

# WHITE CITY INNOVATION DISTRICT, URBAN REGENERATION IN LONDON

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# **White City Innovation District in London, a new example of urban regeneration in a global capital through an ecosystem of research, innovation and entrepreneurship.**

[White City Innovation District](#), in West London, has emerged as a new global example of creating an entrepreneurship and innovation ecosystem in an existing neighbourhood, integrating a new university campus, as well as technology facilities, startups, scaleups, companies, the commercial fabric of the area, and activities and infrastructures to promote STEAM vocations among residents and schoolchildren living in the area.

The White City Innovation District, promoted by the Hammersmith & Fulham local authority together with Imperial College London, builds on the London Borough's industrial strategy, "Economic Growth for Everyone".

Together, the district and the university have laid the foundations for an ecosystem that has attracted established entrepreneurs and innovators, all seeking new solutions to existing challenges. With such a foundation, the attraction of talent is expected to benefit citizens, their communities, and locally-based businesses with new opportunities for training and growth.

The new hub has already attracted leading companies, particularly in the life sciences, deep tech, media and creative arts sectors, making it its European outreach base.

