Local Action Plan - BREMEN - Summary

Bremen 24.08.2018

Since 2009, the ZZZ – ZwischenZeitZentrale has been established in Bremen. The ZZZ is a mediator between the owners of vacant buildings and areas and potential temporary users. They are responsible for the initiation, support and consultation on temporary use. After the success of a pilot project the ZZZ prior to 2012, the initiative was been fully funded by the City of Bremen for a period of four years from 2012 until 2016. This funding was then extended for another four-year period from 2016 until 2020.

Focus and main Objectives

Compared to other cities in Bremen, ZZZ already has an established practice for supporting and nurturing temporary use. One of the goal was to stabilize the effects and networks of temporary use projects and to set up this practice in city development as a strategic tool and mechanism to transfer experiences and adopt ideas from the REFILL projects in the context of the city. An additional goal influenced by the increasing number of migrants and refugees that have arrived in Bremen over the past few years, is come to address more migrants and refugees. Bremen has further grown its experience in the last years with several projects and wants to extend this experience to further user groups.

Description of the process

- Establishment of an Urbact Local Group, in order to define the actions and measures for the Local Action Plan

- 10 workshop meetings with the ULG in 3 years in different contexts and places

- Further events and workshops with experts and stakeholders to work on individual challenges

- Set up a Local Action Plan

The Local Action Plan based on two pillars

1. *Development of basics for an urban laboratory*

The aim was to establish a place, where the most diverse uses come together. By interacting of different actors from business, education and society a mutual learning process could took place. There would be an open access to this laboratory for migrants and refugees who could establish initial contacts here as learners. As models for an urban laboratory were the Grandhotel Cosmopolis in Augsburg, Sharehouse Refugion in Berlin – Neukölln, CUCULA in Berlin or the the Bellevue di Monaco in Munich, which have created progressive connections that facilitate the integration of refugees into everyday working and social life. Based on these findings, the project idea will then be tested on a small scale in order to start an urban laboratory later if necessary.

What has been achieved and what are the next steps?

It is clear, that the classic techniques of temporary use are functioning. Temporary users and relevant stakeholders are reached and the first multipliers for projects have been achieved. However, the thresholds for temporary use are currently still too high or they do not meet the wishes, as temporary use is still a niche, migrant founders are looking for classical sales and working areas for independence.

The approach of an urban laboratory in Bremen has not yet been tested, since no suitable area or property was available. And on the other hand practice has now proven that this cannot be implemented as a project of the ZZZ, but the ZZZ could initiate, moderate or otherwise support this process. Within the three years the necessary partners have been found, but the stakeholders that would start this kind of project by their own is still to be found.

2. *Simplification of temporary use projects in the administration*

The second pillar is to examine measures to a better facilitation of temporary use. This resulted from the experiences of certain temporary uses (long time uses on the edge to professional festivals/concert areas) initiated and supported by the ZZZ. As this becomes more like the new normal and a long lasting situation, regulations had been more strict than 5 to 10 years ago. In the implementation, contact between users, ZZZ and administration repeatedly resulted in disagreements that caused frustration, anger and, above all, sustained friction on all sides.

What has been achieved and what are the next steps?

