

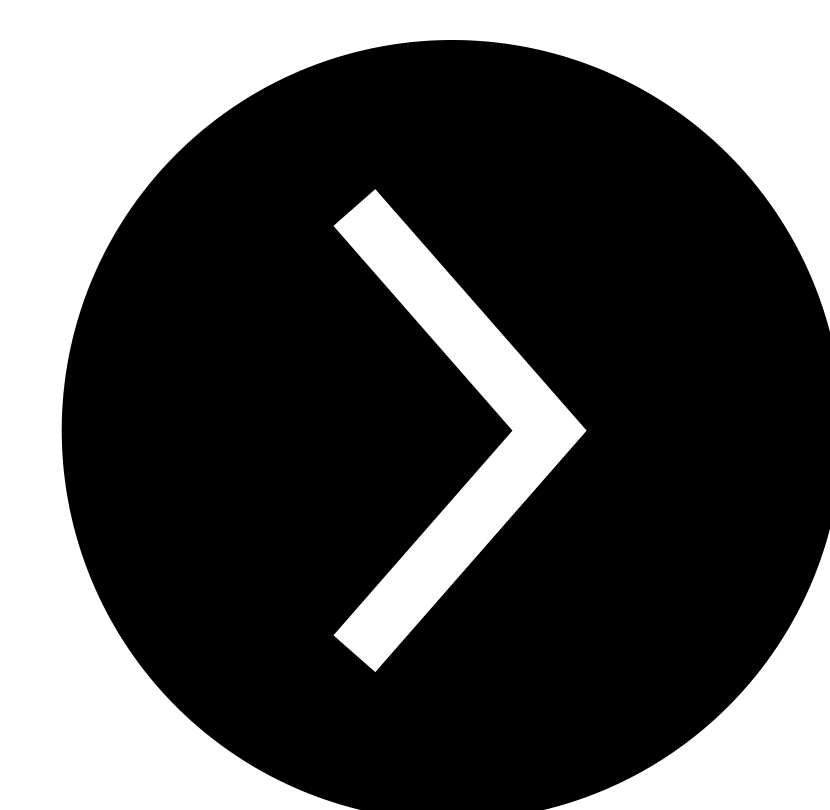
Social Innovation Spotlight



Episode 13

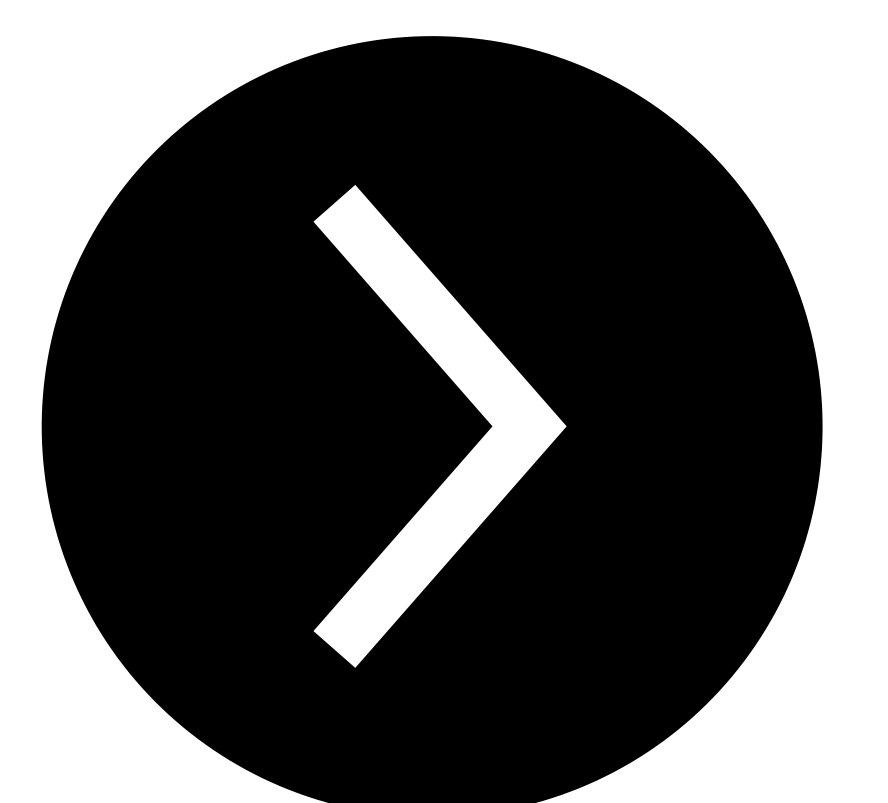
How to turn a space into a community hub

AMBASADA is a Romanian community hub created by Centrul Cultural Plai to support artists, NGOs, and social entrepreneurs through a shared space for collaboration, creativity, and social impact.



