



Düsseldorf-Garath



Book of Ideas

Reinventing the fringe

DOCUMENT FOR SCREEN READING

Transforming for Social Inclusion

Transnational Meeting Düsseldorf
October 9-11, 2017

7th issue





TRANSFORMING FOR SOCIAL INCLUSION

INTRODUCTION

PART 1

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PART 3

Toolkit



INTRODUCTION

No time to read?
Just watch.

[Click here to watch the movie](#)



Dear reader,

This is our seventh and final edition of the Book of Ideas on sub>urban. Reinventing the fringe. Inspiration for this lively report is Düsseldorf. From October 9 till 11 cityplanners from Düsseldorf hosted the transnational meeting that focused on the topic of social inclusion. While planners and architects might think and speak about buildings and public space, in the end it all comes down to the people and how they use and appreciate their environment.

The first chapter focusses on how we define social inclusion and what cityplanners can undertake to incorporate this in the planning process.

Host city Düsseldorf itself is the lead character in the second chapter. We visited two project sites and watched a play in a youth theatre with a symbolic role for the community.

True followers know that the third chapter is a fixture for all Book of Ideas: our toolbox. Specially made for cityplanners, communication specialists and people with a participatory approach. These are readymade hands-on tools to start involving different stakeholders.

We hope our Book of Ideas will bring you inspiration and convince you that the future lies in the fringes of our cities.

Thank you for reading.

Programme

MONDAY OCTOBER 9

Freizeitstätte Garath

- 07:30 Departure from B&B hotel
- 09:00 **WELCOME AND INTRODUCTION**
by Isabelle Verhaert, Mayor Thomas Geisel, Alderwoman
Cornelia Zuschke and Maren Siegel
- 10:15 Warm up coffee
- 10:30 **PECHA KUCHA**
Progress overview of every partner city
- 11:30 **INPUT: SOCIAL INCLUSION**
by Salvador Avia
- 11:45 **HOW SOCIAL EXCLUSION CAN BECOME SOCIAL
INCLUSION?**
1: Empowering citizens
2: Social economy
3: Affordable housing
4: Mixing strategies
- 13:00 Lunch
- 14:00 **INPUT: WHO CARES? AND URBAN ASSISTANCE
PROGRAMS - SOCIAL CITY**
by Maarten van Tuijl and Nils Scheffler
- 15:00 **INTRODUCTION GARATH 2.0 AND SITE VISIT**
By Matthias Herding and Brigitte Kugler
- 17:00 Coffee and tea break
- 17:30 **PRESENTATION OF THE WORKSHOP RESULT**
- 17:00 Dinner in the historic town

TUESDAY OCTOBER 10

Familienzentrum Rather

- 08:00 Departure from B&B hotel
- 09:00 **WELCOME**
by Ruth Orzesek-Kruppa
- 09:30 **SOCIAL COHESION IN FUNCTIONAL REGIONS**
by Udo Häberlin (Vienna)
- 10:00 Warm up coffee
- 10:15 **A STRATEGY FOR THE INCLUSION OF AFFORDABLE
HOUSING THAT WORKS - MONTRÉAL**
by Daniel M. Légaud
- 11:00 **HOW CAN WE TRANSFORM URBAN PLANNING AND
MANAGEMENT METHODOLOGIES IN ORDER TO BOOST
SOCIAL INCLUSION?**
1: Empowering citizens
2: Social economy
3: Affordable housing
4: Mixing strategies
- 13:00 Lunch
- 14:00 **SITE VISIT RATH**
by Barbara Wolf and Elisabeth Bach
- 16:30 Coffee and tea break
- 16:45 **RESULTS OF LOCAL COORDINATOR GROUP**
- 18:30 **STAGE PLAY 'NATIVES**
Junges Schauspielhaus
- 20:00 Dinner

WEDNESDAY OCTOBER 11

Central Düsseldorf

- 08:15 Departure from B&B hotel
- 09:00 **WELCOME AND RECAPITULATION**
by Isabelle Verhaert and Maarten Van Tuijl
- 09:30 **HOW IS SOCIAL INCLUSION APPLIED TO YOUR LAP?**
Main challenges and strategies
**AND PARALLEL SESSION ADMINISTRATIVE
INFORMATION**
- 10:30 Coffee and tea break
- 10:45 **WHAT DOES SOCIAL INCLUSION MEAN TO YOU - AF
TER THESE 3 DAYS OF TRANSNATIONAL LEARNING**
Wrap-up discussion
- 12:00 Farewell lunch

At the table



**Maarten
Van Tuijl**
Lead Expert



**Isabelle
Verhaert**
Lead Partner



**Isabel
Michielsen**
Local coordinator
Antwerp



**Paul
Grohmann**
Vienna



**Volkmar
Pamer**
Vienna



**Ruth Orzes-
sek-Kruppa**
Düsseldorf



**Barbara
Wolf**
Düsseldorf



**Nils
Scheffler**
Berlijn



**Mieke
Belmans**
Antwerp



**Brigitte
Kugler**
Düsseldorf



**Matthias
Herding**
Düsseldorf



Salvador Avià
Badia del Vallès



Joan Caba
Barcelona M.A.



Edmund Futo
Baia Mare



Isabel Tomé
Barcelona M.A.



**Martina
Pacasová**
Brno



**Elisabeth
Bach**
Düsseldorf



**Leif von
Nethen**
Düsseldorf



**Andreas
Schmitz**
Düsseldorf



**Udo
Häberlin**
Vienna



**Daniel
Serrano**
Badia del Vallès



**Gianna
Gardeweg**
Düsseldorf



**Miruna
Draghia**
Baia Mare



**Christine da Silva
Ferreira das Neves**
Düsseldorf



**Enrico
Formato**
Casoria



**Eva
Gregorova**
Brno



**Alexandra
Bieber**
Düsseldorf



**Dujmo
Zizic**
Solín



**Peter
Austin**
Oslo



**Miryam
Bak**
Antwerp



**Charlotte
Selter**
Düsseldorf



**Silje Gjertrud
Hoftun**
Oslo



**Daniel
M. Legault**
Montréal



**Ivan
Demil**
Antwerp



**Iselin
Hewitt**
Oslo



**Holger
Hoffschroer**
Dortmund



**Elena
Argelich**
Barcelona M.A.



**Salvatore
Napolitano**
Casoria



**Mireia
Peris**
Barcelona M.A.



**Marijana
Zizic**
Solín



**Pietro
Salomone**
Salomone



**Ermelinda
Clarino**
Casoria



**Radim
Janik**
Brno



**Birthe
Meier-Ewert**
Düsseldorf



**Anna
Dworrak**
Düsseldorf



**Jonas
Scholze**
NUP Germany and
Austria



**Sergiu
Micloiu**
Baia Mare



**Rainer
Milde**
Düsseldorf

**“Knowing who to talk to
and getting them together,
is half the work.”**

A group of approximately ten people are standing on a grassy field with a dirt path running through it. They are dressed in casual to semi-formal attire, including jackets, coats, and trousers. Some are holding papers or notebooks. The scene is outdoors, and the ground is covered in green grass with some fallen leaves. The text is overlaid on the lower half of the image.

