

## TYPE PROJECTS HUB - AN INTERNATIONAL MODEL OF DEVELOPMENT OF THE ENTREPRENEURIAL ENVIRONMENT

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Impact Hub is a global network of local spaces and communities designed to facilitate sustainable impact through collaboration. Local Impact Hubs are autonomous companies that offer co-working spaces, programming, events platforms, and communities of individuals and organizations with ideas to build a better world. Hub was established in 2005 in London with the aim of creating a space dedicated to inspire, connect and enable people to achieve a sustainable entrepreneurial idea. The idea was simple: There are a lot of people with good ideas for a "better world". What seem to be missing are places to help these people to move from intent to action and to find like-minded for a greater impact. In Romania about four years ago, first opened in Bucharest office space hubs in Romania (for entrepreneurs in technology) and business where teams from different companies could collaborate. The idea to open a hub in Bucharest focused on social innovation and entrepreneurship appeared some time ago in the context in which part of the team now has worked since 2010 at the initiation and growth of a community to support social entrepreneurship. In all this diversity, there is a common mission: "we can create if we put all our innovation capacity in the common goal to create a positive impact through our work?"

**Keywords:** hub, responsibility, community

**Jel Code:** O 11, O14, F62, F63, R11, R58

### 1. What is a Hub?

The Hub is a global network of spaces and communities aimed at facilitating sustainable impact through collaboration. Hubs local autonomous companies offering workspaces, programming, platform events, communities, and individuals and organizations with ideas to build a better world.

A hub consists of three distinct elements. First, observational is a vibrant community of enthusiasts and entrepreneurs who share a basic intention to bring positive changes and work to develop their ventures.

Secondly, it is an inspiration that provides meaningful content through thought-provoking events: innovation labs, learning spaces, incubation, and chat programs that support a positive impact.

Thirdly, a hub is a physical space that provides a flexible infrastructure and highly functional workspace, meetings, learning and socializing.

The magic happens when these three elements are connected and are brought to life through the art of hosting. [1]

Members and friends (called Hubbers) are members of a community. They are entrepreneurs, activists, artists and professionals who act on your passions and creativity put into practice. They aim to leave a legacy in the world. They foresee a future in which every individual, organization or company take bold and careful to create a positive impact.

#### 1.1. The 5 principles of Hub

Community has a strict set of values. Each member of the Hub your responsibility to maintain and promote the following five principles:

1. Creating a place: We appreciate the place around us: our workplaces, our cities, our regions and our environment.

2. Effort: Our community builds creative cooperation and collaboration.

3. Respect and Ethics: The Hub is a place respectful. Is it safe for diversity, ideas, inspiration and creativity.

4. Building a better society: Our community honors the hopes, dreams and values.

5. Radical Inclusion: All are invited to join and bring added value to the conversation.

## **2. The concept of global Hub**

### **History of the concept of Hub**

Hub was established in 2005 in London with the aim of creating a space dedicated to inspire, connect and enable people to achieve a sustainable entrepreneurial ideas. The idea was simple: There are a lot of people with good ideas for a "better world". What seems to be missing are places to help these people to move from intent to action and to find like-minded for a greater impact.

We have created spaces that borrows from the best members of the club, an incubator for start-ups, a co-working space and a think-tank to create a unique ecosystem of social innovation. Spaces with all the tools needed to grow and develop new projects with lasting effect by providing access to necessary expertise, networks, finance and markets. But above all, meaningful spaces for meetings, exchange and inspiration, full of diverse people who do amazing things.

The idea spread like wildfire and led to the emergence of a global movement for the creation of hubs impact on all five continents. Since March 2013, there are 40 open seats hubs ranging from Melbourne to Johannesburg and São Paulo. The goal is clear: To become a truly global network hubs impact all over the world, build a vibrant community of entrepreneurs working in social innovation through collaborative actions.

Hub first opened in Islington, London in 2005, followed by Cross Hub King. Founder Jonathan Robinson explains that when he finished university, he was completely uninspired vision work presented by large corporations job fairs. Meanwhile, when business began interviewing people for a book that he co-authored entitled *Careers Un-ltd*, he found that "all these people had the same story about how lonely they were when they started own business in the bedroom or garage. "He felt he had to be another way. [2]

"Hub allows you to be a small organization to share a room with people who have similar views and direct benefits, laughter and networking opportunities for the organization," says Jonathan Robinson.

