

REPORT FORMAT FOR THE RESULTS OF THE CHALLENGE TEAM

Name of the Challenge:

Bauhaus in Re/Co-designing the Cities

Urban revitalization through financial and non-financial incentives

Date:31.10.2022

Challenge Owner: Gabrovo Municipality

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Facilitator: Mrs. Miglena Gerasimova

Name of the Proposal

6 Ideas for District 6 from Dream team 6

Description of Proposed Actions [Action orientation is extremely important]

The team members were all unanimous that the challenge and the location District 6 need a more complex and comprehensive approach in order to achieve tangible results. That is why several measures were proposed to be implemented tackling various aspects of the urban regeneration specifically directed to District 6:

- Measure 1 Establishment of a coordination core
- Measure 2 Interventions in urban environment
- Measure 3 Walkability
- Measure 4 Communication
- Measure 5 Cultural cooperation
- Measure 6 Finance (possible financial instruments for the implementation of the measures 1-5)

What will this achieve? What is the societal impact?

The proposed actions are expected to contribute to the establishment of an active local community which will be the main driving force of the development processes in District 6. The location has a huge potential to turn into a new attracting spot for residents and visitors of the city. The combined implementation of the above mentioned measures in their integrity will have an overall impact on the social and economic characteristics of the location.

Who is Responsible?

The challenge owner – Gabrovo Municipality - is responsible for implementing the proposed actions. The first recommended steps are related to the formation of a main working group or a coordination core, which will be the driving force of the processes in District 6. It will work in close cooperation and coordination with the local administration and the local community, and will actively involve other relevant stakeholders/partners/sponsors.

Who will be involved? (*In society? In the Challenge team?*)

- A community manager (hired specifically for this purpose) who will have the role of a mediator between the local community in District 6 and the local administration and other stakeholders. The community manager will be the one who is well acquainted with the potential and opportunities of the location, as well as with the desires of its residents and local businesses; the manager will conduct policy for the development of District 6 and work in close collaboration with the community, the local expert team and all relevant stakeholders.
- A team of the challenge owner – coordinator, financial manager, legal counselor, communication manager.
- External experts in support of the challenge owner team – architect, urban planner, sociologist, cultural manager.
- Community board – consisting of representatives from District 6 (local residents, local businesses, key local persons/organizations)
- Stakeholders – according to the planned actions in District 6 the community manager together with the team of Gabrovo Municipality and the external experts will involve various stakeholders and partners who are willing to participate, collaborate, contribute and implement joint actions for the revitalization of District 6.

Description of the best ideas

- Appointment of a Community manager (described above)
- Establishing a service in District 6 which will increase the human flow and attract more visitors to the location on an every-day basis (e.g. Easy Pay, milk kitchen)
- Agreement between the Municipality and the Technical University on their common property in District 6 and its joint management for turning the place into a co-working space hosting the office of the community

manager of District 6 and the local team, a place for work with the community and conduction of various creative, educational and cultural events.

- Introducing a crowdfunding instrument as an alternative finance for artistic and creative projects and community-oriented social entrepreneurship projects in District 6.

1st Steps: What must happen in the next 6 weeks? Who should do what?

What to do	Who takes part
Job description for the Community manager and voting his/her salary	Team from Gabrovo Municipality, consultants from other creative districts in the country working with the community
Appointment of Communication specialist from the municipality dedicated to the activities of the proposal	Gabrovo Municipality
Agreement between the municipality and the university for the usage of the common property in District 6	Experts from Gabrovo Municipality and Technical university – Gabrovo in the spheres of law, finance, economic activities, culture, project management, construction engineers
Elaboration of plan for cooperation between Ministry of Culture, National Institute of Cultural Heritage, and Gabrovo Municipality	Ministry of Culture, National Institute of Cultural Heritage, and Gabrovo Municipality
Defining a specific pedestrian area with anti-parking elements and restricting parking in the old part of the district	Gabrovo Municipality Municipal Enterprise "Parking and repatriation"
Initiating a communication plan	Gabrovo Municipality Appointed Communication manager
Drafting a list of local, national and international cultural partners	Appointed Communication manager, departments of culture and tourism in Gabrovo municipality, local cultural institutions and external cultural organizations

Prototyping: What must happen in the next 6 months? Who should do what?

