

# CULTUUR&CAMPUS PUTSELAAN

## 10-week Accelerator Programme

### DELIVERABLE D5.3



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## Project description

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## Deliverable description

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## Acronyms and definitions

<b>Acronym</b>	<b>Meaning</b>
AWC	Afrikaanderwijk Coöperatie
BUZ	Stichting Buzinezzclub Foundation
C&CP	Cultuur&Campus Putselaan
CA	Consortium Agreement
COD	Stichting Codarts voor de Kunsten
EC	European Commission
ELIA	European League of Institutes in the Arts
ESHCC	Erasmus School of History, Culture and Communication
EUR	Erasmus University Rotterdam
HR	Stichting Hogeschool Rotterdam
ICLEI	ICLEI - Local Governments for Sustainability
RDAM	Gemeente Rotterdam
WDKA	Willem de Kooning Academy Rotterdam
WP(s)	Work Package(s)

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# 1 Summary

Deliverable D5.3 describes the accelerator programme implemented within Work Package 5 of the *Cultuur & Campus Putselaan* project. In accordance with Task T5.3 of the Grant Agreement, the programme supports new and existing socially oriented initiatives and entrepreneurs connected to the Cultuurcampus through a combination of group workshops, personalised coaching, and longer-term guidance.

Although the Grant Agreement foresaw a six-month accelerator programme, the programme was delivered in a 10-week modular format following extensive consultation with students and local communities. This adaptation increased accessibility while preserving the objectives and core components of the original six-month approach. Participants with additional support needs were able to extend their development trajectory through repeated participation and continued one-to-one coaching for up to one year, effectively meeting the intended duration and depth of support.

The accelerator programme was delivered multiple times and co-designed with consortium partners. It was implemented by the experienced trainers of the Buzinezzclub and their network, combining entrepreneurship workshops with tailored coaching and concrete action-plan development. Volunteer coaches were offered as continuous sparring partners to support sustainable growth beyond the programme.

Outreach and participation targets set in Task T5.3 were exceeded, with nearly 50,000 people reached, 491 registrations, and 366 completed participants to date. The programme has already contributed to the development of multiple new social enterprises, several of which are presented in this deliverable as illustrative examples of impact.

In conclusion, D5.3 demonstrates that the accelerator programme fulfils the objectives of Task T5.3 by providing a flexible, inclusive, and effective support structure for socially oriented entrepreneurship within the Cultuurcampus ecosystem

## 2 About the Cultuur&Campus Putselaan

Cultuur&Campus Putselaan (C&CP)<sup>1</sup> pilots a new approach to city making through education, research, policy, and culture at the heart of Rotterdam South. It facilitates the coming together of different types of knowledge - theoretical, practical, from the arts and sciences - with the lived experiences of citizens. It does so in three ways.

**First**, by co-creating a vibrant site of encounter, dialogue and shared learning. The C&CP will be housed in a historical building, the refurbishment of which unites a sustainable re-design vision of students of architecture and built environment, with the wishes and needs of local stakeholders, in a part of town where higher education and cultural institutions are scarce. This will be a hub for students, residents, social enterprise start-ups, lecturers and researchers – a place for learning, studying, community, art and culture and acceleration of local initiatives.

**Second**, we will facilitate the co-design of impact-oriented learning curricula that can make the area more sustainable, inclusive, and enriching. From sustainable crafts and repair workshops open to all, to lifelong learning formats and Master level courses, we will test innovative didactic approaches geared towards activating and inspiring citizens, students, and lecturers in shaping a better future for Rotterdam South. Important part of these activities is our accelerator programme to engage local communities and support the development of (social) initiatives and new enterprises.

**Third**, we will ground our approach to research in participatory research and citizen science, that empowers residents to take part in the processes that shape their city and delivers a sound understanding of the area, its challenges, and opportunities, based on shared ownership.