Gingerwink Films founder, Georgie Weedon initially came to Hub for needed office space. But when it came, was directed BBC and Al Jazeera and realized it was more than an office. "It's about cross-pollination of ideas and people with the same wavelength," says Georgie.

### **A "super-studio new economy"**

Team founders are executives Westminster Alice Fung, Indy Johar and Tim Ahrensbach working together to design strategy 00 minutes known as "zero, zero". When they were based on the Hub Kings Cross, Matthew Blades of Westminster City Council, the trio approached with a proposal to create a Hub Westminster. It comes as a partner by 40% and the possibility of extending the idea of Hub. After some time looking for space, 12,000 square feet on the first floor of New Zealand House were ideal location.

### **An innovative business model**

The three hubs in London - Westminster, Islington and Kings Cross - are connected through weekly newsletters with information about events, profiles of new members in London. Each Hub however, is quite different, and is led individually by its local founders, who are financially responsible for their own business. Each Hub is licensed by the governing body, the Association Hub, and contribute to the costs of maintaining the association depending on its size. Hubs individual co-own the network assets and global decisions on the principle of one vote per Hub. [3]

## **3. The culture of Hub**

It began in 2002 with the publication of *Hub The culture: The next wave of urban consumers*, one of the first explorations of global social communities. HubCulture.com was founded to provide a venue for global urban influences in the book. Over time, he began to produce functions (such as roundtables, events and charity fundraisers) to connect those who want to meet like-minded people. The site has become an important reference point for the zeitgeist.

In 2005, Hub The culture events were turned into Pavilions, longer-term projects in key places. Increased the number of activities in a number of projects and events that reach thousands of members. First Pop Pavilion appeared in January 2005 on the beaches of Rio de Janeiro, with others following in Miami and St. Moritz.

In 2007, Hub The culture extended social network to include knowledge brokering, future trend analysis and consulting services to a selection of blue-chip clients. In January 2007, the company launched its first table Zeitgeist, announcing on stage in major urban centers in the world. [4]

### 3.1. What is Impact Hub?

Vision: We believe that a better world is evolving through the combined achievements of creative and compassionate people because you focused on a common goal.



Figure 1 Characteristics of Impact Hub

Impact Hub offers a unique ecosystem resources, inspiration and collaboration opportunities to increase the positive impact of employment. Adherence to this diverse community members and contributors will inspire, connect and allow you to grow best at maximum capacity at every step.

Area Development: From Amsterdam to Johannesburg, Singapore to San Francisco. A diversified global network of over 7,000 members in over 54 locations.



Figure 2 Area of Hub development

Another world is born and you are invited to take part. What began as a single hub at London in 2005, has evolved into a global network of people taking steps towards a single purpose: impact. While each local Hub Impact has their own unique community impact makers around the world come together on a global scale to share stories, aspirations and achievements.

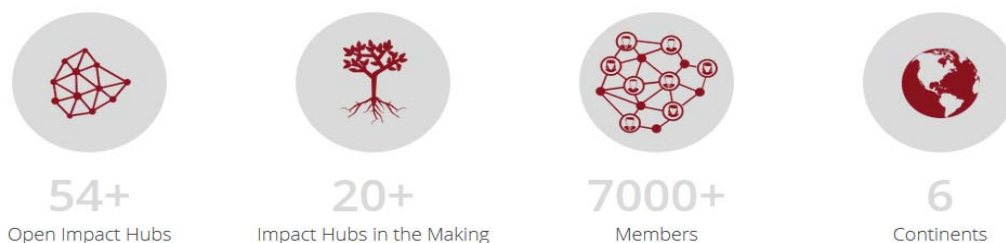


Figure 3 Hubs' Network

The aim is to jointly create platforms and experiences that inspire, connect and enable individuals and institutions around the world to achieve a sustainable society. A look at assessment in 2012 revealed that more than 400 new projects were initiated by members Impacts Hub while current initiatives have created more than 1,500 jobs and generated solutions in many fields. Members felt inspired to take positive action related to a supportive community and enabled their journey to create positive impact.