Looking back on 3 days in Düsseldorf.

by Maarten van Tuijl

Looking Back on Transforming for Social Inclusion

For three days we have talked about and visited projects in relation to social mixing strategies, affordable housing, citizen empowerment and social economy in the fringe. We have concluded that besides a physical fringe there is also a social fringe, where people are left out, do not have access to good education or jobs or simply are struggling to survive because they lack a cultural and social network or financial means. In our present cities the physical and social fringe often coincide, re-enforcing the isolation of certain groups of people even more and making the transformation and improvement of our fringe areas to achieve better social inclusion an important challenge. So what can we do to improve things?

Over the last days I have repeatedly heard, for instance in the presentations by Udo Häberlin on social cohesion and Salvador Avia on social inclusion, that everything starts with a good understanding of what is already there. Who are the people that are already living or working in our fringe areas? What do they want or need? How could their involvement and empowerment be improved? How can they have better access to good education and the job market? Improving matters for the people who

are already there is a big challenge on its own. Many fringe areas of our cities however, systematically attract new groups of people due to additional and new housing and relating gentrification processes, resulting in adding more and new housing to the stock. Resulting in potential conflicts between the interests of existing inhabitants and newcomers. This raises some tantalizing questions: 'To whom should we offer housing', 'Who should the city cater for and how can social cohesion be achieved in those situations?' Needless to say these are difficult questions and situations to operate in. But again, everything starts with a thorough analysis and transparency from city administrations, being able to listen and communicate well. This involves both zooming in on the local conditions and zooming out to the scale of the whole city or even metropolitan region.

Daniel Legault's presentation on affordable housing in Montreal focussed on similar questions: For whom exactly should this housing be affordable? Data analyses on the bigger scale might reveal a lack in affordable family housing for the middle class, for graduated students who are just starting on the job market or for status holders. Though all three

are interpretations of affordable housing, they all involve different numbers. Different incomes, sizes, budgets and different financial instruments that might be used in getting them realized.

Social inclusion, although at first sight a soft and fluffy topic, involves hard data and numbers if you want to get it beyond strategies and policies on paper into realised and implemented projects. The right analysis of data also helps to be able to do the right thing.

Salvador Avia explained that **in the end everything is about happiness**, about feeling good about yourself, the situation that you are in, the neighbourhood you live in and having a support network. In that sense, health is also an important factor. When you do not feel healthy it is hard to feel good and happy. The World Health Organisation just published a research showing that over the last ten years the number of children and teenagers with obesity has increased tenfold. Children who are overweight are much more likely to be overweight as adults too, resulting in the known impacts on well-being, happiness and increasing care costs. What can we do about this?

Besides health, feeling part of society and

having a sense of purpose and belonging are also important factors to feel good about yourself and the situation you are in. The **increasing individualization** and increase in one person households have also led to the increase in people who feel lonely and isolated at the margin of society. An important group, and growing group in this respect, are ageing senior citizens. After retirement and with diminishing health conditions some (not all) feel more and more dependent on others and outside of society. Next to the dilemma of increased ageing and resulting health costs on the one hand and the humane obligation to provide for good care on the other, this mental health issue of isolation and loneliness needs to be addressed properly. This starts with the simple act of bringing people together. As we have seen yesterday at the Junges Schauspielhaus and the day before at the Familienzentrum in Rath, this encounter of people often needs some push in order to break the ice and create the right setting.

As an architect I am convinced that the way we shape and reshape our cities has an impact on the well-being and happiness of the people who live and work there. But this should be done

in a different way than the dogmatic approach to cities that the modernist planners had when they developed the blueprints for the fringe. The choices that are now being made in relation to mobility, affordable housing, the offer of services, job opportunities, education and the design of public space will influence the use and the opportunities of the people who live there.

So after these three intensive days of looking at and talking about social inclusion, the question is: what are you as urban planners going to do to increase the quality of living in your fringe areas both for the people who are already living there AND for the people who will live there in the future? How do you stimulate happiness?

Maarten van Tuijl,
Düsseldorf,
11-10-2017

“As an architect I am convinced that the way we shape and reshape our cities has an impact on the wellbeing and happiness of the people who live and work there.”



Social (adjective), relating to human society, the interaction of the individual and the group, or the welfare of human beings as members of society.

Inclusion (noun), a relation between two classes that exists when all members of the first are also members of the second.

source: <https://www.merriam-webster.com/dictionary/social>, November 2017

PART 1 | TALK ABOUT SOCIAL INCLUSION



Intro Social Inclusion.

When talking about a complex topic like social inclusion, it is paramount to make sure the definition is clear. Salvador Avia gave an introduction on the topic, Daniel Legault gave concrete solutions for affordable housing and Maarten van Tuijl gave insight in a concrete project site. During the two days four groups also explored the meaning of social inclusion in their own subtopics - empowering citizens, social economy, affordable housing and mixing strategies - resulting in an all saying drawing.



What is the Essence of Social Inclusion?

Salvador Avia Faure, a sociologist from the municipality of Badia del Vallès, gives insight in what social inclusion is about. More importantly, his introduction gave a common vocabulary for the meeting and created a broader perspective.

Why should city planners focus on social inclusion?

Social inclusion is about people, only in a second order it involves buildings and places. This is important knowledge for people who are fond of urbanism and architecture.

Poverty versus social exclusion/ inclusion.

In a society where the social and economic system is changing and that deals with the effects of globalisation, the term poverty does not describe the dynamics sufficiently, therefore we use the dual concept social exclusion versus social inclusion.

Diagram social inclusion/exclusion.

Social inclusion versus exclusion can be described in a diagram along

four axis's that are inter-dependent:

Axis 1: Social utility

Participation in production and value creation

Axis 2: Redistribution and recognition

Citizenship and rights

Axis 3: Reciprocity

Cultural and social network

Axis 4: Personal welfare

Health, happiness, ...

It is the sum of these axes or the size of the surface that tells you how socially included or excluded a person is at a given time. The results of the diagram are at the same time structural or linked to an economic and social system, but they are also continuously changing.

Definition of social exclusion (Subirats et al; 2006)

A concrete situation, a result of a dynamic process of accumulation, superposition or combination of various factors of social disadvantage or vulnerability that generates difficulties or impossibilities to have access to:

1. Personal development
2. Social and community insertion
3. Social protection systems

More information:

[Click here](#)

From theory to practise? How can you realise affordable housing?



