



## METHODOLOGY AND CONCRETE OUTCOMES AND RECOMMENDATIONS OF THE 1st REDIS IMPLEMENTATION LAB IN MAGDEBURG, March 2009

**The Implementation Lab** is a three-day structured in depth analysis of the science quarter in the hosting city, mixing expertise of the hosts' Local Support Group (LSG) and the REDIS partners ('peer review') in an interactive way, taken an integrated approach. The LSG of the host city plays a crucial role. LSG members will actively participate in REDIS exchange activities by taking part in Implementations Labs. Members of the LSG will be mixed with project partners (from the other cities) to form a "brainstorm group" that will discuss a number of relevant themes for the host city and generate new ideas and solutions. This process will result in policy recommendations. The outputs are a main input for the LSG to build their local action plan. Two External Experts are invited for questioning as well as to provide the partners with outside views and to make the thinking "outside the box" possible. Each lab ends with a press conference and is dedicated to a special problem of developing science quarters involving internal and external expertise. The lab should be documented through several media. Here each partner can choose which types of media to use. The results of each lab will be disseminated to the thematic pole and public as thematic reports.

### Concrete Procedure referred to the REDIS topic:

#### Day 1:

The first day in Magdeburg served solely for the gathering of information about the Science Port area which is focused to be redeveloped into a Science Quarter. Several lectures of different groups of interest were held in order to enlighten as many different views as possible. For example the principals of the University and the University of Applied Science as well as the head of the department of urban planning held speeches concerning the local situation. Furthermore the two external experts referred to the problem statement out of their point of view and gave some good advices how to start thinking about the further development activities. The partners were also being informed about the problems concerning the area. The partners also had the chance to gather information about various examples of other cities with similar areas and problems through lectures of external experts. A site visit by bus to the Science Port in order to get an



impression about the area was integrated. All participants were told about the state of affairs

## Day 2:

The second day started with a joined warm up and a review of day 1. Afterwards all workshop participants had been divided into several groups (at least 7 in one group) with a group leader in each group. At least there were 3 groups. The teams worked in different rooms to allow discussions and the development of different approaches to the problem statements. Therefore the following materials were needed:

- Flip chart
- post-its, pens
- various maps of the area, photos
- laptop, Beamer

## Procedure in the individual groups:

The procedure during the several work group activities was subdivided into 3 steps. Each group followed these steps.

- **PROBLEM STATEMENT:** Naming of the most important already existing buildings, plans, activities in this area! (what is already there?)
- **OBSERVATION:** Problem designation (which problems do the partners see?)
- **SUGGESTIONS:** Concrete proposals for solutions

After the individual workshops the groups came together in the afternoon and discussed the found solutions and suggestions within each group. Afterwards the groups agree on proposals for solutions and draft these recommendations into a power-point presentation. This may overlap into day 3.

## Day 3:

On day 3 the participants finished the presentation and finally present the found solutions to the Lord Mayor of the city and to the groups of interest within a press conference.





## CONCRETE RECOMMENDATIONS CONCERNING THE DEVELOPMENT OF THE SCIENCE PORT AREA IN MAGDEBURG

### Consideration/Problem Statement

Below you can read which concrete recommendations from the individual groups were developed to 4 different problem statements.

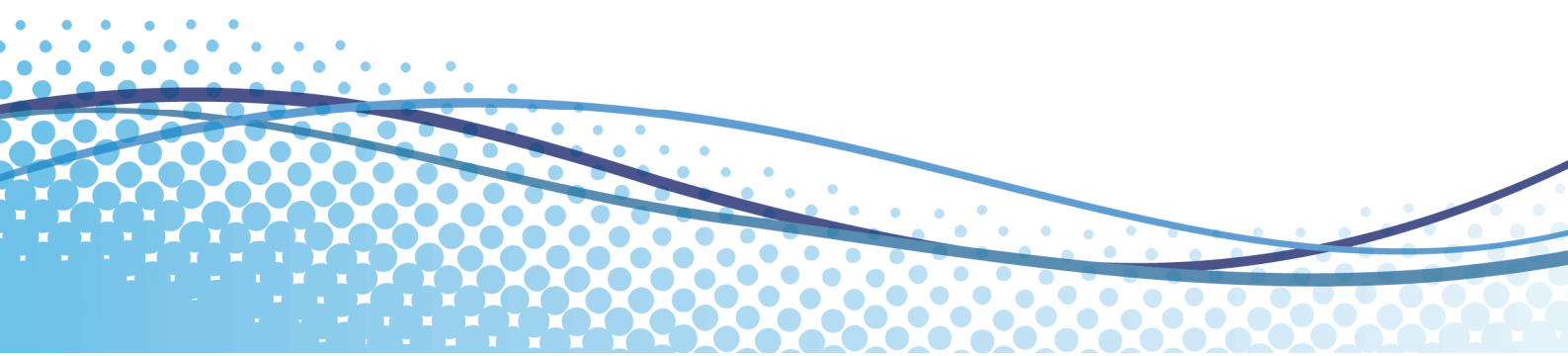
The participants of the implementation lab in Magdeburg found that an **identity** and **clear concept** of the science port in Magdeburg was missing.

