

OP
..... ACT

OP-ACT Options of Actions
Peer Review, Leoben



Connecting cities
Building successes

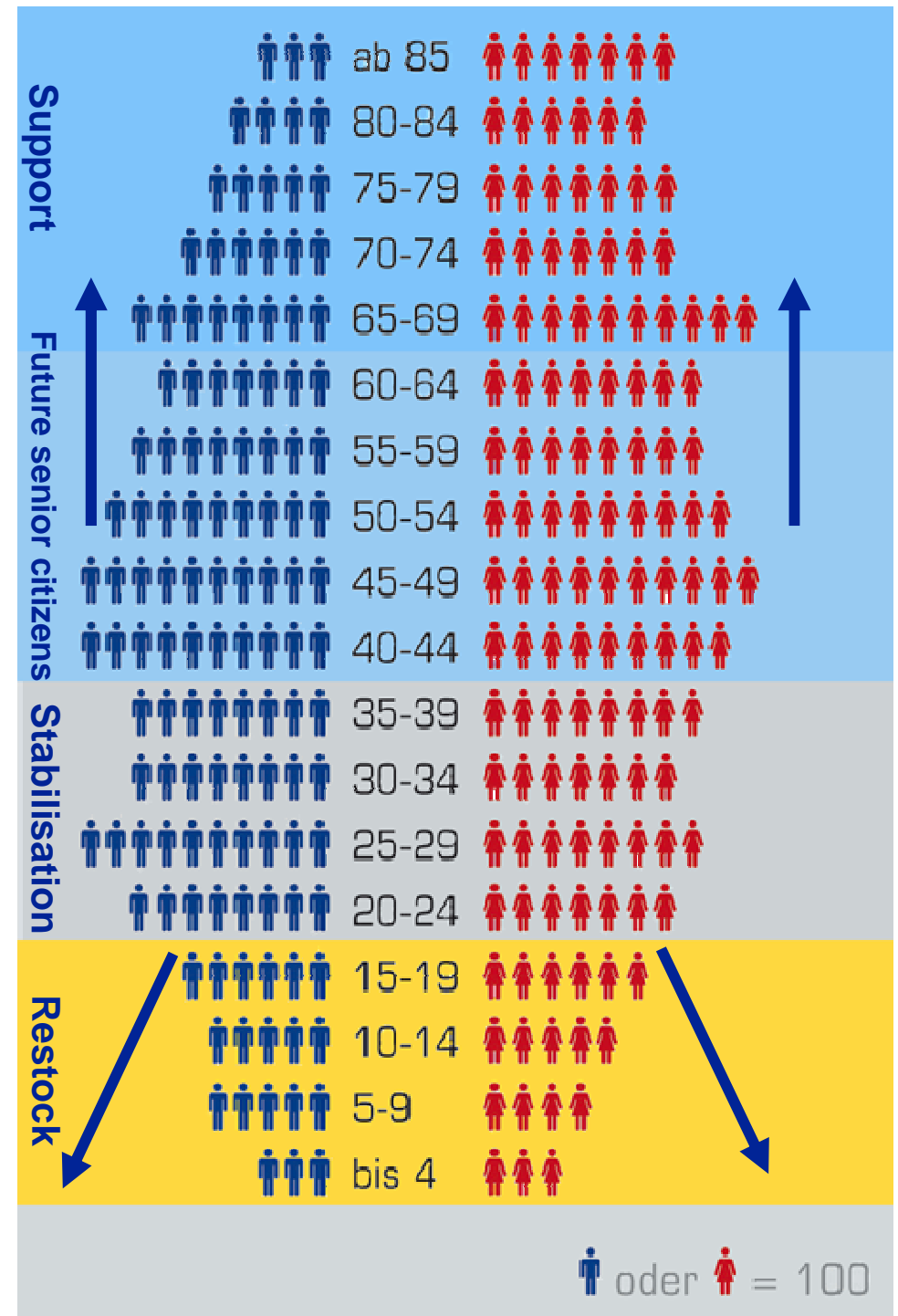


Demographic Change

- Declining birth rates
- Increasing life expectancy
- Young people tend to move to metropolitan areas



- Shrinking inhabitant figures and shrinking cities
- Infrastructural problems due to changing age structure
- Declining population at working age



„Kreativwerkstatt Leoben“ – Initial Point

- › Through analysis during the OP-ACT project Leoben figured out that new perspectives have to be created especially for young people.
- › The idea is to offer them a wide spectrum of education and opportunities to find jobs in different economic sectors
- › Another aspect is to try to keep them in town and to convince them to settle in Leoben.
- › This can only be reached if the city is attractive enough and provides enough opportunities.
- › Right now Leoben offers mainly jobs in the industrial sector (steel industry) or high tech industry (R&D companies that closely work together with the university)



Kreativwerkstatt Leoben strategic positioning

LEITBILD „KULTUR_LEOBEN“



- › The idea of the „Kreativwerkstatt Leoben“ is also linked to the strategic targets of the municipality's mission statement like e.g. :
 - Young people should be involved in the elaboration of the cultural programme
 - Special workshops für young artists should be promoted
 - Exhibitions for and with young people should be conducted
 - Promotion of a multi-cultural life in town
 - Leoben wants to stay the city of culture in Upper Styria and is aware of the importance of culture in the society and will force a multi-cultural life
 - Promotion of a specific cultural programme for different target groups
 - Promotion of networking activities between citizens, politicians, the private economy sector, the cultural department, etc.