The city of Düsseldorf invited Daniel Legault, Senior Planner and Project Manager from the city of Montréal to show the strategy on how to increase affordable housing. Daniel not only gave a [presentation](#) about the strategy, but stayed during the entire transnational meeting which allowed for a more in-depth discussion and an extra interview which you can read [here](#).

“Most of the cities in our network have little ownership in the fringe. In that perspective it is inspiring to see that Montréal has found a way to build more affordable housing and while increasing it's land ownership.”

- Maarten van Tuijl, Lead Expert

“The strategy is inspiring. Montréal has got it figured out from a to z, resulting in about 19.500 units of social, community and private affordable housing. To get all your actors - citizens and private sector - aligned in the process to achieve these results is truly admirable.”

- Isabelle Verhaert, Lead Partner

Who Cares. The Art of Living Together.

Maarten van Tuijl looked at the topic of social inclusion from an architects perspective. Opening the dialogue on yet another point of view, namely a growing population of elderly that need new and better accessible housing types and proper care facilities on a neighbourhood level. But maybe more importantly a new collective layer should be provided, making the area future proof and sustainable.

Maarten: “Like in many European countries the Dutch population is ageing, resulting amongst others in rising costs of care. On the one hand the government stimulates people to live as long as possible in their own house. On the other hand we notice that those houses are no longer fit for their lifestyle, e.g. accessibility problems, stairs, gardens that need maintenance, too many rooms that are unused. What can be

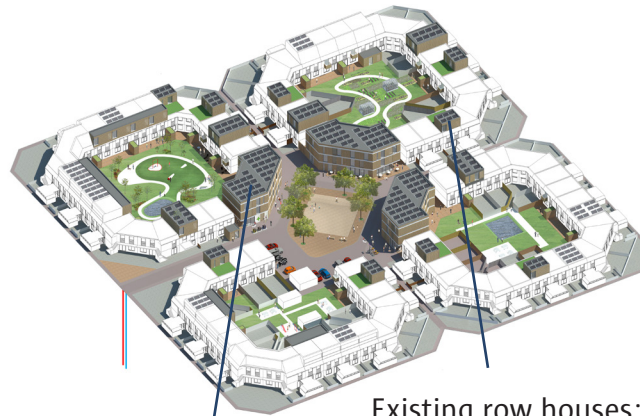
done to improve this situation?

Therefore the Dutch national architect launched a competition raising a multidisciplinary team to come up with innovative and integral proposals for the combination of housing, care and support in post war fringe areas. My office made a proposal for the area of Almere: ‘The Commons, multigeneration courtyards for Almere Haven’.

Current situation: maximum individualization



Proposal: a new collective layer



New construction with senior housing apartments, care facilities and collective spaces.

Existing row houses: updated for families or split in senior apartments on the ground floor. Apartments for starters are on top.

A Cooperative model that is based on the participation of:

- the current elderly residents,
- future younger residents
- currently active stakeholders such as the municipality, the housing corporation, ngo's and others.



Pull factors:

- Rent reductions for starters and families as a reward for performing supportive tasks.
- Proper facilities for the three target groups : elderly, families and starters such as short stay care, day care and affordable commercial space.



The cooperative model is used to determine the use of the collective spaces, for energy transition and to organize informal care and support. Resulting in a better living condition and attractive living environment for starters and families.

By adding a new construction and splitting existing apartments, all this can be done based on social rent and still making a 7% profit in a 20 year period.

Affordable Housing

Conclusions of the group sessions using the Opera Grid Method.

In comparing the different cities it is clear that there are big differences between them with regard to social housing. Some cities like Vienna have a high percentage of social housing. At the same time there are cities with limited social housing like Oslo or even no social housing like Brno due to the fact that there is no law regarding social housing in Czech republic. When we address affordability, there is the question affordable for whom? We need to slice up the different types of affordability from basic shelter to affordability for the middle class families.

What could be the reason for the lack of affordable housing?

A major reason for the lack of affordable housing is that municipalities think they do not have control of what is being built in their city and who is building it. Private developers build projects with smaller dwelling units for an investors market, raising the prices and lowering the products for people to buy their own house. Investors keep their property and wait for speculation to sell at a higher price.

In this sense, developers have too much influence on the future of the city. Building smaller units results in families leaving the city especially if you compare prices and the size of houses in the suburbs. Smaller dwellings are suitable for singles but are mostly sold for a higher price.

And we are not even talking about people with a lower income. They are immediately excluded from this private market. Only offering one type of

housing (in this case smaller units) provokes segregation and works against creating a mixed city.

What can be a solution to this kind of real-estate market?

Owning land and property gives cities more opportunities to realize social and affordable housing. The problem is that in some cases city owned ground are sold to the highest bidder and no affordable houses are built on these lands. Also, not every city owns land. Owning property isn't always a gift: in Brno city flats are of bad quality and need expensive renovation.

Nevertheless, there are a number of good initiatives. Vienna asks for 30% social housing in new developments. Montreal asks for 15% social and 15% affordable housing in such developments. In AMB the aim was to maintain a percentage of 30% of affordable housing in new projects but unfortunately due to the financial crisis this did not happen.

In conclusion

Cities are aware of the fact that they have to take initiative and search for instruments to offer possibilities for families, elderly, disabled people, people with lower income,... to find a place in the city. The solutions are there, cities should chose for affordability in their policy, use their land position or use the planning tools to influence the housing prices.

- By Ivan Demil, Antwerp





Empowering Citizens

Conclusions of the group sessions using the Opera Grid Method.

Why should citizens be empowered? European democracies suffer a deep crisis of legitimacy. Economic policies are not controlled by populations anymore, although they have a critical impact on life conditions. Corruption is quite extended in southern and eastern Europe's countries. The refugee crisis shook Europe in its core foundations and convictions and has awoken populist ghosts, fed by the fear and insecurity that are a result of the

weakness of the welfare state. Confidence in the rulers is widely lost, and so the belief in democracy decreases. The question now is not only why should they be empowered but how?

Why should we empower citizens?

Cities need empowered citizens to ensure a high quality democracy. Because empowered citizens become aware of their capacity to decide, to oppose, to regulate, to comment on all those issues that affect them and transform their reality. At this point, the concept of governance can help us, meaning a 'sharing of government' with citizens. Through governance, the distance among rulers and citizens is reduced and confidence may be restored. Besides, citizens are the main experts on their own cities, and we, as planners, need their expertise to be efficient.

How can we empower citizens?