### Observations

It was observed that the area has no sense of place and that it lacks people who make this area a lively vital area which attracts others. Also it was observed that there is no official entrance or “gate” and no clear specialization aligned with the strength of the regional economy and/or the university. There are strong links with past glory of the area, but those are not developed and strengthened. Also people of the city are not used to think of science as new driver of growth. The city of Magdeburg was known as an industrial city, therefore people have to adapt to the conversion into a city of science.

### Suggestions

The participants of the lab suggest that the Science port can become a kernel of liveliness if “urbanity” is created, i. e. density at a small site, with facilities that are interesting for locals, tourists, and scientists; combining living, working, leisure. Also a landmark building would give the area a face and would attract tourism. Here the new silo could play the lead role. All in all it is necessary to focus the concept, based on strength in urban economy and university.



## Consideration/Problem Statement

Another crucial problem of the area is the **positioning, promotion and marketing**. In opinion of the participants the science port and its treasures are not communicated enough to the outside.

## Observations

There is little to no information and communication at the site. The area lacks signs as well as an entrance, as mentioned before. In addition, there is a lack of area branding as part of integrated city marketing. Also there are “hidden” treasures, but they are not communicated through marketing to the outside world.

## Suggestions

It is proposed that the city of Magdeburg should create a continuous stream of positive news about the area through the local press. This will get will help label the science port as an exciting place. Also an information plate should be put at the entrance showing the idea and future area. Branding and communication is a very important aspect, therefore it needs to be branded a science area, which shows futuristic inventions. For example, built a “home of the future” to show what science means in daily life (through IBA) or use visual arts and high-tech gadgets in the public space to give the area a special feel. This can be done in cooperation with local artists. In addition create more events and link scientific events with events for locals. To plan these events local firms should be involved, for example involve K-Tech and make use of their marketing expertise. Attracting more students is vital to the area success, therefore offer the “special treatment” compared to competing cities. Also inform the local hospitality industry (hotels, taxi drivers, etc.) about science port.

## Consideration/Problem Statement

The most important problem that the Science Port has is the **connectivity**. The area is not connected efficiently to the city center and can hardly be reached by pedestrians.

## Observations

In general there is too much focus on big roads (i.e. road cuts off Elbe from city center). These roads serve as a barrier between university campus/residential quarter and the Science Port. Also, as stated before, there is little to no connection to the inner city and to the University of Applied Sciences on the other side of the Elbe.

## Suggestions

In order to create a connection it is preferable to replace the road by tram and create a new tram stop "Science Port". It is also necessary to create an orientation system at the site so visitors can discover the area more easily. In addition, exploit the river Elbe better and build pathways and cycle lanes which connect the port to the city center. Water taxis can be integrated to transport the visitors or locals to the city center, the island and the University of Applied Sciences. Also connections with adjacent areas are vital for the ports liveliness.

## Consideration/ Problem Statement

The city of Magdeburg also lacks a precise **process** of redeveloping the port into a science port.

## Observations

The city of Magdeburg lacks an overall policy framework (macro management) as a guideline for individual projects (micro management). There are interesting coalitions already in the science port, for instance the team for the long night of science, but those need to be extended. Also, there is a strong political will and support but poor involvement of the business community in the process. Generally Magdeburg should excel in “organizing capacity” for some structural weaknesses, but currently it does not.

## Suggestions

Many suggestions can be implemented fast and without much cost, for example: make a coalition between city and university to attract students from abroad. At the same time, rejuvenate the strategic planning process. Also, identify the key stakeholders and pick their senior leaders (steering group) as well as young, eager people in the lower ranks (working group) that will go for change. It is necessary to discuss with them the realities of today and the prospects of tomorrow, identify common interests, possible scenario's, restrictions and opportunities. With a strong working group, create integrative strategy 'Science Port 2.0' including aspects of real estate, infrastructure planning, branding, communication, stakeholder participation and finance. Finally, create new coalitions of stakeholders to improve the public space and to organize new types of events.

[www.scienceport-magdeurg.de](http://www.scienceport-magdeurg.de)