

GABROVO INNOVATION CAMP 2022 RESILIENT CITIES

Challenge Name: *Bauhaus in Re/Co-designing the Cities*

Urban revitalization through financial and non-financial incentives

GENERAL

Theme	<p>The challenge is related to the practical issues of how to enliven an inner-city area, where all the actors involved (public sector, businesses, creators, NGOs and the citizens) can find the adequate stimulus to implement revitalization measures in District 6 – the oldest neighbourhood in the city of Gabrovo with a concentration of cultural and historical heritage located in the very heart of the city center.</p> <p>The challenge is to develop feasible ideas for urban revitalization of District 6 encompassing all specific features of the place and combining the aspects of design of the urban environment, sustainability, inclusion of all stakeholders and affordability of measures. How to get all parties engaged, what kind of governance must be applied and what kind of incentives (financial and non-financial), what kind of processes can be taken into action?</p>
Challenge-owner and Organisation	<p>Gabrovo Municipality Community Center “Buditelite 2017” Chamber of Architects - Gabrovo</p>
Contact person (if different than above)	<p>Milka Kehayova, senior expert, “Projects and Economic Development” Department, Gabrovo Municipality</p>

Challenge-OWNER DESCRIPTION (background)

<p>The challenge owner is Gabrovo Municipality as a public authority and a key driver of urban development.</p> <p>Revitalizing District 6 is one of the priorities of the municipality for developing the potential of the area. The process requires a strong collaboration with other local stakeholders and the support and active participation of the local community. The revitalization demands a profound and complex approach tackling issues related to: infrastructure, finance, administrative procedures for construction works, parking regime, collaboration and competition among the existing businesses, entrepreneurship of the locals, etc.</p> <p>Gabrovo Municipality recognizes the huge potential of District 6 as a key location in the city center and it is aware that a strong local partnership and appropriate incentives are needed in order to achieve an overall regeneration effect.</p>

BACKGROUND/CONTEXT of the Challenge

<p>District 6 is part of an area with concentration of cultural and historical heritage. The territory has an estimated area of 60.0 decares and covers the plain part of the center of Gabrovo. In the XVIII century craftsmen and traders settled here and created the first commercial street. The neighborhood was an important commercial center with intensive economic life, which became a natural place for travelers to stay and spend the night. Nowadays, there are mainly residential buildings in District 6 - most of them are completely abandoned or partially used. There is almost no retail trade. The business is represented mainly by restaurants and a few small accommodation facilities. That is why the neighborhood has emerged as a favorite spot for staying and tasting local food and drinks.</p> <p>During the last 10 years Gabrovo Municipality have been conducting a consistent policy towards the regeneration of District 6, including an overall rehabilitation of the public infrastructure and implementation of artistic and cultural initiatives on its territory. In addition, in the frames of CINEMA project, during the last 2 years there were implemented pilot actions such as analyses of the empty spaces/floor spaces/buildings, an open call for entrepreneurs for sustainable retail, small business and creative uses of sites in District 6, a Hackathon “Change for District 6”, as well as a cultural program bringing back life to the neighbourhood.</p> <p>As a whole, we face the following challenges:</p> <ul style="list-style-type: none">- mainly small residential buildings - totally or partially abandoned;- private ownership and a lot of heirs to some of the properties who do not live in the city;- lack of private financial resources for renovation of residential buildings;- no retail trade (only gastronomy, accommodation and services);- complex administrative procedures for renovation of the buildings and the public infrastructure/spaces because of their status as cultural and historical heritage;- low (almost none) level of collaboration among the existing businesses;- lack of an active community/a core to act as a driving force towards the revitalization of the area. <p>Our main goal is to enliven District 6 as a key area in the city centre and turn it into a vibrant and colourful place for emotional experiences, prosperous business and creative initiatives. This could be achieved through improvement of the infrastructure (public and private), enhancement of the existing economic activities and enriching them with new ones, involvement of the benevolent power of creatives. The revitalization of the area will provide opportunities for solving important problems for development of the city, creating conditions for more efficient utilization of the potential and advantages of the urban territory.</p>
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The challenge focuses on finding the most appropriate mechanism which will:

- stimulate building and business owners to invest in building renovation;
- attract retail and small businesses and creative industries;
- create an active community for joint actions and development of District 6.

Within this challenge we would like to explore solutions that may take into consideration the specifics of District 6 as part of the cultural-historical heritage of the city, its urbanistic features and its potential for economical and cultural activities. A combination of public and private resources (financial and non-financial) should be considered, as well as the creation of a core partnership network of all stakeholders in order to overcome this challenge.

DESCRIPTION OF MAIN ISSUES, OPPORTUNITIES and OBSTACLES

Main Issues

What are the best incentives (financial and non-financial) for building owners, businesses and creative industries and how could they be put into action?

How to establish a community/core/engine to lead, direct, implement and monitor the revitalization processes in the area?

How to raise public awareness and provoke active civil society participation to achieve common goals and create a better win-win situation for all in the context of District 6?

How to connect the European Green Deal to our living spaces and experiences in Gabrovo (6th District)? How to make our city and villages sustainable and inclusive and to ensure that they are:

Enriching, inspired by art and culture, responding to needs beyond functionality.

Sustainable, in harmony with nature, the environment, and our planet.

Inclusive, encouraging a dialogue across cultures, disciplines, genders and ages.

Underlying Issues

We would like you to help us develop a pilot model based on our previous experience and undertaken actions, as well as on the specifics of District 6, for achieving the following goals:

- Stimulation of investment in/renovation of private infrastructure through financial and non-financial tools;
- Stimulation of the entrepreneurship spirit of citizens, businesses and creative industries;
- Increased collaboration and level of engagement of all stakeholders;
- Formation of an active community for the revitalization processes in District 6.

Opportunities

The main advantages of District 6 are its central location, its authentic architecture and historical heritage. The implemented interventions and projects in the area so far provide a background and a good basis for the further and deeper consideration of the problematics and solving of the challenge. Having already explored the attitudes of citizens, local residents, businesses and external experts, it is the right time for co-creation of feasible solutions.

Obstacles

- limited public and private financial resources and inadequate financial state support for the renovation of immovable cultural heritage and complex and long-lasting administrative procedures;
- lack of interest on behalf of property/building owners due to several reasons: no financial resources for renovation; many heirs to the property who are hard to locate or hard to reach an agreement with; complex administrative procedures;
- urbanistic issues related to insufficient parking spaces and unregulated parking;
- lack of perspectives/ideas for the future economic benefits after a potential building renovation;
- lack of a main driving force of the revitalization process.

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MAIN CHALLENGE OBJECTIVES

2 or 3 bullet point sentences describing each objective. Describe in more detail if necessary.

<ul style="list-style-type: none"> - develop a mechanism/a pilot model comprising of financial and non-financial incentives oriented towards building owners, businesses and creative industries aiming at renovation of private buildings, attraction of new businesses/investors and creative industries. - recommendations on raising awareness in the local community and proposals on strengthening the collaboration among all stakeholders for joint initiatives for revitalizing District 6.
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Relevant Stakeholders and stakeholder organizations

Public authorities, NGOs, business supporting organizations (BSOs), creative industries, small businesses, cultural institutions, citizens, owners of property and/or business in District 6.

CHALLENGE GROUP MEMBERS: Potential participants at the camp

Group member suggested by Challenge-owner				
The Challenge owner should suggest participants who are responsible for / relevant to following through on the results after the Camp. We strongly recommend that 2 people from the Challenge owner's organisation take part in each Workgroup.				
Name	Email	Position	Organization	Expertise
Milka Kehayova	mzlateva@gabrovo.bg	chief expert, "Projects and Economic Development" Department	Gabrovo Municipality	Elaboration, implementation and management of projects and strategic documents for urban development, strategic planning
Miglena Vaglenova	vaglenova@gabrovo.bg	chief expert "Publicity and visualisation", "Projects and Economic Development" Department	Gabrovo Municipality	Publicity and visualization, communication, PR
Velimira Hristova	i.hristova@gabrovo.bg	chief expert, "Culture and Tourism" Department	Gabrovo Municipality	Culture and tourism, strategic planning, project management
Daniela Nikolova	d.nikolova@gabrovo.bg	Head of Tourist Information Center - Gabrovo	Gabrovo Municipality	Tourism, finance, strategic planning
Nikolay Dimitrov	n.dimitrov@gabrovo.bg	Head of "Municipal property and economic activity" Department	Gabrovo Municipality	
Racho Iliev	r.iliev@gabrovo.bg	Director of Municipal Enterprise "Parking and Repatriation"	Gabrovo Municipality	
Tatyana Keremedchieva	t.keremedchieva@gabrovo.bg	Head of Financial and Accounting Directorate	Gabrovo Municipality	Finance, strategic planning, project management
Arch. Dimka Ivanova	dimka_ivanova@yahoo.com	Architect, expert in immovable cultural heritage	Archexpress 123 Ltd	Architecture, preservation of immovable cultural heritage
Greta Gospodinova-Staneva		Member of Municipal council - Gabrovo		International cooperation, administrative services, youth and sport activities
Yonka Agalova		Owner of a creative travel agency		Tourism
Будителите 2017				
Vesko Penkov		Owner of a craft beer shop in District 6	-	
Student				
Penka Peneva		Owner of business in District 6 and senior teacher in economics and entrepreneurship in Professional Technical School		Economics and entrepreneurship

GABROVO INNOVATION CAMP 2022 RESILIENT CITIES

		“Dr Nikola Vasiliadi” Gabrovo		
Adriana Andreeva	studiokomplekt@gmail.com		Studio Komplekt	Cultural management
Boyana Gyaurova	studiokomplekt@gmail.com		Studio Komplekt	Cultural management
Milena Zaharieva	milena.zaharieva@gmail.com		Studio Komplekt	Cultural management
Gina Kafedzhiyan	gina.k@plovdiv2019.eu		Municipal Foundation “Plovdiv 2019”	Project management in culture and art
Petya Bakalova			Business Incubator Burgas	Business consultancy
Filip Boyadzhiev		Founder	Show-How Know-How - educational platform exploring the role of design and art as a tool for personal, cultural and social transformation.	Multidisciplinary design and art
Arch. Petar Petrov		Director	National Institute for Immovable Cultural Heritage	Preservation of cultural-historical heritage
Miroslava Shopova	m.shopova@starazagora.bg	Head of “European Programmes and International Cooperation” Department	Stara Zagora Municipality	Project management, regional and urban development
Silvia Domozetska	sdomezetska@blagoevgrad.bg	Head of “Culture, Sport and Tourism” Department	Blagoevgrad Municipality	Culture, communication and event management
Martina Stefanova			Foundation Doma-Art, Sofia	Cultural management
Ivayilo Kadishev		Director of “International policies, economic activities and analyses” Department	Ruse Municipality	International cooperation, economics and analyses, finance
Sevdalina Voynova		Program Director	Sofia Development Association	Project development and implementation

Background documents for the participants in our group (investigate further):

<https://www.interreg-danube.eu/approved-projects/cinema>

<https://gabrovo.bg/bg/article/17295>

<https://www.youtube.com/watch?v=H9NKkoVvknQ&t=7s>

6th District presentation of activities