Above all people must have the self-esteem to take action. This can be through accepted actors of their communities, e.g. popular assemblies, politician-neighbour meetings, grassroot projects, volunteering and knowledge transfer among citizens and planners. We can also consider structural issues like long term educational work with children at schools and Children councils, and include large groups of forgotten citizens: youngsters, old people (Wise old women councils) and migrants. It is important to have neighbourhood structures

(neighbourhood centers and meeting places) and it is necessary to have professional facilitators.

Proximity is key in empowering citizens. We must build trust: being open and clear about the process, involving politicians, creating good communication tools that ensure fair and transparent information to citizens and creating knowledge transfer among citizens and planners.

Back to reality

Many cities in our network have experience in involving their stakeholders and locals. They all agree that participation as a goal is good, but that implementing this in reality is much more difficult. In organising activities the following challenges quickly appear:

- The political system often discourages participation.
- People are expecting answers and knowledge from the government, they do not always want to get involved.
- It is easy to have people coming to an activity when something is changing in 'their backyard', but not when it is about a general plan in a 'far away future'.
- When you talk about social inclusion, the target groups are often people without means. Their first focus is survival. They have other problems that need to be fixed.

Citizen empowerment is a long process, it takes time and a lot of work. But is the key not only to democracy, but also to be effective in social and urban policies.

- By Salvador Avia, Badia del Vallès

Social Economy

Conclusions of the group sessions using the Opera Grid Method.

If your goal is to stimulate new jobs and activities, then consider social economy. Why? Jobs are often lacking in the urban fringe while local services cannot meet all the needs. Social Enterprises (SE's) could be the answer, lying between traditional private companies and public bodies, stimulating local jobs and activities.

What is a social enterprise?

These companies have targets beyond profit, including social and environmental benefits. Usually profits are held, or reinvested in the company. Company laws must be checked in each country and, if necessary adapted, to enable social enterprises. Taxation rules, employer/employee responsibilities and liabilities must also be clarified. A social enterprise strategy should be discussed with unions and employers' organisations, to avoid threatening local jobs and suppliers.

Where to begin?

Start by engaging local residents, especially those who are seeking work. Then map potential needs, which could be met through local services. E.g. practical help for elderly (gardening, redecorating, housekeeping), small repairs, deliveries, family logistics etc.

Social enterprises can be funded partly with some public support, especially at the start, and in the longer term through payment for services.

Through help in recognising and registering a social enterprise, other forms of finance can also be available.

What characterizes a social enterprise?

Social enterprises are small. To scale up in the longer term, replication across other blocks and housing estates, or through diversification into other services, can be options. Ideas can emerge from discussions with public services and local voluntary organisations and NGO's.

Through social enterprises, local workers can learn and improve practical and business management skills. This helps in the wider job-market at a later stage. Working together with job training agencies and apprenticeship schemes should be looked into.

What can the local authority do?

- Public assistance is necessary, including finance, buildings and policy support. Public support can also be coordinated with NGO's, churches etc. in the area.
- Setting up an umbrella organization is an important step, once things have got going and a number of SE's are established, preferably with businesses or teaching institutions. They can give advice to SE's and form a strategic link between the companies themselves and the local authority.

A long term benefit

In the long term, SE's can help people to create and find work in their local community. This can increase commitment within the community, help people into the city's wider job markets, as



well as providing more local services and reducing poverty.

- By Peter Austin, Oslo

More information

[EU Website](#) - [OECD Website](#) - [Best practise from UK](#)

Mixing Strategies

Conclusions of the group sessions using the Opera Grid Method.

Urban plans and projects could benefit from a more holistic approach. Instead of breaking a plan down into single problems or challenges, a more overall approach can be an eye-opener and a better plan to build a community instead of merely bricks and blocks. It keeps different scales, cultures, backgrounds, processes, communication and cooperation in mind. When talking about mixing strategies, a Planning Design Maintenance approach is needed.

Urban planners nowadays envision public spaces as the spot on the map where people come together. It is the glue that provides a vibrant, safe and comfortable environment. But how do you get from a vision to a reality?

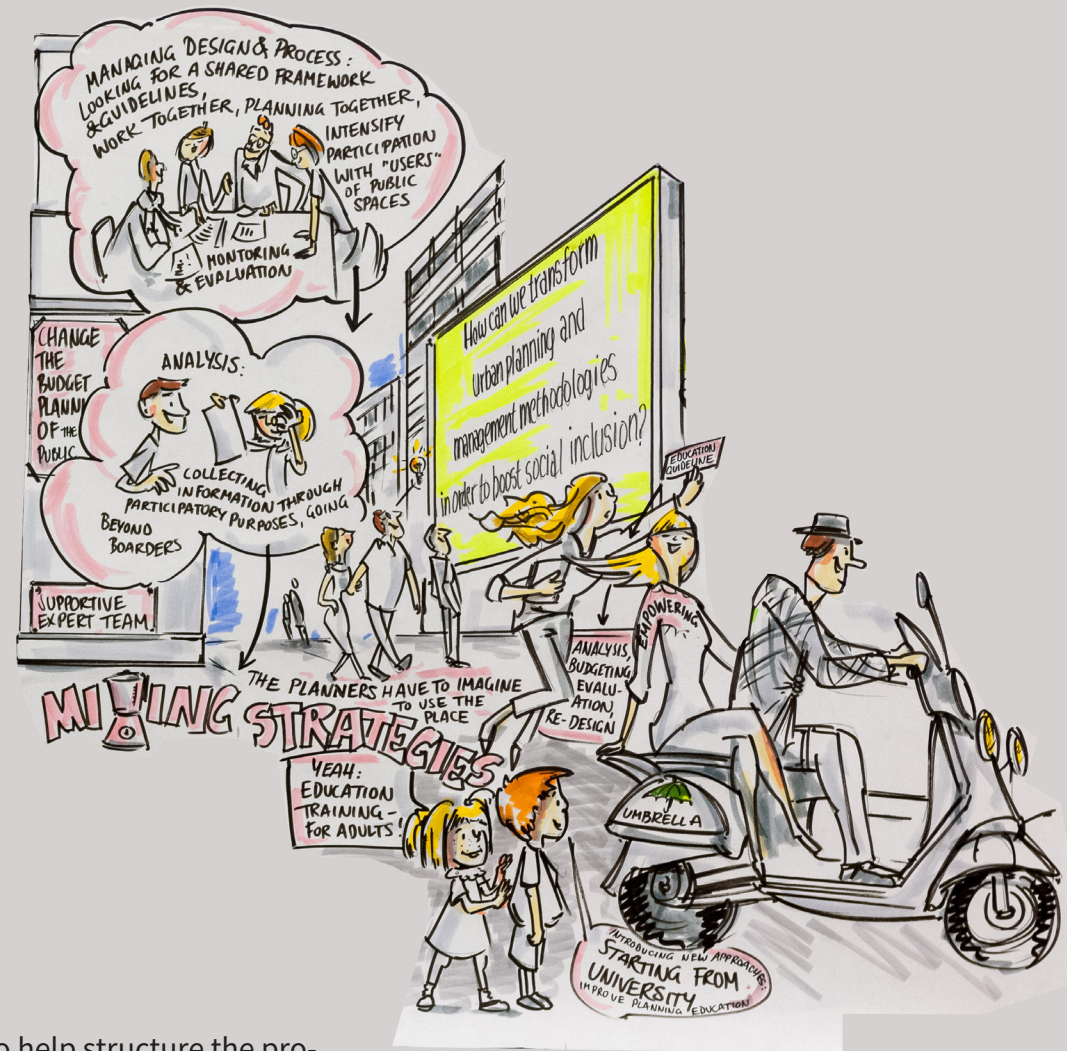
Public space works when three factors are concerned – planning, design, maintenance (PDM).