„Kreativwerkstatt Leoben – project target

- ➔ The aim is to keep young people in town by making the city more attractive
- ➔ Leoben wants to create new perspectives for young people in the creative industry sector
- ➔ Establishment of a second economy sector additionally to the industry and research and development segment.
- ➔ Better communication and networking between younger and older people

KOMMUNIKATION

VERMARKTUNG

Kreativwerkstatt
Leoben

1

1. Szenen und
vorhandene Kooperationen
erheben

2. Bedürfnisse
der Jugendlichen

2

3. Netzwerkbildung

3

4. Gebäude
Räumlichkeiten

5

5. Nutzung

7

1.1 Szenen der Stadt
filtern

1.2 Gespräche mit
Mitgliedern
Bedarfserhebung
Meinungsaustausch

1.3 Ideengenerierung
Ideenplattform

1.4 Nicht vorhandene
Szenen aufbauen

2.1 Workshop mit
Jugendlichen - Planung

2.2 Kommunikationsstrategie
entwickeln

2.3. Bedarfsanalyse via
Social Media

2.4 Durchführung
Workshop

2.5 Einbindung von
Institutionen, die im
Jugendbereich tätig
sind

2.6 Generations-
übergreifende Themen erfassen

3.1 Benötigte Vernetzungen

3.2 Bildung und Intensivierung
von Kooperationen

3.3 Investoren

3.4 Stakeholder

4.1 Passende Gebäude/
Räumlichkeiten finden

4.2 Finanzierung

4.3 Genehmigungen

4.4 Interaktionsräume
-schaffen

4

5.1 Gesamtkonzept für
die Nutzung erstellen
**Marketingkonzept
entwickeln**

5.2 Arbeiten

5.3 Wohnen

5.4 Performance

5.5 Best Practice Beispiele
besichtigen und
Erfahrungsaustausch

6

Project process – development phase

1. Analysis of current cultural life and existing co-operations

Analysis which cultural scenes are already present in Leoben.

Interviews and talks with the official of these scenes should give an idea of their needs.

2. Needs of the youth

Through special workshops and web 2.0 tools we want to gain knowledge about the needs and required perspectives of young people. How important is creativity for them? On which creative fields are they interested in? We will also talk to officials of institutions that work with youngsters in order to get an idea what they require. We will start a pilot project in town via facebook to get into discussions with the young community in Leoben. We will develop a communication strategy with an external company for the facebook approach. In connection with this discussions we will conduct a creative workshop or film casting, etc.

3. Networking

We will build the necessary networks and co-operations in order to ensure a successful implementation. We will check investment, sponsoring opportunities or financing through EU funds. We will try to connect with important stakeholders and investors.

4. Building

We evaluate which buildings would be suitable for the project in the sense of working place, housing and performance stage. We will check which financial resources are needed to realize the project. We will visit sites where best practice examples like Kampnagel – Hamburg, Gessner Allee – Zürich, Rochus Park, Vienna, can be found



Usability – Work in the creative industry

AN URBACT II PROJECT

- › **Architecture**
- › **Audiovision**
- › **Theater**
- › **Design (incl. Grafic Design)**
- › **Film and Video**
- › **Gastronomy (atrium)**
- › **Craftworks**
- › **Literature**
- › **Media/Publishing**
- › **Fashion**
- › **Multimedia (incl. Gamesoftware and Apps for Smartphones)**
- › **Music**
- › **Advertising (also TV and Radio)**



Establishment of an information center for young entrepreneurs (funding, profitability analysis, establishment of a company, etc.)



Adequate working spaces: shared working and communication places for small businesses



Usability – work in the Creative Industry



Usability – work in the Creative Industry



Usability – Performance in der Creative Industry

AN URBACT II PROJECT

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Painting
Sculpting
Typography
Photographie
Theater
Film und Acting
Radio
Musik
Dance



Promoting young artists, organisation of workshops, seminars



Provide a stage for performances, provide art galleries for exhibitions, provide rehearsal rooms

Usability – Living in der Creative Industry

CT II PROJECT

Ateliers
Lofts



Timeframe for development phase 2011

Aktivitäten/Arbeitspakete	Apr.11				Mai.11				Jun.11				Jul.11				Aug.11				Sep.11				Okt.11				Nov.11				Dez.11				Kommentare																
	KW 14	KW 15	KW 16	KW 17	KW 18	KW 19	KW 20	KW 21	KW 22	KW 23	KW 24	KW 25	KW 26	KW 27	KW 28	KW 29	KW 30	KW 31	KW 32	KW 33	KW 34	KW 35	KW 36	KW 37	KW 38	KW 39	KW 40	KW 41	KW 42	KW 43	KW 44	KW 45	KW 46	KW 47	KW 48	KW 49		KW 50	KW 51	KW 52													
Kommunikation																																																					
Vermarktung																																																					
Abstimmung mit Politik																																																					Start 2012 Stadtratsclub 18.05.2011
1. Szenen erheben																																																					
1.1 Szenen der Stadt liefern																																																					
1.2 Gespräche mit Mitgliedern																																																					7. Juli Veranstaltung Ohne Bühne und ohne Mikrofon
1.3 Ideengenerierung																																																					
1.4 Nicht vorhandene Szenen aufbauen																																																					laufende Tätigkeit
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5.3 Wohnen																																																					
5.5 Performance																																																					
5.5 Besichtigung Best Practice Beispiele und Erfahrungsaustausch																																																					Ausnahme: Besichtigung best practice Beispiele und Erfahrungsaustausch wird 2011 durchgeführt, Gasometer, Kamnagel, Gessner Allee

Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel