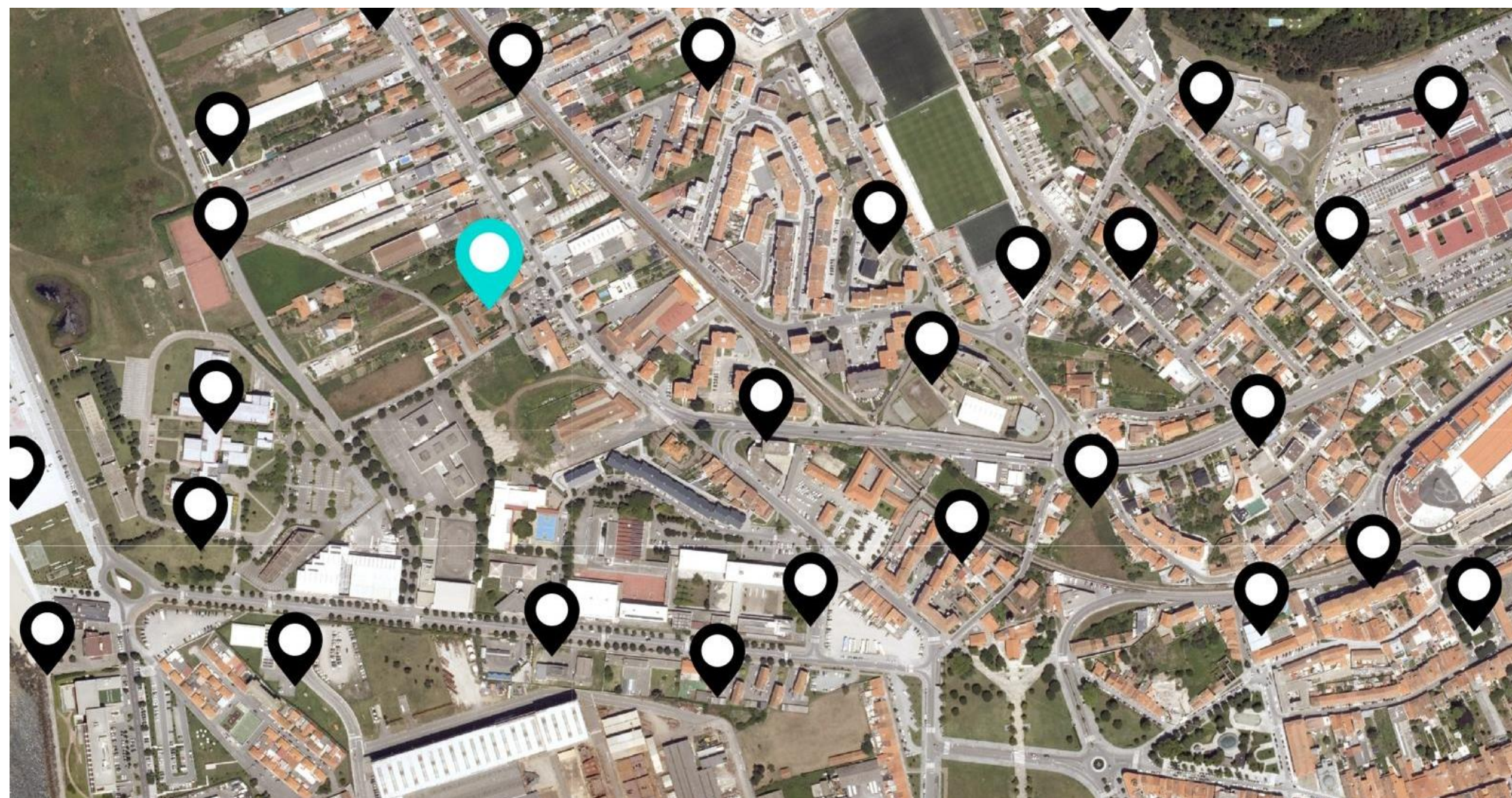
+ STARTS Viana

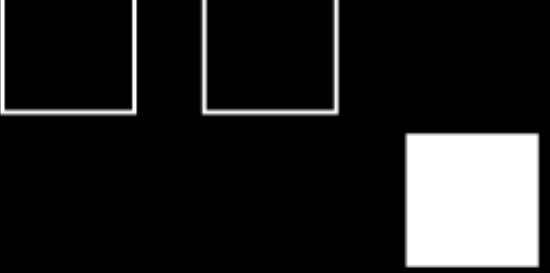
Festival Annual event celebrating STARTS with exhibitions, artistic interventions, workshops, residencies, talks and a diverse range of activities, involving national and international partners.





Viana STARTS - Polynucleated model





+ Science
+ Technology
+ Arts



DINAMO10

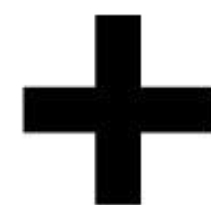


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+ Science
+ Technology
+ Arts

**COMMUNICATION
AND CAPITALIZATION**

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1. Communication strategy (A4.1)
2. Kick-Off Event (A4.5)
3. Promotion and Information Activities (A4.2)
4. Capitalization and Dissemination Activities (A4.3)
5. Final Closing Event (A4.4)





+ OBJECTIVES

- Make Viana STARTS and its activities known through efficient and regular communication with its target audiences;
- Be clear about the STARTS concept and its values;
- Be able to attract projects with the capacity to generate impact (social, economic and cultural) in the region;
- Contribute to promoting the involvement of the Vianense community and a sense of belonging.





TARGET AUDIENCE

Local Community - Northern Portugal - Europe

- **Segment 1: Young students and professionals (18 - 35 years old)**
- **Segment 2: Researchers and entrepreneurs in scientific, technological and artistic fields**
- **Segment 3: Companies and national and international skills networks**
- **Segment 4: Migrants and expats**
- **Segment 5: Young people**
- **Segment 6: Tourists**





KEY MOMENTS

07/ 2024 - Kick-Off Event

10/ 2025 - Demoland & Viana in Motion

09/ 2026 - Artist Residency

08/ 2027 - Final Event





+ Science
+ Technology
+ Arts

Instituto Politécnico
de Viana do Castelo

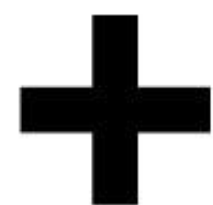


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+ Science
+ Technology
+ Arts