Evaluating our experience, we will identify the most effective strategies for delivering territorial transformations that build on situated knowledge and visions shaped and implemented through multi-stakeholder and multi-level collaborations. Research outcomes and lessons learned will be reported on in the context of WP2, 'Needs assessment, monitoring and research' and WP7 'Future Plans, replicability', which prepares for the transition and upscaling of C&CP to the larger CultuurCampus Doklaan and the replication of this project elsewhere in Europe, including replication of its learning and programming formats, and provides policy recommendations on the project learnings.

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<sup>1</sup> While the official acronym is CultuurCampus, we are using C&CP here to differentiate the NEB project on the Putselaan location from the larger CultuurCampus on the Doklaan which will be an upscaled initiative realised several years later.

In collaboration with local stakeholders, we will foster research outcomes that respond to local needs, for instance by sustainably supporting the existing creative ecosystem in Rotterdam South.

### **Consortium**

- Erasmus University Rotterdam, Erasmus School of History, Culture and Communication
- Willem de Kooning Academy Rotterdam
- Hogeschool Rotterdam (Affiliate of WDKA)
- Codarts University for the Arts
- Afrikaanderwijk Coöperatie
- Municipality of Rotterdam
- Buzinezzclub Foundation
- European League of Institutes of the Arts
- ICLEI – Local Governments for Sustainability

### 3 Introduction to the 10-week Accelerator Programme

This deliverable (D5.3) reports on the design, implementation, and results of the 10-week accelerator programme developed within Work Package 5 of the *Cultuur & Campus Putselaan* project. The accelerator programme contributes directly to the New European Bauhaus ambition by fostering inclusive, locally embedded social entrepreneurship that strengthens social cohesion, economic resilience, and cultural innovation in Rotterdam-South.

The objective of the accelerator programme is to support the emergence and growth of social enterprises connected to the Cultuurcampus ecosystem and its engagement with local communities and students. By offering accessible entrepreneurship training, coaching, and network-building, the programme lowers barriers to participation and enables participants to translate personal ambitions and socially driven ideas into sustainable initiatives with measurable local impact.

Originally conceived as a six-month programme, the accelerator was adapted into a 10-week format following extensive consultation with local residents, students, and aspiring entrepreneurs. This flexible structure responds to the lived realities of participants, many of whom combine entrepreneurship with work, study, or care responsibilities. At the same time, the programme allows for extended engagement through repeated participation and longer-term coaching trajectories for initiatives with high potential.

This deliverable provides:

- a general description of Work Package 5 and its activities related to outreach, engagement, and acceleration;
- an overview of the origins and methodology of the accelerator programme;
- a detailed description of the programme structure and training content;
- illustrative results through five participant case studies; and
- the guiding principles underpinning community engagement and knowledge exchange.

Together, these elements demonstrate how the accelerator programme contributes to the Cultuur & Campus Putselaan objectives by empowering local talent, strengthening community-based entrepreneurship, and laying the groundwork for sustainable social and economic development in the Putselaan area and beyond.

## 4 General description of workpackage

This work package is responsible for the support and acceleration of at least five social enterprises, connected to and emerging from the activities of the Cultuurcampus and its engagement with local stakeholders.

T5.1 – Reaching out and engaging local communities: Extensive collaboration with multiple agencies facilitated engagement with the target groups for the accelerator programmes. Partnerships were established with Ondernemershuis op Zuid, Nationaal Programmema Rotterdam Zuid, Chance to Influence, Theater Zuidplein, the Chamber of Commerce, AWC, RDAM, and other consortium partners.

Outreach efforts included distributing email invitations, programme flyers, and recruitment posters to students and the community, all containing a QR code for registration. Further promotion was achieved through the social media channels of consortium partners, as well as Instagram, Facebook, and TikTok, generating nearly 8,000 leads and website traffic.

Until May 2024 a total of 491 members enrolled in the programme, with 366 successfully completing the accelerator programme to date.