- Planning: considering all relevant parameters.
- Design: reacting physically
- Maintenance: on how everything works after implementation.

How could the PDM- Approach lead to an inclusive public space?

- As with many topics, education is key. It creates knowledge, awareness and in the long term a better development of cities. Start with children because they are your current citizens and they behold the future.

- Work out guidelines to help structure the process design.
- Focus on all stakeholders who are involved with the space.
- Do not create false expectations, keep your budget of time and money in order.
- Evaluate. Public space design and development is not an exact science. Many components can either confirm the planning intentions or violate them.
- Maintenance is the success for the future.



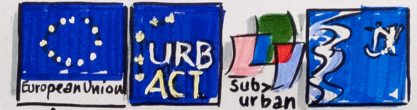
In conclusion

So it is clear that an inclusive public space needs more than only nice and colourful plans. It is the outside living room for people and therefore has to be treated carefully on many levels.

- By Volkmar Pamer, Vienna

Transnational Meeting Düsseldorf

9th-17th October, 2017



EMPOWERING CITIZENS



ADD COMMUNICATION
DEFINE PROCESS
TIMELINE
DEFINE TARGET GROUP

THINK ABOUT MESSENGER
→ EXTERNAL?

MANAGING DESIGN & PROCESS:
LOOKING FOR A SHARED FRAMEWORK
& GUIDELINES,
WORK TOGETHER, PLANNING TOGETHER,
INTENSIFY PARTICIPATION
WITH "USERS"
OF PUBLIC SPACES
MONITORING & EVALUATION

ANALYSIS:
COLLECTING INFORMATION THROUGH
PARTICIPATORY PURPOSES, GOING
BEYOND BOARDS
SUPPORTIVE EXPERT TEAM

\$SOCIAL ECONOMY

STARTUP FUNDING & ADVICE
LEGAL FRAMEWORK FOR SOCIAL ECONOMY
"SPACE" LOCATIONS
DEMARGINALIZE!
MOBILIZE VOLUNTARY ORGANIZATIONS, NGOs FOR IDEAS

How can we transform urban planning and management methodologies in order to boost social inclusion?

ASK CITIZENS ABOUT THEIR NEEDS
HAPPY ASSETS, APPROVING FUNDING
OUTREACH - TALK TO RESIDENTS ABOUT NEEDS, SKILLS & CAPACITIES

AFFORDABLE HOUSING

REGULATION QUOTA!
REGULATIONS & LAWS
→ SPECULATIONS
→ LONGER COMMITMENT PERIODS FOR SOCIAL HOUSING
STRATEGY DOC WITH DEFINED GOALS
TAX FUND
"BANK OF LAND"
→ CITY OWNED LAND TO BE BUILT WITH 30-50% SOCIAL HOUSING
SUBSIDIES → RED. LAND PRICE
SHARING HOUSING
"FAST TRACK"

MIXING STRATEGIES

THE PLANNERS HAVE TO IMAGINE TO USE THE PLACE
YEAH: EDUCATION TRAINING - FOR ADULTS
"BANK OF LAND"
→ CITY OWNED LAND TO BE BUILT WITH 30-50% SOCIAL HOUSING
SUBSIDIES → RED. LAND PRICE
SHARING HOUSING
"FAST TRACK"



INTRODUCING NEW APPROACHES
STARTING FROM UNIVERSITY
IMPROVE PLANNING EDUCATION



PART 2 | INSPIRATION FROM DÜSSELDORF

Willkommen in Düsseldorf



This is Düsseldorf. Capital City of North Rhine-Westphalia. It is the central part of Europe's most densely populated region.

Did you know that there are **635.704 inhabitants** and 290.000 people commute to Düsseldorf everyday? Expected growth in 10 years: + 30.000 inhabitants.

But where will they live? In the vibrant inner city, leaving a lot of **opportunities** in the fringe behind.

Why is nobody moving to the fringe? Because the quality is unknown. We need to build **strong neighbourhoods**.

That sounds challenging?