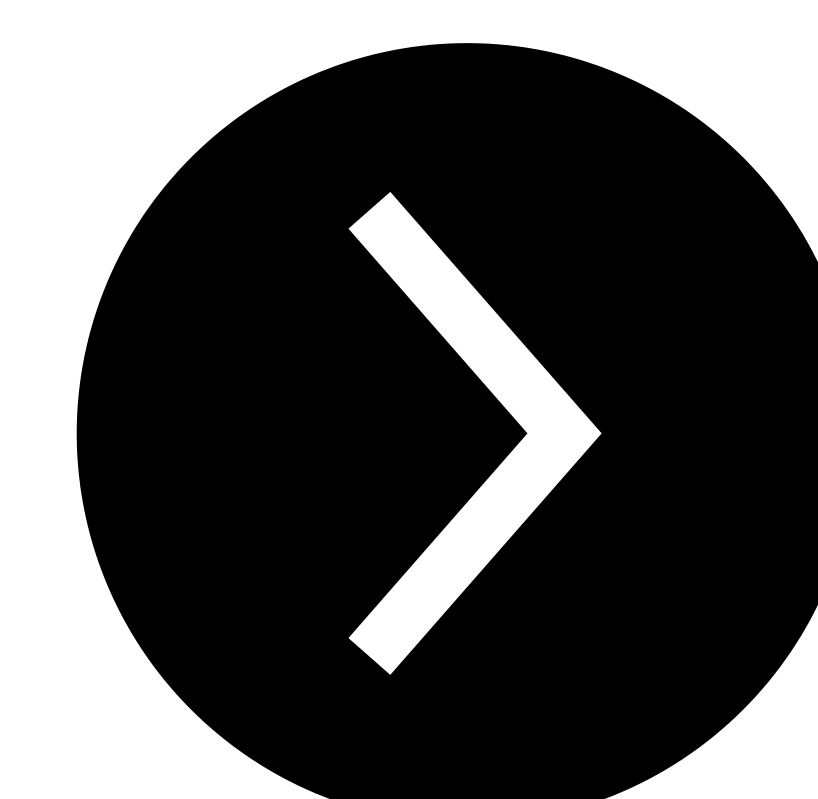
The challenge

- Limited access to affordable spaces and resources for creative and non-profit work.
- Weak connections between cultural actors, businesses and local communities.
- Independent artists, social entrepreneurs, and NGOs often struggle to find professional support and cross-sector connections needed to develop impactful initiatives.



The idea

Since 2015, AMBASADA has provided a shared space where artists, NGOs, and entrepreneurs can meet, collaborate, and develop projects. Through co-working, cultural events, and community activities, it fosters creativity and strengthens local connections.





What's innovative here?


- **Shared space:** offers free access to co-working, events and collaboration spaces for the creative and non-profit sectors.
- **Hybrid model:** combines commercial activities with social impact, making the space financially sustainable.
- **Community focus:** brings together artists, NGOs, entrepreneurs and local communities in one place.