T5.2 – Connecting business acceleration to Cultuurcampus students: Despite the Putselaan 178 building not being ready for use yet, many students have participated in the accelerator programme so far. Within this group several initiatives have the potential to grow into sustainable business plans that have profound social impact, for example schooling support for underprivileged youngsters. We expect the amount of initiatives to increase as we continue to deliver the accelerator programme and continue to reach the residents local to the area surrounding Putselaan 178 when the programme can be delivered on site.

T5.3 – Deliver 6-month programmemes to local communities and Cultuurcampus students, to build strong and sustainable initiatives: The team has chosen to deliver 10-week rather than 6-month programmes. This decision to deliver a 10-week programme was based on extensive discussions with students and local initiatives. Potential participants were not receptive to a 6-month programme, preferring a shorter and more focused duration. As a result, we condensed the standard programme to 10 weeks. However, some participants, as anticipated, found the pace too fast and opted to join the programme twice, effectively extending their development period to nearly 6 months. Participants with strong and sustainable cases receive further support from coaches and are paired with a fixed coach for a one-year period to develop their plans into solid business cases with strong partners. This approach ensures a low barrier to entry while providing a flexible and personalised programme tailored to the needs of the participants.

## 5 Origin and description of the startup programme

The Buzinezzclub Foundation was born in Rotterdam-South in 2009 because of the demand of youngsters to startup their own business. The youngsters told our founder Leo van Loon: “I want to startup my own buzinezz”, when asked what kind of future they wanted. When he asked them why haven’t you started yet? They responded: there’s 60 things you need to do and I don’t know where to start. There was clearly a great demand, because research showed that 40% of the youngsters in Rotterdam was interested in starting up their own business. This is the reason why Leo van Loon organized entrepreneurship programmes for the Kansenzones (a predecessor of the Nationaal Programma Rotterdam Zuid) and opened an incubator for cultural and creative entrepreneurs called the Creative Factory in Rotterdam-Zuid. From within the Creative Factory he also started the Buzinezzclub to specifically target and engage underprivileged youngsters.

The Buzinezzclub programme grew into the Buzinezzclub Foundation that has trained over 6.000 youngsters in 15 years in several big cities in the Netherlands. In cooperation with the Cultuur & Campus partners the Buzinezzclub has created a startup programme for youngsters that attracts and engages a range of youngsters: from underprivileged and practically trained to promising University students.

The inaugural 10-week accelerator programme, titled “BOSS van je eigen Buzinezz” (BOSS of your own business), commenced in M12. Youth aged 18 to 35 registered via the Buzinezzclub website and participated in a 10-week programme offering training and coaching to establish their own business or social initiative. Subsequent iterations of the programme have followed, with the fourth scheduled to begin in M19.

Each programme round commences with a kick-off event at Theater Zuidplein, attended by participants and consortium partners. The kick-off session includes an overview of the programme content, introductions to trainers and voluntary coaches, and an inspiring presentation by Karim Erja, owner of a successful talent development and management company, who shares his journey of entrepreneurship, including both failures and successes. BOSS participants also pitch their businesses and share insights gained from the programme. The kick-off concludes with a networking session.

Following the kick-off, BOSS members receive the full programme, including two business plan templates: one for personal use and another for external stakeholders such as financiers, landlords, or partners, aimed at securing external commitment.

## 6 The Programme

The accelerator programme consists of four trainings:

- Training 1 – “You as an entrepreneur” focusing on:
  - Who are you as an entrepreneur?
  - What is your DISC (Dominance, Influence, Steadiness, Conscientiousness) profile?
  - What does this say about your strengths and weaknesses?
  - What are your entrepreneurial qualities?
  - What is your WHY, HOW and WHAT to do business? (Simon Sinek’s Golden Circle)
  - What business idea do you have (products/services)?
  - What problem do you solve with this / what does the world gain from this?