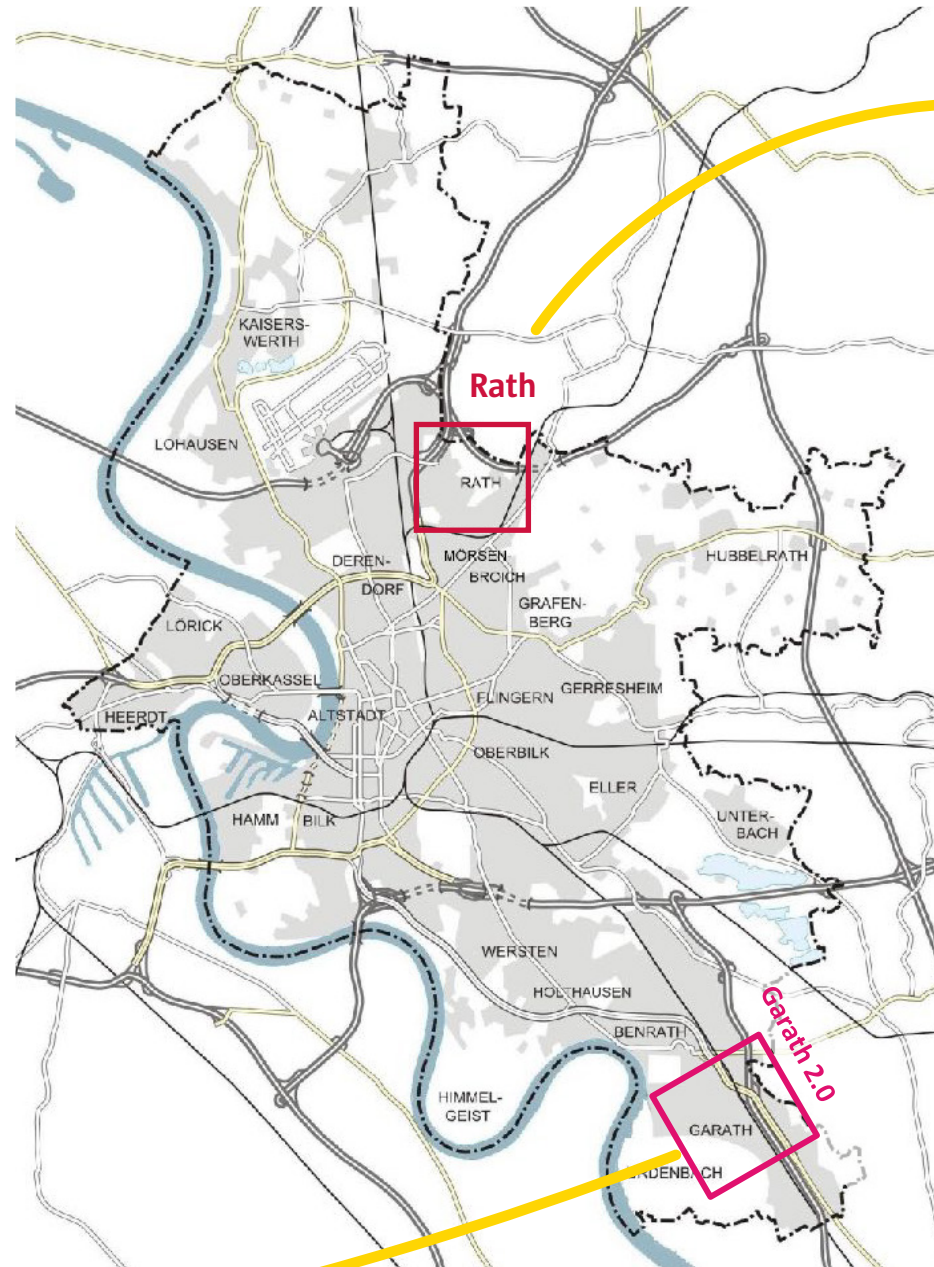
We have **4 project** sites that are focused on that goal: Garath, Rath, Kaiserswerth and Wersten.

Let's have a look at **Garath** and **Rath**.

Garath

Facts

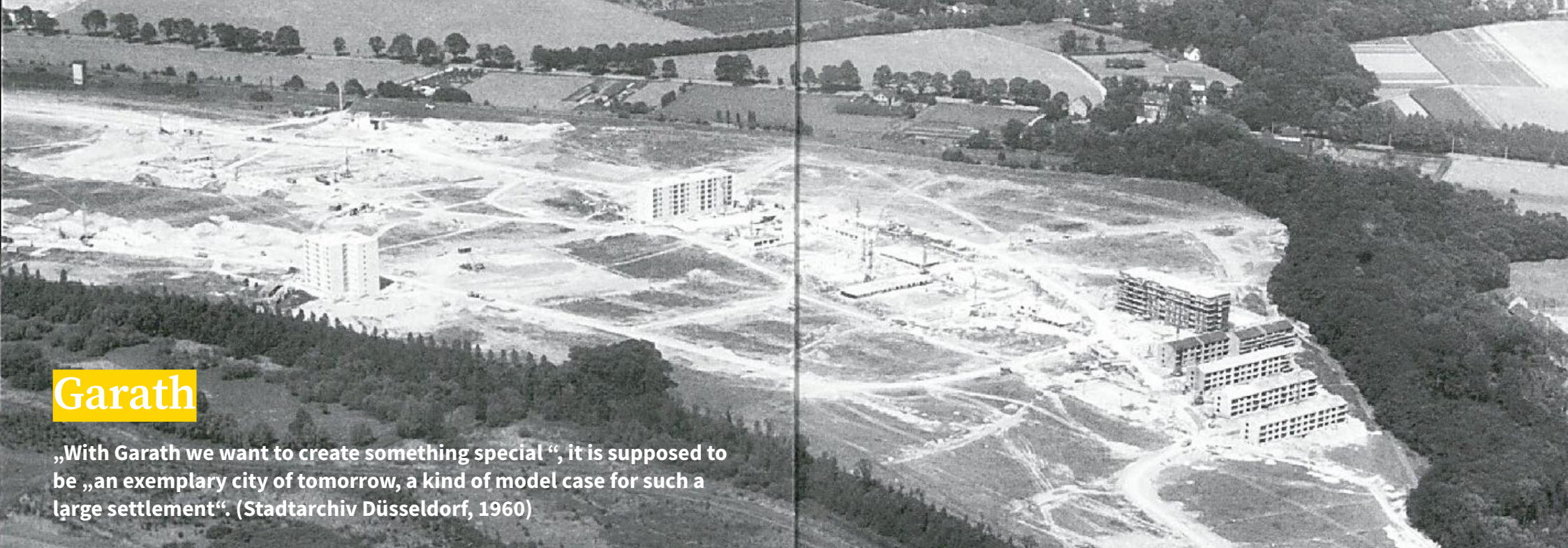
- 18.730 inhabitants
- 3,37 km²
- + 3.700 trees
- 1 mio. m² public green space
- 35% social welfare
- 8.800 flats
- 2.25 % vacancy



Rath

Facts

- 19.000 inhabitants
- 2,5 km²
- + 3.700 trees
- living area for working class people



Garath

„With Garath we want to create something special“, it is supposed to be „an exemplary city of tomorrow, a kind of model case for such a large settlement“. (Stadtarchiv Düsseldorf, 1960)

Characteristics

- Consists of 4 parts, a center and the traffic infrastructure.
- Was built against the clock, starting in the north-west after the war, higher density in the east because of a higher demand in housing in the 1970s.
- Goal: each of the four parts needed to be self-contained with their own school infrastructure, local supply and churches.
- Today there are 18.000 inhabitants. The plan was that there should be more than 30.000.
- 30% of the inhabitants has a lower income and there is a density of people with social problems.

Towards an integrated neighbourhood

- Two Integrated Action Plans were drafted for this neighbourhood, made in collaboration with local stakeholders, children, young people and lots of others. In April 2017 the City Council approved this.
- To achieve the ambitious goals the team has applied for funds to create interventions for a limited duration and to create structural changes, which will continue to serve the urban community work after the end of the program.

Small actions to keep the process going

- Sports are important for social inclusion. Therefore the plan provides upgraded sport fields, a parkour (or athletic discipline), basketball and football fields.
- There also is a neighbourhood fund for the realisation of projects, subsidies for civic engagement and strengthening the district culture.



