

## INVITATION

### 'Join us in celebrating 25 years of knowledge'

*A festive masterclass 'Leiden and seven of its sister-cities. Free of charge and fully in English.*

<b>Date</b>	25th of august 2022
<b>Time</b>	13.00 – 17.00 (drinks afterwards)
<b>Sign up?</b>	Send the message 'Yes! I will be there' to <a href="mailto:robmanders@blaauwborg.nl">robmanders@blaauwborg.nl</a>
<b>Location</b>	PLNT, Langegracht 70 Leiden

On Thursday, August 25th, 2022, Blaauwberg will celebrate its 25th anniversary! We invite you to join us in a celebration of what we have been doing all those years: producing, disseminating and having fun with knowledge. Sound empirical and analytical knowledge. About the economy, about urban and regional development, about entrepreneurship, about education and healthcare. About empowerment and democracy.

One of our flagship products nowadays is the masterclass 'Leidenkunde', an inspiring summing-up of the dynamics and future of our home town of Leiden. We have some off-spring from this masterclass already in other regions and cities. On August 25th, we launch a new off-spring: a comparison of Leiden with seven or eight of its associate cities across Europe. In the late 1970s, Leiden was called one of the 'seven poor sisters': a row of derelict industrial towns in The Netherlands. In just two generations, it transformed into a thriving knowledge hub. The success came in part by cooperating with other hubs in The Netherlands, Europe and the world. Right now, the city with its educational institutions and its liberal outlook on life is a magnet for young people and explorative businesses. What did Leiden well, what can be learned from sister cities elsewhere? What lifestyle have Leiden and its new sisters in common? What does the rise of the knowledge hubs mean for the non-urban regions? For the political stability? For an ageing and slowly depopulating continent?

This chain of cities across the continent is often identified as a new Hanseatic League. If the new league is as important for our century as the old one was for 15th century Europe, it is indeed necessary to recognize its mode of operating.

We made our anniversary part of the great festival 'Leiden 2022: European City of Science'. We offer our festive masterclass 'Leiden and seven of its sisters' free of charge and fully in English. Please, join us, Thursday, August 25th, from 13.00 till 17.00, and enjoy some drinks with us afterwards.

You can register now already, just make a reservation in your diary and send us send the message 'Yes! I will be there', and we will keep you informed.

Warm regards,

The Blaauwberg team

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