- Training 2 – “Buzinezz & Market: What’s your proposition for which target group?” focussing on:
  - Determining the target group and proposition that fits your WHY;
  - Determining the financiers/partners that you need for your (social) initiative;
  - Determine the product, price, place, and promotion;
  - Finding and retaining customers.
- Training 3 – “Marketing & Sales” focussing on:
  - Market research, SWOT analysis, and marketing activities;
  - Why marketing is important;
  - Target group analysis and personas.
  - Promotion: offline and online
  - Sales and marketing plan for the first year of business



The fourth training session, provided free of cost by Rabobank, focuses on finance and insurance, explaining how the bank assesses aspiring entrepreneurs and startup social initiatives. Emphasising the importance of both the business and the individual behind it, Rabobank prioritises personal connection over the collateral that entrepreneurs may possess, often surprising BOSS participants. Leveraging their extensive industry knowledge, the bank provides valuable insights into various sectors and shares online resources beneficial for startups. Moreover, they offer guidance on selecting appropriate insurances, notably highlighting the necessity of liability insurance. Each training session is complemented by coaching sessions, during which BOSS members receive personalised guidance from seasoned entrepreneurs and startup experts, allowing them to refine their business plans and expand their networks within the BOSS community.



In between trainings, coaching sessions take place. An online registration-system is used to select 2 specific coaches who specialize in certain domains of the participants interest.

The programme culminates in a final so-called 'Fly-out event' for BOSS members, serving as the kick-off for the new round of participants, where members can pitch their business ideas. Upon attending at least three out of the four training sessions, participants receive a certificate of participation.





## 7 Results

Social entrepreneur 1

### **Who are you, how old are you, and where are you from?**

I am Ernest Hoogland, 30 years old and proud owner of Blije Boon NL. Born and raised in Breda, spent some time exploring the world in Australia, and eventually landed in Rotterdam. That's where I found my home – and where the seed for Blije Boon was planted.

### **How did your path to the Buzinezzclub begin?**

I was at a crossroads: move up in a salaried job or strike out on my own. I chose myself. The Buzinezzclub gave me the push I needed to truly go for what I wanted to build.

### **Why did you start with BOSS van je eigen Buzinezz?**

Because I was looking for a foot in the door. A network, inspiration, but mostly a place to grow as an entrepreneur. As a “rookie” from Breda, just back from Australia, I was eager to meet new people and claim my place in Rotterdam.

### **How did you experience the program?**

Super valuable. It gave me structure and a plan, but especially people around me who had the same energy and drive. What I loved most was the feedback from other entrepreneurs. At home, people often talked mostly about risks – very well-intentioned, but I wanted to look ahead and dream. Here, I had that space.

### **What are you building your business around? How can people follow you?**

Blije Boon NL started about a year and a half ago with a tuktuk that I had converted into a mobile coffee bar. With it, I travel across the entire country: festivals, weddings, markets, corporate events – anywhere people gather. Because coffee brings people closer together.

Besides the tuktuk, I launched my own coffee label. And starting November 2025, I get to set up a pop-up in the CultureHub in Coolhaven. A place I absolutely love, because everyone can be themselves there – exactly what Blije Boon stands for: coffee with character and a social touch.

### **Where do you see yourself in 5 years?**

In 5 years, I want to have permanent spots where the neighborhood comes together around a good cup of coffee. We're already collaborating with Rotterdam care homes to create coffee corners where residents, colleagues, and neighbors can meet. Step by step, we're building a future in which coffee is always the starting point for real connection.



## Social entrepreneur 2

### **Who are you, how old are you, and where are you from?**

I am Domenico, 33 years old. I grew up in Spijkenisse, but I have been living in Rotterdam for more than 5 years now.

### **How did your path to the Buzinezzclub begin?**

Last year, I experienced a burnout, which made me reconsider what I want to do with my life. I realized that I want to use my creativity more. In the job I had at the time, there was no room for that, and I noticed that my life started to feel boring because of it.

Photography has always been an interest of mine, so I decided to enroll in a photography course. When I came across the ads for Boss van je eigen Buzinezz, I thought: *I need to join this*. I wanted clarity on how to turn photography into my work. During the first meeting, when they talked about creating a “jobby,” I knew I was in the right place.