What to do	Who takes part
Hire friendly and trustworthy Community manager	Team from Gabrovo Municipality
Appointment of a municipal team that would oversee the execution of the activities – coordinator, financial manager, legal expert	Gabrovo Municipality
Start a procedure for secondary advisors - cultural manager, urban planner, sociologist, community board	Gabrovo Municipality appointed municipal team appointed communication manager
Elaboration of a framework agreement on the cooperation among Ministry of Culture, National Institute of Cultural Heritage, and Gabrovo Municipality	Experts from Ministry of Culture, National Institute of Cultural Heritage, and Gabrovo Municipality appointed municipal team appointed communication manager appointed external advisors
Appointment of a mediator for the local community in terms of restoration of privately-owned buildings	appointed municipal team appointed communication manager established community board
Introduction of tax reductions for those who are going to restore/renovate buildings in District 6	Municipal administration Municipal Council appointed municipal team appointed communication manager
Establishing Neighborhood watch	appointed municipal team appointed communication manager established community board
Establishment of a service in district 6 as an attractor for locals (Epay, Bank, Baby Kitchen, etc.)	municipal administration appointed municipal team appointed community manager appointed communication manager appointed external advisors established community board
Planning urban design elements that are cool and unique	municipal administration appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board
Putting a traffic plan for the district - pedestrian, bicycles,	municipal administration

cars	appointed municipal team appointed community manager appointed communication manager established community board municipal council
Elaboration of a Communication plan	appointed municipal team appointed communication manager appointed external advisors established community board (in cooperation with other creative districts in the country, exchange of expertise)
Activating the community	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board
Pop-up events in various spaces	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board stakeholders/partners/sponsors
Community talks and dinners	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board stakeholders/partners/sponsors
Visual identity & Navigation system	municipal administration appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board municipal council
Using the resources of the tourist info center	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board
Themed events for districts' businesses	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board stakeholders/partners/sponsors
Inclusion of the elderly	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board
Cultural calendar for the whole year, production plan - diversity in content	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board stakeholders/partners/sponsors
Residential programs	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board stakeholders/partners/sponsors
Scholarships for students (site-specific interventions)	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board stakeholders/partners/sponsors
Content exchange between Veliko Turnovo, Troyan and Gabrovo	appointed municipal team appointed community manager appointed external advisors appointed communication manager

	established community board stakeholders/partners/sponsors experts/creative/cultural managers from Veliko Turnovo, Troyan and Gabrovo
Knowledge transfer – elderly to young, young to elderly	appointed municipal team appointed community manager appointed external advisors appointed communication manager established community board
Mapping down the existing recreational activities and groups in the city that don't have a specific venue	municipal administration appointed municipal team appointed community manager appointed external advisors appointed communication manager
Mechanism for giving free venues, technical support and furniture for local culture operators	municipal administration appointed municipal team appointed external advisors appointed communication manager
Priority for projects for District 6 in the culture and youth municipal funding programs	municipal administration appointed municipal team appointed community manager appointed external advisors appointed communication manager
Use the funding opportunities of all types of EU Programs	municipal administration appointed municipal team appointed community manager appointed external advisors appointed communication manager
Use the funding opportunities of UNESCO	municipal administration appointed municipal team appointed community manager appointed external advisors appointed communication manager

Impact in 6 Years

As a result of the proposed measures the challenge team is expecting to achieve these 3 main results in a long-term (6 years) perspective:

In terms of human engagement:

- A well-established team of full-time employed professionals working actively with the community, expanding, cooperating with international teams (EU and world) and inspiring other teams to activate the development of other districts in Gabrovo;
- An active local community (existing businesses, home owners, public institutions, creatives, BSOs, NGOs) executing joint actions related to development, support and promotion activities in District 6.

In terms of urban environment:

- At least half of the old buildings renovated and filled with life and content;
- District 6 – a car free district.

In terms of economic and social life:

- a strong presence of retail trade and small businesses, including various services;
- a rich cultural calendar - events with different focus (image-shaping events);
- Introduced financial incentives - small funding and tax reduction for businesses in the district; allocated municipal budget (under the culture and tourist programs).

Overall, Gabrovo has a well frequented, lively city center which fulfills vital functions. The historic District 6 shows the potential of becoming a special gem in Gabrovo. However, the (economic) attraction of the city center, including District 6, is not only a responsibility of the local authorities of Gabrovo and it could not be carried out only by the municipality. Sustainable development of the location could only be achieved through the joint efforts of a broad network of local and regional stakeholders (e.g. local businesses, local banks, insurance companies, property investment companies, real estate agencies, Chamber of Commerce, building owners and residents in the area, NGOs, cultural organizations, creatives, etc.).