To meet the challenges of implementation of temporary use projects, two workshops were organized. Invited to this event were in particular those users, who have met challenges during the implementation of their temporary use projects dealing with the administration, neighborhood or other users. The aim of the first workshop was to understand these challenges and to work out the problems. On the second workshop it was very specifically recorded at which points the users had to face
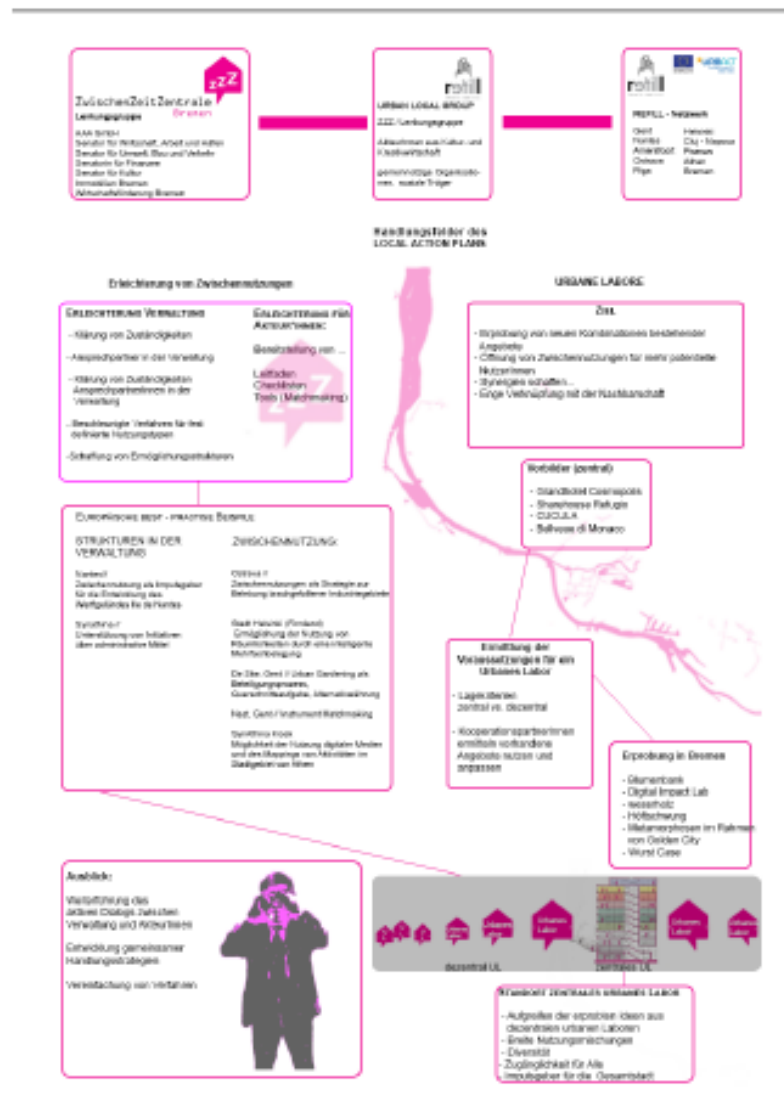
challenges, how they were confronted with them and what improvements they saw as necessary.

Professional structures have already been established in certain areas, but at the same time there is not enough know-how and capital to meet the challenges without support.

In the absence of a permanent contact person for groups, which do not fit in the regular form of uses, these concerns end up at the ZZZ and therefore at the actors in the administration involved. According to this, a further step is to clarify the responsibilities and identify a specific contact person in the administration.

From the side of the actors, guidelines, checklists and tools are made to facilitate the work of present and future users.

Adaptation of projects and methods in Bremen

As a first step, we searched for best practice examples from the partner cities for the implementation of ideas in Bremen. For inspiration served *SynAthina Kiosk* (Athen) as a role model for *Digital Urban Impact Lab* in Gröpelingen. The idea of using digital media and mapping activities in Athens urban area was well implemented in Bremen as well.

Another role model was *De Site* (Gent), where urban gardening was a participation process and an alternative currency, "Torekes" could be earned by participating in the project. Similarly in *Blumenthal* within a framework of the Theatre of Bremen the "Blumenthaler" could be earned through participation. On the basis of the project *Nest* in Gent, a Matchmaking instrument were applied in the implementation of project *Höftschwung* at Lankenauer Höft Bremen. Furthermore, *SynAthina* served as an example of supporting initiatives through administrative resources, *Ostrava* showed how to use temporary use as a strategy for revitalizing derelict industrial areas. *Nantes* provided empty halls of the Ile de Nantes shipyard site for temporary use as a driving force for its development. And last but not least the city of *Helsinki* gives a role model of a Flexispace-Konzept and a smart lock system.

During the project REFILL, new methods have been tested such as cooperation across borders between Athena and Bremen (*Golden City*), or mapping vacancies and developing ideas with digital tools (*Digital Urban Impact Lab, Workshop dynamics for Life*) or weserholz, which is generally not a temporary use project but serves a model for how refugees without permanent residence status can learn manual work and at the same time be supported with language courses. The project was developed by the association *Käpt´n Kurt* and is supervised by it.

- Testing of Projects in Bremen (Blumenbank, Digital Urban Impact Lab, Höftschwung)

    o The transmission of project from other cities can work well, if the local conditions are taken into account

    o Room for maneuver must be planned for implementation

    o Local people must be taken along, or local characteristics must be recognized

    o What success factors were the role model subjected to and are these available at the planned location?

- Testing new methods of mediating temporary use

    o New, low-threshold methods allow knowledge to be spread further

    o Digital technologies in particular can make participation possible, but it is always necessary to clarify who is involved in and how this is taken into account.

    o At first glance, new approaches do not fit into existing instruments and in many places initially generate additional work.

    o Advocates for these projects must therefore be found in politics and administration.

Further Information:

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