



Figure 5.4
The Smart Work Hubs development cycle.

collaborations that emerge, evaluate the benefits (including personal benefits like work/life balance), and reflect on the kinds of infrastructure that would be needed to support these efforts on a more structural basis—while making sure that this infrastructure will be well anchored in the community (figure 5.4).

Frames can now be created for each of these steps—that is, a pattern of relationships and activities can be created to shape and support each step of the process. For the “attract” step, frame ideas emerged around the concept of a “health hub” that would include a research facility coupled with an education and work zone which would draw together students and professionals working in the same discipline. Students would be able to learn from exposure to a real-life working environment, and businesses would benefit from well-prepared local graduates. A frame idea for the “support” step was based on the development needs of the industries and services in the region: the Hub could be temporarily themed and curated to host learning and exchange on specific issues relevant to local industry (e.g., high-tech agricultural developments, new methods of water management, etc.). In the end, this process will help calibrate