

Urban development for everyone

Using commitment to encourage participation: koopstadt - experiment and laboratory

Communicating urban development to different target groups of the urban society as a subject that is highly complex to many people requires communication strategies to be employed. With independent communications offers tailored to the respective city various formats are tested. Interaction on approaches taken, successes and failures enables targeted „copying“.

Bremen

The urban municipality has embarked on an experiment with regard to the „Neues Hulsberg Viertel“, a former clinic site on which a new urban district is to be created: the citizens were involved in the planning process before the first plans had even been presented. In the scope of the „Neues Hulsberg forum“ workshops, online surveys and excursions for the citizens take place. The experience gained as a consequence is beneficial to both citizens and planners.



Leipzig

In the scope of the „Leipzig: thinking a step further“ project central issues for the future were discussed with citizens. Although Leipzig has been implementing and testing participatory formats for many years, this process met with an enhanced response. With the experience gained the goal is for „Leipzig: thinking a step further“ to be developed further as a long-term „central umbrella“ for civic participation in Leipzig.



Nuremberg

In the „mobile civic meetings“ the Mayor of Nuremberg cycles through districts of the city with citizens several times a year. Here current, primarily district-related projects and plans are discussed on site with administrative staff, city councillors and external bodies. This enables the communication of urban development processes – particularly with regard to sensitive issues – and the identification of new points of view.



Joint goals 2013 – 2015

Coaching and reflection

In the period 2009 – 2012 workshops, discussions and excursions were used to develop a breadth of knowledge regarding the urban partners, their work approaches and projects.

In the years 2013 – 2015 new learning and interaction formats will be tried out. Central new elements here are observation, coaching and reflection. The temporary involvement of employees in the working processes of the partner cities enables direct access to the urban development processes of the partner cities.

*targeted.
interdisciplinary.
learning and
experimentation.
on site.*

Experiences are incorporated, different methods of working viewed and reflected upon in order to add new approaches and innovative strategies to the work process.

For the co-operation in the period 2013 – 15 the investigation of the following strategic tasks of integrated urban development is in focus:

- Interrelation between district and city,
- Involvement, participation and governance in urban development,
- Methodical questions of integrated district development.

The goal is to further develop suitable methods for the long-term transfer of know-how and problem-solving expertise and generate corresponding effects.

In outward communication the focus is upon learning processes and successes as well as content-related results.

Status June 2013

koopstadt

URBAN DEVELOPMENT
BREMEN, LEIPZIG, NUREMBERG

NATIONALE
STADT
ENTWICKLUNGS
POLITIK

www.koopstadt.de
info@koopstadt.de

Bremen, Leipzig, Nuremberg

Think-tank koopstadt

koopstadt is a joint project of the three cities Bremen, Leipzig and Nuremberg. These cities aim to learn from and with one another and share their findings with other cities and stakeholders.

Innovative urban development projects in three categories and a joint communications strategy constitute the core of the project.

The partners

Bremen, Leipzig and Nuremberg are approximately the same size and have much in common. The three cities have been influenced by trade, industrialisation and a particular economic profile; they each have around half a million inhabitants and a compact urban structure. They are home to key academic/scientific institutions and are characterised by a rich cultural life and diverse urban environment.

The framework

In the context of integrated urban development and the Leipzig Charta, koopstadt acts as the following for the three cities:

- a platform for interaction, to reflect future themes face to face,
- catalyst and engine to drive on and strengthen own processes,
- a communication instrument for the national government and the profession, with new learning and interaction formats acting as „trademarks“ here.

Beyond this, each city pursues specific goals with koopstadt.



koopstadt group

Three cities - three ways - one objective

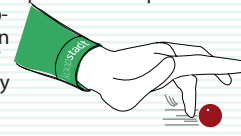
Mutual improvement and learning from one another

The approaches and paths taken differ. The objective is a similar one. The three city partners exchange their methodical experience of an integrated urban development policy with each other.

This serves to provide sustainable stimulus to the process in the respective city, with new impulses initiated.

Bremen „koopstadt: the concept on a small scale“

In 2009 the Hanseatic city of Bremen repositioned itself with the integrative concept of urban development „Bremen! pleasant to live in – urban – networked“. koopstadt is closely linked to the goals and working structures of the concept in Bremen. The contribution of Bremen to koopstadt is an exemplary reflection of the approach, participation and implementation of the concept process. In Bremen, koopstadt is the „small-scale concept“. The Bremen koopstadt projects are selected examples of „new“ urban development. As examples, they should promote the implementation of the concept in an integrated manner.



Picking up speed.

Leipzig „koopstadt: urban development on site“

In 2009 the „Integrated urban development concept (SEKo) Leipzig 2020“ saw a reformulation of the content objectives in Leipzig, with these honed into thematic and spatial focus areas. The koopstadt projects serve to illustrate the objectives of the SEKo. koopstadt thereby also serves to add permanence to the implementation process of SEKo Leipzig 2020. The Leipzig koopstadt projects are strategic projects of integrated urban development. In this, particular attention is paid to working with external stakeholders.



Pointing at exemplary approaches.

Nuremberg „koopstadt as umbrella brand“

Nuremberg is currently in the process of redeveloping its urban development and implementation strategy. Following intensive workshops, six urban areas with high requirements and opportunities for development were identified. Inter-departmental teams were installed for these areas. The urban development forum acts at a co-ordinating level, integrating, working in an interdisciplinary manner and actively involving politicians. In 2012 integrated urban district development concepts were drawn up for four urban districts. For this path followed in Nuremberg koopstadt acts as an umbrella brand. The koopstadt projects provide the necessary impulse for the controlling of processes and the implementation of projects.



Providing the impulse for a realignment.

Exchange of information

Testing new formats

From 2009 – 2012 the focus of koopstadt lay upon the establishment of networks and encouraging interaction with regard to thematically-organised urban development subjects (so-called project families). In the 2013 – 2015 phase particular emphasis is now to be placed upon the development and expansion of learning and interaction formats. With regard to content, the focus will be upon the urban quality of life, ecological transition and social cohesion.

Categories	Economic innovation, creative environments and participation	Transformation sites as part of the city	Creative conquering of space		Project families
			Space for culture and creative industries	Interim use as a normal stage of urban development	
	Regional co-operation, spatial interlinking and new areas of activity	City is region	Water region		
	Urban quality of life, ecological transition and social cohesion	Education in the urban district	Strengthening the inner city	Climate-friendly, sustainable urban and district development	

Own projects - common positions

Workshops and events – conducted externally and with extensive scope for discussion – serve to drive the process onwards. The impulses, competing ideas and joint approach in the agreement of central positions and methodical aspects acquire a particular value in the scope of koopstadt. Hosting or visiting experts and project stakeholders generates enhanced reflection, perception and particular learning effects.



Interaction in dialogue