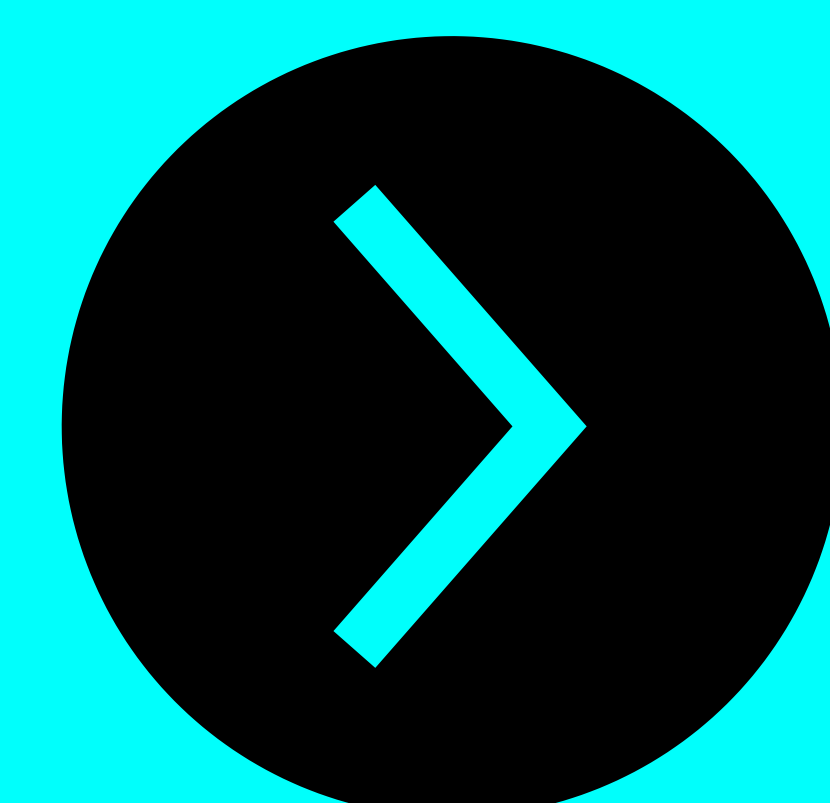


Impact so far


A free community space created for artists, NGOs and creative professionals. 

Stronger local networks and collaboration between cultural actors. 


Educational and inclusion activities for disadvantaged youth, providing opportunities for learning and social participation. 



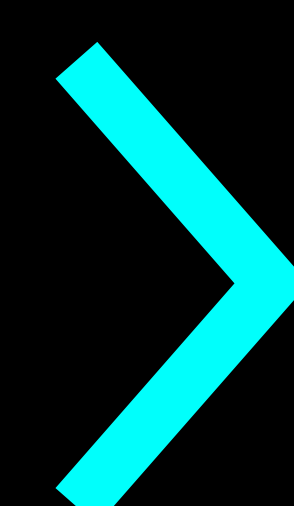
Impact so far

A sustainable model where commercial activities  support free community access.

Part of the Trans Europe Halles network, contributing  to international knowledge exchange.

Inspired similar models for community  spaces at international level.

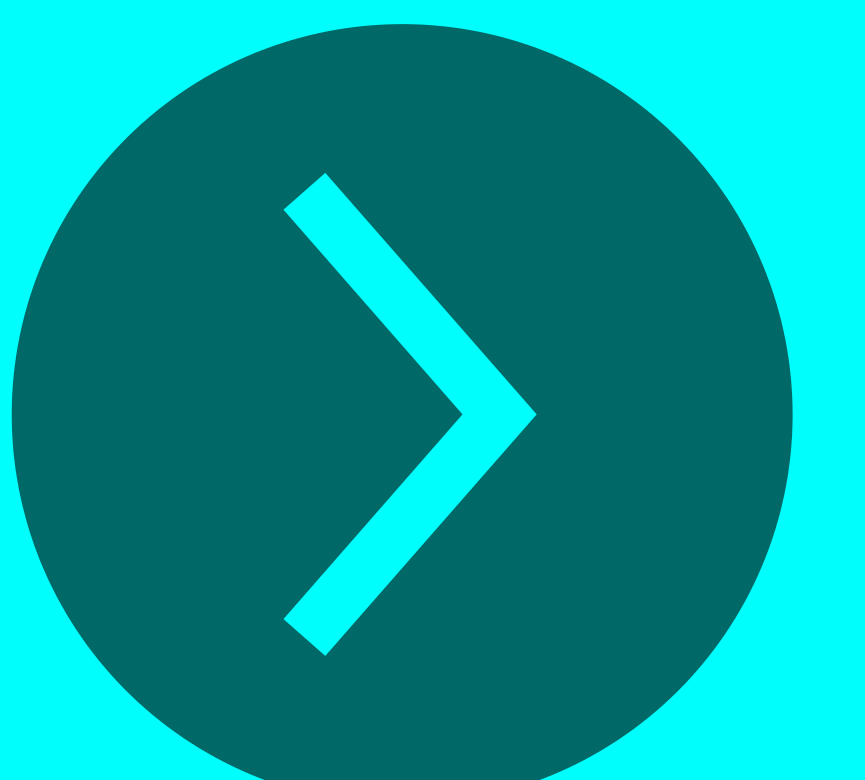
**Economic
&
systemic**





What you can replicate

- Create or support shared spaces where people can meet, collaborate and test ideas.
- Partner with local artists, NGOs and small businesses to co-organise events or community activities.
- Use hybrid models where commercial activities support community access.
- Organise events and activities that bring different groups together around common goals.



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**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

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