MONITORING AND EVALUATION



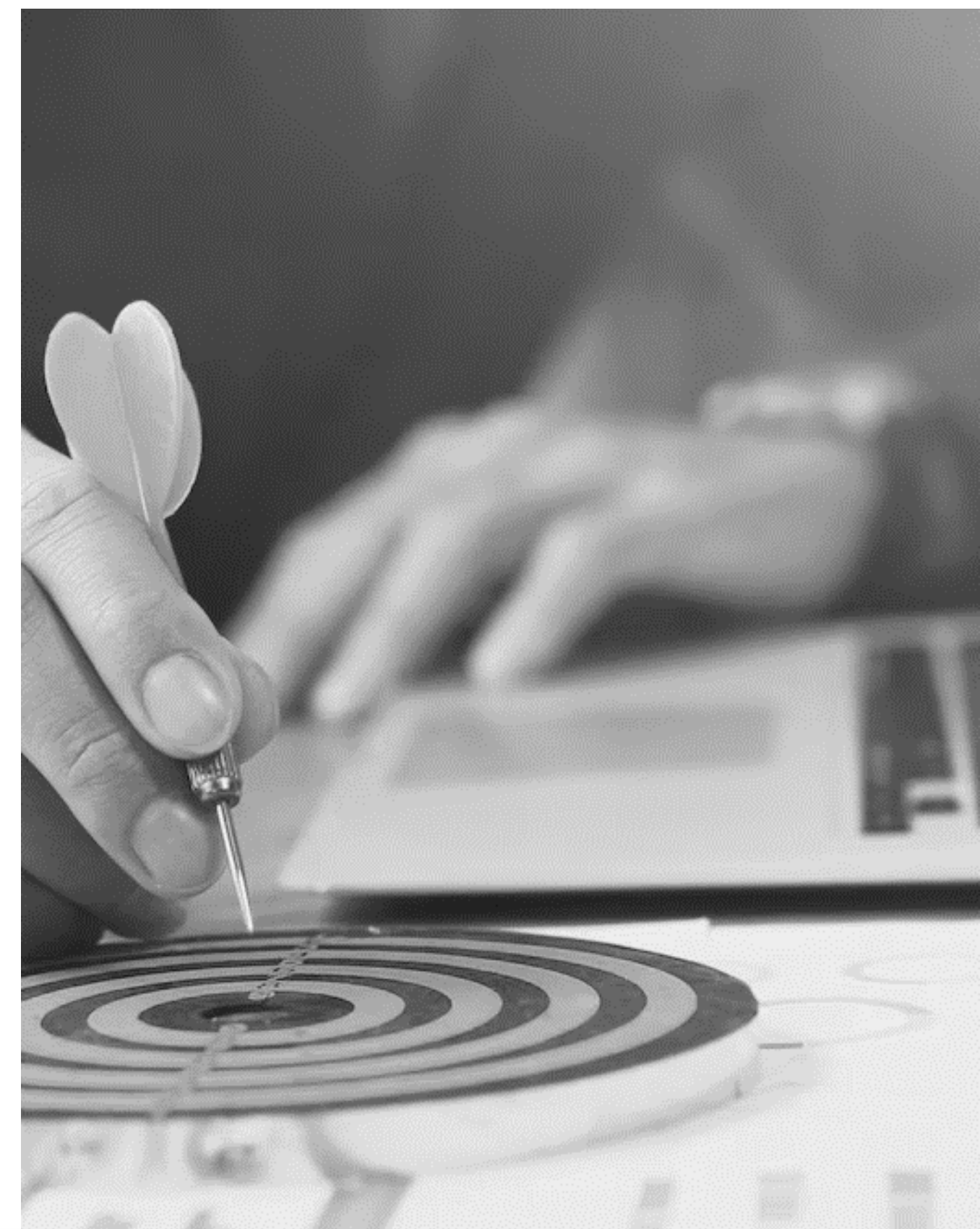


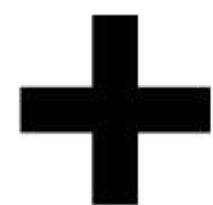
Objective:

- Evidence of project progress in relation to expected results;
- Systematic monitoring of result indicators;
- Evaluation of the impact and solutions implemented.

When:

- Throughout the duration of the project.