Rath

Characteristics

- Until the end of the 19th century the area was characterised by agriculture. It attracted more industry when the railroad and railway station opened. A growth in heavy industry meant a growth in population: 1903: 6.000 inhabitants and in 1960: 25.000 inhabitants. During World War II the area suffered severe destruction because its industrial assets were targeted.
- Today, it is a traditional working-class-district. It is a residential area with openly designed multiple-family dwellings, multi-story subsidized housing development from the nineties and steel- and car-industry with industrial jobs.

Goals

- Stabilizing living conditions
- Intergenerational equality of residents and family-friendliness
- Upgrading housing environment and open space
- Strengthen social cohesion
- Promote vibrant neighbourhoods
- Consolidating the commercial centre of the neighbourhood

Realisations

- New public space at the Theatre for children
- New built neighbourhood-center/ Family center
- New Green private courtyard for tenants
- Bike and Footpath Rather Korso North - circular path
- New football-field
- New semi-public courtyard for 200 tenants of a housing association
- Second redesign of courtyards of the municipal housing association
- Playgrounds around the new football field
- Facade renovation at Gatherhof





Not just an ordinary Youth Theatre

Social inclusion is not only about providing inclusive public space or designing mixed urban areas. It is about people meeting each other. Sometimes this personal contact needs to be stimulated or framed. And that is exactly what the Junges Schauspielhaus is doing.

Youth Theatre

Stefan Fischer-Fels, Artistic Director of the youth theatre of D'Haus, explained that Düsseldorf was one of the first cities in Germany to have a youth theatre with young actors aiming at a young audience. In those days, "they tucked it away in the fringe". Junges Schauspielhaus is located in a former bomb factory. This is very symbolical considering the aim of the theatre today to link all cultures. Not only do they have a set of very talented young actors with roots from all over the world, the Youth Theatre and the bar are actively linking refugees to locals from the neighbourhood and city. The director was very

enthusiastic to receive our European network.

'Café Eden' and public space

The theatre is placed in Rath, in the fringe of Dusseldorf. The café is an important pivot in bringing people together. It is open independantly from the activities in the theatre. Also the public space in front of the café is an important meeting place in the neighbourhood. It is a bit off, compared to the rest, and links the world of the youth and international culture with the surrounding people.

More information.

[Click here](#)

Rath und Tat

From occasional involvement
to community involvement

Transforming the fringes of our cities means starting from what is already there. But how do we do that? In the quarter Rath there is a project called KIQ, which stands for Cooperation in the neighbourhood. This organisation aims to show the positive direction in development in the Westfalenstraße district and wants influence this.

The activities of KIQ have the following goals:

- Appreciation of individual residential real estate
- Development of retail real estate
- Increase the attractiveness of public space

The district is built around a district shopping street, called Westfalenstraße, which had some troubles in recent years to attract customers. The KIQ organises activities and events in the street, with the shop owners or around the empty spaces.

To be able to boost the image of an area and improve the environment for locals, engaging citizens and users is a corner stone. Dorothee Linneweber - the leading architect of the KIQ project - activated and organised a group of citizens called Rath&Tat. You can find more information of KIQ and Rath&Tat on the following website: www.kiq-duesseldorf.de.

KIQ Düsseldorf

Kooperation im Quartier · Soziale Stadt Rath/Mörsenbroich

Suchen



Die wissenschaftlich diskutierten Ergebnisse des Treffens setzte Susanne Ferrari in Form einer Grafik plakativ in Szene.



Und wer mehr erfahren möchte, findet hier einen kurzen Film:



Veröffentlicht unter [Uncategorized](#)

Netzwerktreffen ‚Oktober‘ im Atelier ‚Erbse‘/ Rather Kreuzweg

Atelier ‚Erbse‘/ Blanka Rüthers, Rather Kreuzweg 63 // Montag, 9. Okt. 2017 um 19:00

Mayor Thomas Geisel & Aldermen Cornelia Zuschke

Warm Welcome in Düsseldorf

Political support is key for a project like sub>urban. Reinventing the fringe. Mayor Thomas Geisel and Aldermen Cornelia Zuschke took time out of their busy schedule to stress the importance of the project sites in Düsseldorf, involving all citizens and creating a city that is driven by a positive atmosphere. Their presence and words of welcome were very much appreciated by all members of the sub>urban team. In Düsseldorf, the mayor himself is a member of the steering committee of the pilot area Garath. This gives great credibility to the project.





New Publication

Startseite (index.php?id=1&L=1) :DÜSSELDORF (index.php?id=1&L=1)

Pressedienst Einzelsicht

Stadtentwicklung

Europäisches Netzwerktreffen "URBACT III" in Düsseldorf

Author: Meisner, Valentin

Im Rahmen des URBACT Städtenetzwerkes "suburban. Reinventing the fringe" findet vom 9. bis zum 11. Oktober eine internationale Tagung von Fachplanerinnen und Fachplanern in Düsseldorf statt. Der Oberbürgermeister der Landeshauptstadt Düsseldorf Thomas Geisel und die Beigeordnete für Planen, Bauen, Mobilität und Grundstückswesen der Landeshauptstadt Düsseldorf Cornelia Zuschke haben die Teilnehmerinnen und Teilnehmer am Montag, 9. Oktober, begrüßt und die internationale Tagung eröffnet. Zudem gab es eine kurze Einführung in das Thema des transnationalen Treffens.

Oberbürgermeister Thomas Geisel: "Düsseldorf ist eine Stadt im Wandel, wie auch die rege Bautätigkeit zeigt. Erst in der vergangenen Woche konnte ich auf der Expo Real in München viele neue wegweisende Projekte vorstellen. Unser Ziel in Düsseldorf ist es, dass alle Stadtbezirke am Aufschwung teilhaben. Deswegen freut es mich besonders, dass in diesen Tagen in der Landeshauptstadt ein Netzwerktreffen mit europäischen Vertretern zum Thema 'Stadt- und Quartiersentwicklung' stattfindet, bei dem Erfahrungen auf diesem Gebiet ausgetauscht werden."

Press release

11. Oktober 2017 10:00 Uhr

Düsseldorf Städteplaner suchen neue Wege für Garath



Mayors Meeting führt den internationalen Besuch durch den Norden Garath. Gemeinsam werden die Lösungen für den Stadtbrand finden.

Garath. Neun europäische Großstädte haben sich zusammengeschlossen, um ihre Stadtränder attraktiver zu gestalten. Internationale Gäste waren nun im Rahmen dieses Projekts in Düsseldorf zu Gast. Von Paul Nachwey



In unregelmäßigen Abständen haben die beiden Männer vor dem Kiosk ihren Kopf und verfallen einen argwöhnischen Blick auf die Gruppe. Die fremden Besucher sind den Anwohnern augenblicklich aufgefallen. Die Kuffase für das Schauspiel ist wenig einladend. Fremde kommen hier selten vorbei. Um den Platz in Garath stehen viele Geschäfte leer, die Scheiben sind notdürftig mit Pappe verhängt.