#### **4. Hub concept in Romania**

Now nearly four years, first opened in Bucharest office space hubs in Romania (for entrepreneurs in technology) and where business teams from different companies could collaborate.

In the How to Web conference, Bogdan Iordache, How to Web CEO, Daniel Dragomir, Marketing Manager Post-Privatization Foundation have announced that they will open a new hub, a place where they can work together in the technology, even if are part of the same company. This is the sixth announced hub in Romania and another is construiște in Brasov. [5]

"TechHub is a project dedicated exclusively to entrepreneurs in the technology. How Romania is known for highly talented young people in the area, we convinți that any such initiatives would be appropriate and help the tech entrepreneurial community to develop" says the startups.ro Daniel Dragomir, TechHub co-founder Bucharest.

Catalina Rusu, cofounder accelerator Geekcelerator new level that went Bucharest Hubb, says he loves the concept of the hub, because it puts people together similar and complementary to maximize their chances of success.

"It is said that one of the secrets of success of Silicon Valley, as tech entrepreneurship platform is open and collaborative environment there. People divide the resources, experiences, lessons learned. This is the role of a hub," said the startups.ro Catalina Rusu. [6]

Bucharest Hubb was opened in January 2010, in a house downtown, and was closed in June 2013. Area has hosted many entrepreneurs and future entrepreneurs, some of whom have founded start-ups that have expanded in other countries. The idea to increase the speed of development of start-ups in technology has not disappeared, it was transformed into the first accelerator of its kind in our country.

"We opened the market somehow co-working in Romania with Bucharest Hubb, which means automatically take the brunt of the chest - adoption is very slow, leading to a long series of other problems. Moreover, as a market to develop, we need someone to take this zero. then followed an extraordinary period in which I met beautiful people, put to work, I saw teams and projects being born, I have seen people literally and have radically changed the way of thinking, for better, thanks to this magic mix. we are still hub, just in a different form, Geekcelerator. accelerant generally has component hub temporarily and permanently offline online through the alumni network," detailing Catalina Rusu.

##### **4.1. Concept of co-working in Romania**

As a hub to work, it's need dialogue. Everyone involved must contribute something, including a smile and a few hours of personal time.'m Happy that things have taken off in this respect. Audience is more open to such initiatives are more involved. probably will take some time until co-working market to mature, but we are on track.

The idea of creating a community is the main reason that made a place where companies work together. Similarly, Cristian Teacher, founder Cluj Hub, says the idea of creating a hub in Cluj-Napoca emerged from organizing conferences TEDxCluj and need innovative and entrepreneurial people to develop a community around ideas vanguard.

It was very important for our team to create a place in Cluj where entrepreneurs, freelancers and investors alike to co-exist and be creative and innovative. And those from Cluj Coworkle the idea of opening a hub after, while traveling through Romania last year, have met many freelancers.

The idea to open such a space in Bucharest, focused on social innovation and entrepreneurship has emerged in the context in which they started two years ago to work on the initiation and growth of the communities to support social entrepreneurship, roPot. [7]

As the community grew round it became clear need for a space where you can meet people, be organized events to inspire and help develop the sector. From here to the hub Mumbai was only a step we began to work more than a year ago at the launch plan.

#### 4.2. Organizations in Romania

##### What is roPot?

A community of people who share common interests in the field of social entrepreneurship, a connection platform that becomes a community of practice based on trust, respect and contribution. A framework for developing the skills and knowledge required for both entrepreneurship and social impact. An incubator for social enterprises that are sustainable.

In all this diversity, there is a common mission: "we can create if we put all our innovation capacity in the common goal to create a positive impact through our work?"

##### What offers roPot?

- ❖ online platform consisting of events: case studies, learning workshops, opportunities to connect and conferences, such as connecting to support interaction and the development of those who wish to contribute ideas, experience, energy and passion, which make their businesses financially and socially sustainable;
- ❖ Opportunity to explore synergies with other projects with similar intentions and connect ideas, opportunities and resources that help increase speed and help initiatives become reality;
- ❖ online platform for interaction, learning and networking within the community and also with experts in various fields of interest;
- ❖ support catalyzing internal transformation and concentration that generates action.