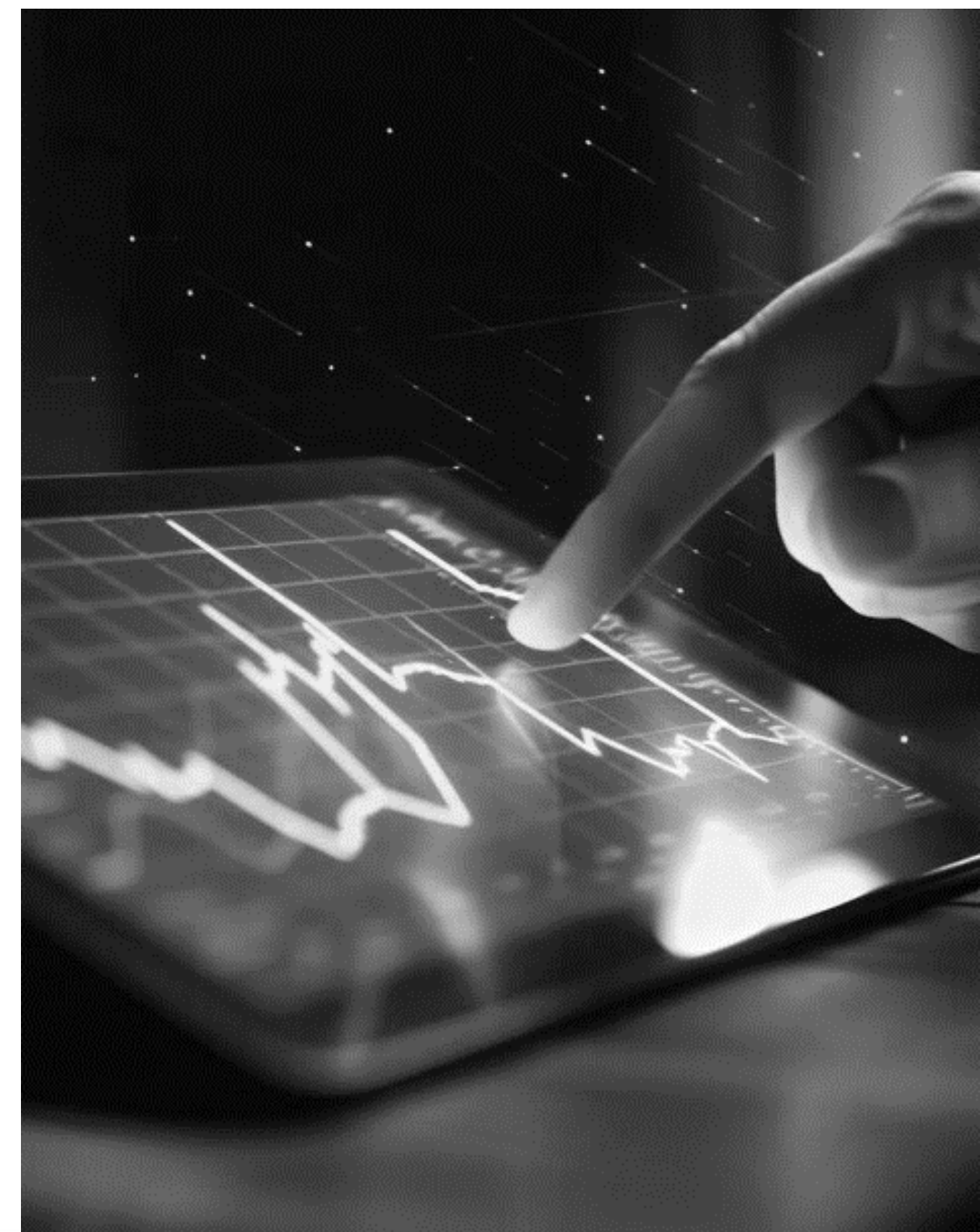


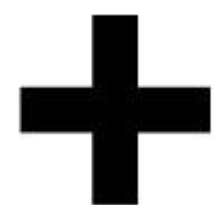
Main activities:

- Monitoring project performance;
- Defining the reference framework for project evaluation;
- Organizing and collecting data on the implementation and performance of the project and innovative solutions;
- Final evaluation of the project and innovative solutions.

Main Results:

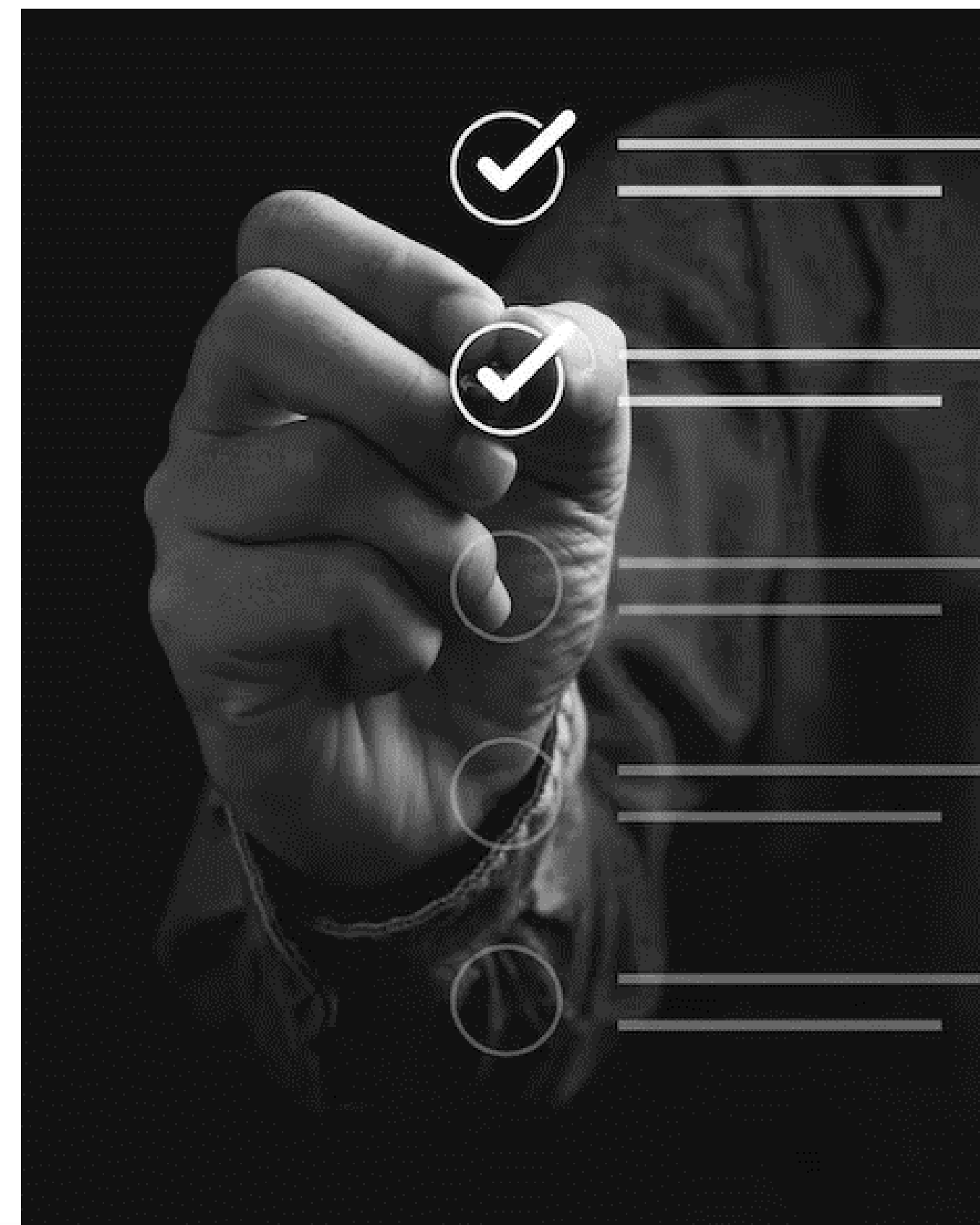
- Monitoring and evaluation reports;
- Dashboard;
- Guide to innovative solutions.





Examples of indicators

- Impact of the renovation, construction and extension of the old slaughterhouse and the surrounding area;
- Involvement and participation of all stakeholders and citizens in the preparation and implementation of the project;
- Sustainability and circularity indicators;
- Creation of knowledge and direct access to sustainable and innovative solutions, with application in real environments;
- Number and transferability of innovative solutions.