### **How did you experience the program?**

The program can really support and help a lot of people. The first sessions were especially interesting for me. I have a financial background, so that part was already familiar to me.

I enjoyed the general sessions because the presentations were informal and accessible. Overall, I think it’s an educational and helpful program.

### **What are you going to build your business around? How can viewers follow you?**

At the moment, I am officially a photographer and I’m working on various small-scale projects. Partly to expand my portfolio, but also to build a client base. My goal is to eventually open my own studio, highlight the queer community, so I can create images in a space that fully belongs to me.

### **Where will you be in 5 years?**

In 5 years, I hope to have my own studio or be working as a traveling photographer. Traveling is one of my biggest passions, and if my partner and I dare to take the step, we might even pursue a nearly nomadic lifestyle. But we still need to save up for that, and I still have a lot to learn in photography!

### Social entrepreneur 3

#### **Who are you, how old are you, and where are you from?**

My name is Niochia Rosaria, and I am 33 years old. I grew up in Hellevoetsluis, where I lived until I was 21. I have now been living in Rotterdam-South (Pendrecht) for about eight years.

#### **How did your path to the Buzinezzclub begin? / Why did you start with BOSS van je eigen Buzinezz?**

A lot happened during the COVID period. We all had to adapt to so many changes, which created a mental shift—also for me. I ended up at home with a burnout, and at the same time, many unresolved issues from my past resurfaced. This forced me to work on myself—emotionally, mentally, and financially.

During this period of self-development, I also became more aware of my direct environment. The neighborhood I live in, but also the environment I grew up in, came into a new light. I began to see structural problems more clearly: the normalization of criminality, visible drug issues, and children slowly becoming products of their environment.

Because I was in the middle of my own healing process, I could perceive others on a deeper level. I saw how generations struggle with unmet emotional needs. It touched me deeply, and it awakened something in me: the conviction that things must change. From that conviction, I founded **Stichting Eerlijke Kans**, because everyone deserves a fair chance—yet not everyone gets one. And I want to help change that.

The BOSS program gave me the tools and proper guidance to make all of this possible. It helped me structure my ideas, turn my strengths into action, and give my plans a solid foundation. Because of this, I now have the opportunity to support vulnerable groups and young people, while giving back to the neighborhood and city that shaped me.

#### **How did you experience the program?**

I experienced the program as a valuable safety net, surrounded by enthusiastic and driven entrepreneurs. It not only gave me structure, but also the confidence to further develop my ideas. During the program, I built a lot of discipline, especially around creating a business plan and translating my vision into concrete steps. It showed me that dedication and hard work are the keys to making dreams come true. I also felt supported and inspired, which was an important motivation for me to keep going.

**What are you building your business around? / How can viewers continue to follow you?**

I am active in social entrepreneurship. Through my social media (TikTok, Instagram, YouTube), I take people along on the journey of my foundation. I share both the successes and the challenges honestly—not only to inspire, but also to build a connected community around our mission. With our workshops and projects, we aim to break cycles of exclusion, criminality, and unresolved trauma. We work *from* the neighborhood, *with* the neighborhood, so the impact is sustainable.

**Where will you be in 5 years?**

Our ambition is big but realistic: within five years, we aim to have multiple mother-and-child homes across the Netherlands, and to run impactful workshops that empower young people and women. From that foundation, we hope to expand internationally as well—starting in my country of origin, Curaçao.



## Social entrepreneur 4

### **Who are you, how old are you, and where are you from?**

My name is Rugene Rogers, I am 36 years old and I'm from Rotterdam. I am the founder of Rogers Assist, my own sole proprietorship where I focus on personal assistance and smart finance.

### **How did your path to the Buzinezzclub begin? Why did you start with BOSS van je eigen Buzinezz?**

My journey to the Buzinezzclub began when I came across a Facebook advertisement for *BOSS van je eigen Buzinezz*. It immediately caught my attention because I wanted to do more with my ideas and talents. I decided to sign up to learn how to turn my passion into a solid business.