##### roPot Values:

<b>Contribuție</b>	•Noi credem în capacitatea fiecărui individ de a contribui; fiecare dintre noi aduce ceva pentru comunitate creșterea valorii sale individuale și valoarea de comunitate ca un întreg.
<b>Inovare</b>	•la Ropot, provocam perspectivele, ne uităm la ceea ce facem dintr-un alt unghi și generăm idei antreprenoriale care aduc ceva nou.
<b>Relevanta</b>	•Întotdeauna ne mirăm de ce facem ceea ce facem? Toate acțiunile comunitare reușesc să creeze o diferență pozitivă în viețile altora.
<b>Acțiune</b>	•Obiectivele noastre sunt rezultate tangibile și modificările care au loc. La Ropot ne concentrăm pe a face lucrurile să se întâmple!
<b>Explorare</b>	•Orice interacțiune, eveniment, întâlnire de lucru este o oportunitate de a explora cine suntem, în ceea ce excelăm și cum putem maximiza valoarea noastră adăugată pentru comunitate.
<b>Creatia comuna</b>	•Ne asculta cu atenție, vorbim cu intenție, să se bazeze pe ideile celui alt. Valoarea reală apare din capacitatea noastră de multiplicat prin crearea comuna de soluții

Figure 4 The roPot values

"The idea of opening a hub in Bucharest focused on social innovation and entrepreneurship appeared some time ago in the context in which part of the team now has worked since 2010 at the initiation and growth of a community to support social entrepreneurship - round . as the community grew, it began to become clear need for a place where members can work and be able to meet, "said Craioveanu.

The entrepreneur says Hub helps its members to develop their businesses, receive and provide feedback and meet potential new business partners. Hub was designed more as a catalyst for growth for its members than a cost saving solution.



Profile "customers" who come to work in HUB: are people with initiative, entrepreneurs or freelancers in various fields of activity - from social entrepreneurship to marketing and communication, from IT to urban, from ecology to nutrition, to training and financial coaching.

The idea to launch a hub came when he heard Bogdan Iordache Bucharest Hubb transformation into an accelerator, just because he did not want to lose the community formed. He immediately began working with the team at How to Web project, but realized that it is not so simple, so sought partners and expertise. Associated with Daniel Dragomir and hub are under the umbrella of TechHub.

"We are happy to associate with TechHub, primarily because of the experience of the founding team project - Elizabeth Varley and Mike Butcher. Know-how team in London will have a very important role in developing the project, because we want TechHub Bucharest to mean much more than a co-working space," says the startups.ro Daniel Dragomir, co-founder at TechHub Bucharest.

#### **4.3. Social entrepreneurship as an engine hub.**

Social entrepreneurship is actually a form of intelligent and responsible choice of doing business : smart business . Social business does not just go to a need (which alone satisfies the entrepreneur for the benefit ) , but also a social problem to be solved by a business whose profit reflects both the producers and consumers ( considered as a community ) comprising much wider benefits , such as socio -cultural sustainability and environmental performance . This idea is still undigested to us , so as many entrepreneurs do not perceive more fully the opportunities of local or global recession and we're headed for irreversible transformations involving new practices and attitudes. When asked " What would cause a social entrepreneurial business to business instead of a conventional " would send the appropriate response to a certain level of cultural and social development , business education , so that arguments not only economic persuasive. [8]

##### **Modular concept and continuous transformation**

The Hub Fitting offices on two floors of the building on the street holding no raised. 5 articulates with this model salutary social entrepreneurship; therefore not just talking about the aesthetic and formal decisions of the architect is immediately responsible, but a merger between organizational initiative, called The Hub vision and creativity postindustrial specific image. Thus arrangement finds its legitimacy even in the series of processes implemented by shared collaboration: a community of very diverse people become able to overlap interests, to seek convergence of use and acquire natural space occupied.

In this approach the employment differentiated longer accommodate the idea of development and by direct analogy with the presence of flowering plants that enliven the interior, both microgrădina surrounding glass façade and the fact that a mobile library is both a flower stand which will expand as time goes on.