+ Science
+ Technology
+ Arts

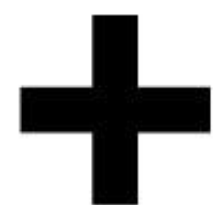
Associação Juvenil de
Deão - AJD

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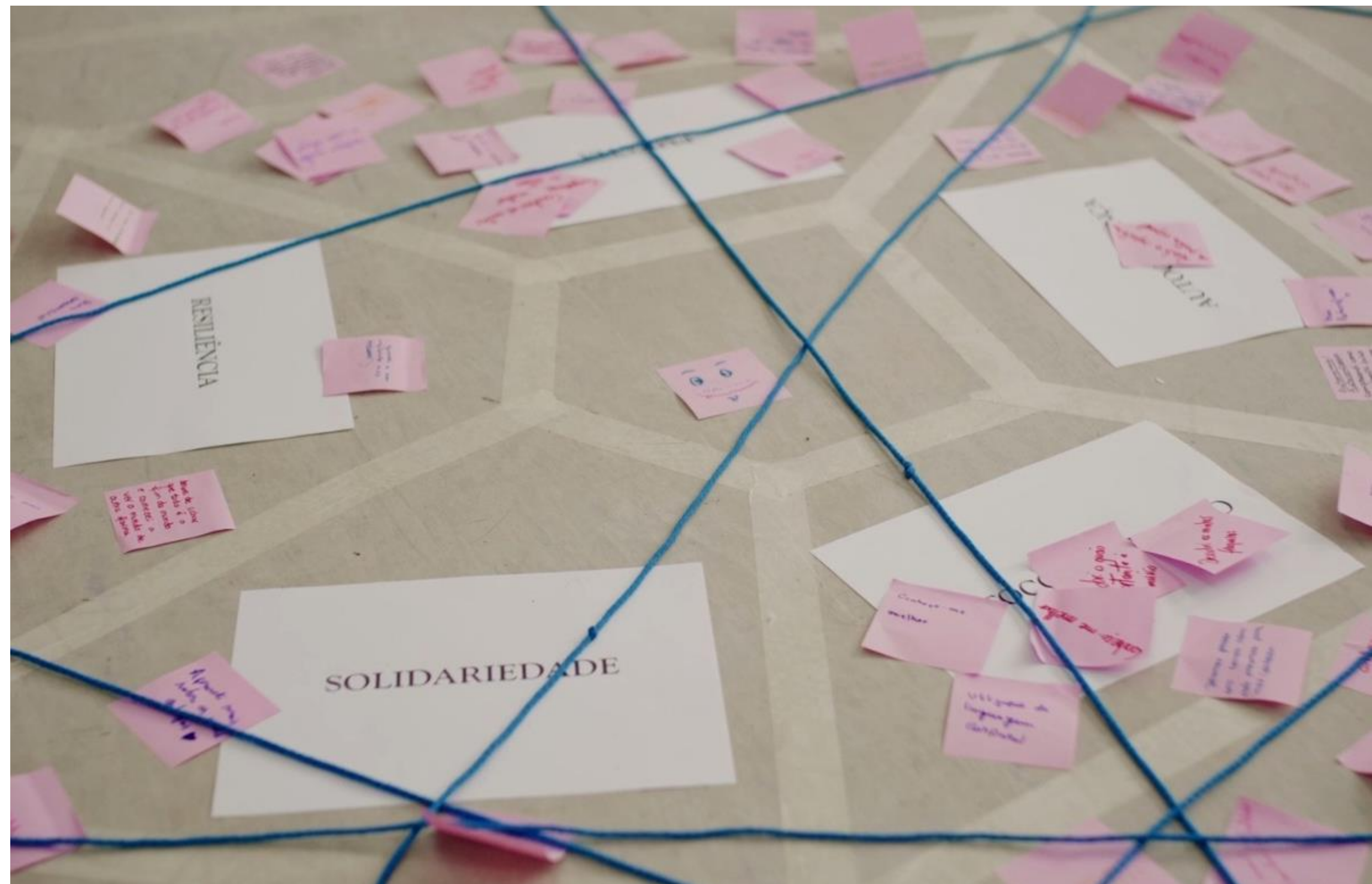
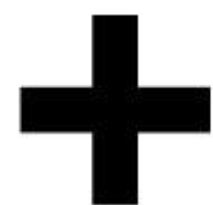
+ Science
+ Technology
+ Arts

INVOLVING THE YOUTH COMMUNITY

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We develop and partner with international and European projects



We develop and partner with international and European projects



+ AJD's role in the Viana STARTS project

- Co-participation in the Viana STARTS strategic plan;
- Contribute to the other work packages in accordance with our perspective on working with young people;
- Involving the community at this early stage to familiarize them with the project.



everything starts here



Thank you.