I experienced the program as educational and inspiring, but also challenging. I gained valuable knowledge and tools that help me develop my business step by step.

### **How did you experience the program?**

With Rogers Assist, I want to help people with budgeting, investing, bookkeeping, financial strategy, VAT, and taxes. My goal is to make complex financial matters understandable and practical, so people can gain more control over their money and future. Viewers can continue to follow me on Instagram at **rogersassist**.

### **Where will you be in 5 years?**

In five years, I see myself running a steadily growing business, where I not only support clients but may also have built a small team. My mission is to help more people, make their lives easier, and make smart financial choices accessible to everyone.



## Social entrepreneur 5

### **Who are you, how old are you, and where are you from?**

I am Anam, I am 34 years old, and I am from Rotterdam. Besides being a mother to a daughter, I am also an entrepreneur in the creative sector.

### **How did your path to the Buzinezzclub begin?**

I noticed that many mothers have little time or support for themselves. I wanted to create something that truly makes a difference: a place where mothers can relax, recharge, and regain their strength. Through the Buzinezzclub, I got the chance to turn this idea into something concrete.

### **How did you experience the program?**

Very valuable. It gave me structure, motivation, and above all the confidence that my idea is viable. Thanks to the coaches and the network, I felt that I could really start building Mama Rust.

### **What are you building your business around? / How can viewers follow you?**

I run Mama Rust: a space and program for mothers who have little social support, offering them room for mental well-being and me-time. Viewers can follow me on Instagram at **@Mama.Rust**.

### **Where will you be in 5 years?**

In five years, I see Mama Rust as a nationally recognized initiative where mothers can find rest, creativity, and support. I want to collaborate with municipalities and care organizations so that every mother—regardless of her situation—has access to rest and recovery.



Our general principles for the targeting and engagement of local communities and student (groups) are the following: inclusive, equal, outreaching, entrepreneurial, positive and personal.

Inclusive means that we are open to anyone who wants to participate between 18-35 years of age, research shows that a more homogenous group delivers better results. We reach out in an equal, entrepreneurial and positive way of communicating and acting. In our interaction we are personal, which means we have respect and an eye for individual differences, therefore for example we adapt to the level and ambition of our participants.

Next to these general principles, there are two other important principles we follow: multi-level engagement and transdisciplinary approach and situated knowledge.

**Multi-level engagement:** The C&CP team works with *local networks and individuals*. Hereby, we are engaging with a variety of stakeholders in the area and the wider city as a whole. Engaging means real engagement and interaction, so that we adapt and learn from each other and align better every month.

**Transdisciplinary approach and situated knowledge:** A multiplicity of disciplines is contributing to the team and consortium partners within C&CP. In WP5 this creates access to many different types of knowledge, which suits the very diverse (support) questions of the (social) initiatives in our accelerator. Next to the professionals active in the accelerator we actively engage and recruit volunteers with specific (entrepreneurial) skills and local knowledge and network to join the team.

## 8 Closing Words

The accelerator programme described in this deliverable demonstrates the value of a flexible, inclusive, and locally embedded approach to supporting socially oriented entrepreneurship. By adapting the programme design to the needs and realities of participants, *Cultuur & Campus Putselaan* has succeeded in engaging a broad and diverse group of aspiring entrepreneurs and in translating ambition into concrete, socially impactful initiatives.

The results achieved to date show that meaningful acceleration is not only a matter of programme duration, but of relevance, accessibility, and sustained personal support. Through strong partnerships, experienced trainers, and long-term coaching trajectories, the programme has laid a solid foundation for continued entrepreneurial development within the Cultuurcampus ecosystem.

As the Cultuurcampus becomes fully operational at Putselaan 178, the accelerator programme will remain an important instrument for nurturing local talent, strengthening community-driven initiatives, and contributing to the New European Bauhaus goals of inclusion, sustainability, and social innovation.