The whole arrangement yields a scenography impression mobility, combinatorics, multiple possibilities, coupled with elements of surprise (smart design) and experimental reactions of users. Playful aspect is supported by coherent graphic design decoration mobile vertical panels, but also by revealing hypnotic technical installations hanging from the ceiling.

##### **The Grape Iasi**

It creates a set of companies providing integrated services in the areas of transportation and logistics, pharmaceuticals and health, academic, technology and IT services and produce a multiplier effect increased economically positive influences to the whole society. [9]

The Grape aims to create the first community of entrepreneurs and freelancers in Iasi from different fields (IT, training, recruitment, marketing, social entrepreneurship, etc.) as a coworking space. Promote mutual support in the community by sharing ideas, knowledge and advice on a range of specialist members. The Grape contribute to the sustainable development of local businesses and educate youth with entrepreneurial potential.

In the long term, The Grape will support business initiatives with potentially requiring advice or resources of various types (information, human etc.).

##### **What is The Grape for the local community?**

Create a community of entrepreneurs and free profesionista as a shared workspace, arranged creatively, which provides all the necessary members to make work.

Minimum 10 entities (companies, startups, freelancers, NGOs) working in co-working space in the first two months since the launch of the project and 20 in the first year.

Constantly organizes networking events and workshops based on community needs.

Popune its launch two educational programs to promote the concept of social entrepreneurship among youth entrepreneurial potential [10]

A program of workshops developed for 5 weekends for the young, developing entrepreneurial compentențelor to be invited expert speakers from the local and national levels;

A conference about co-working, focused on the importance of social entrepreneurship with both national and international speakers.

### Hub concept in Galați

We believe in a community that has a capacity exponentially higher than those working individually. Therefore, everything we offer is available through membership plans. We know that when you contribute as a community has access to a lot more, actually paying less individually. At the same time, we will encourage value that each of us can add. We appreciate your contribution and involvement and support you in adding value beyond the financial contribution of community.



Fig.5 Logo The Hub Galati

### Conclusions

Why did you become a member of the Hub:

- You have a business idea, you want to do something positively impact and want to put it in practice;
- Are you an entrepreneur and want to develop your business in other areas;
- Have an initiative that can make a significant contribution and want to develop it as an independent business;
- Are you a freelancer and working with start-ups part of your plan;
- You are employed and wish to contribute through involvement in other projects, social activities;
- Are you an active person and always looking for new opportunities that you can understand new and innovative ways. [11]

Smart and affordable to set up offices in response to the recent global challenges: The Hub Galati will provide an integrated model of unprecedented social collaboration. The Hub Galati will have three basic principles:

- ✓ A creative space, flexible, friendly and functional covering professional needs (furniture and hi-tech communication). In other words, it's about a smart-office (or "business incubator") that come with pleasure. In addition, there is nothing here to suggest a conventional office work: the best ideas come from situations in the most relaxing and informal, so favoring socialization is an essential part of the concept of interior design. Here is found a community lunch area, an indoor microgradina, library and especially a funky atmosphere, seasoned by design.
- ✓ Smart Communication: The hub can be rather simplistic just on the rental cost, but the main motivation here is the concept of shared collaboration. A free-lancer for example, start up a business, you certainly need contacts, ideas and information to other people (as different specialization) that might share the same intentions and aspirations. It can seek help from any member of the Hub to find some answers and some partners: innovation starts here in solidarity hardly conceivable in a conventional corporate.[12]
- ✓ Professional content: link to need support from outside the Huber community it can cover only internal contacts: know-how, new sources of inspiration, funding, technical aspects of investment, etc.

The Hub Galati will hold meetings with experts, invited free (usually chosen from diverse fields in complementary configurations) to generate the necessary information content, responding to community needs. Topical subjects of such external consultant (articulated as open conversations) are chosen Huber to cover their expectations, such as knowledge of basic steps for networking and professional

partnerships or steps to be taken to operate in the sales, marketing or effectively articulate new educational models.

#### Acknowledgments

This work was supported by the Project POSDRU/159/1.5/S/138963 PERFORM.

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