Newspaper



Newspaper



Newspaper

„Reinventing the fringe“ – Europa zu Gast in Rath

9. bis 11.10. 2017 * Rath

Ideen für Quartiere in den Randbereichen großer Städte: zu diesem Thema etwa 45 Teilnehmer aus acht verschiedenen europäischen Ländern sowie kanadischen Montreal in Düsseldorf im Rathen Familienzentrum zusammengekommen.



Im Rahmen des Treffens führte das Stadtplanungsamt der Stadt Düsseldorf Experten auf zwei verschiedenen Rundgängen durch das Quartier – die Barbara Wolf geleitete Tour führte über den Hülsmeierplatz und die Westfa anschließend den neuen Fussgängerweg Rather Corso entlang.

KiQ-Kümmern Dorothee Linneweber berichtete auf dem Weg den Gästen

<http://kiq-duesseldorf.de/>

Press & Tweets

It is not easy to get conceptual and early urban planning design noticed by press agencies. Having a European delegation in your city, helps in this regard. Düsseldorf managed to take this momentum and to put the reinvention of the fringe in the news. Not only in the newspaper and website, but also on social media, where mayor Geisel retweeted the sub>urban tweets. The meeting in Düsseldorf is the first meeting where the network reached more interested followers on Twitter.



Tweets and retweets by Mayor Thomas Geisel



Toolkit (noun), a set of tools, especially one set in a bag or box and used for particular purpose. A personal set of resources, abilities or skills.

source: <https://en.oxforddictionaries.com>, 16 February 2017.



Tool 1

Questionnaire

Context

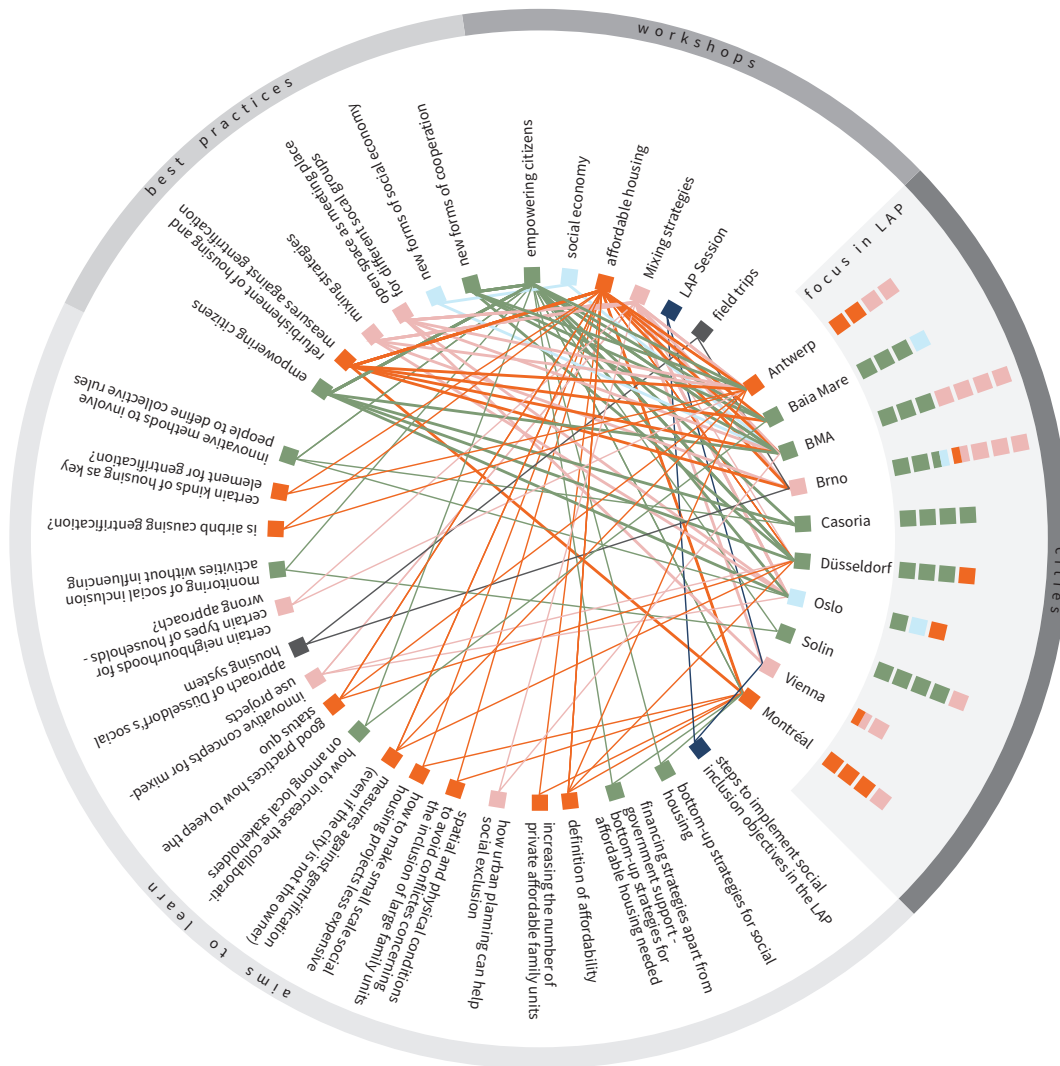
How to involve a large group of people in the preparation of a transnational meeting? This was the challenge after our midterm evaluation. Participants wanted to be more involved in the topic of a transnational meeting.

About the tool

Team Dusseldorf sent out a questionnaire about the topic of Social Inclusion a few months before the meeting. All our partner cities reflected on a definition of social inclusion, stated the importance of the topic in their project area and informed the host city about best practises in their city, which could be used in the upcoming transnational meeting. In addition, Düsseldorf mapped the learning needs of each partner city. The questionnaire was the basis for a Webex meeting where we decided on the workshop topics and some inspirational speakers.

What did we learn?

This is a very good way to involve all partners in the topic of the transnational meeting, but it is demanding for the organising city.





Tool 2

Interactive Walk

Context

A guided tour is always a good way to visit a project area and talk about the process. In Düsseldorf we visited both Garath and Rath with the project leaders and architects who are working there. But this walk was not only about giving information and inspiring the visitors, it was a two way discussion with some really practical tools.

About the tool

Regarding the technical aspect, the Düsseldorf team provided us with some really practical head sets and the guides spoke through a microphone. This made it possible for participants to follow the information, but at the same time stop to watch things that they thought interesting. At the same time the Düsseldorf team prepared questions for the participants. We were encouraged to write down practical solutions or give inspiring examples related to an issue of the project area. This stimulated the discussion between the participants.



Tool 3

Post Cards

Context

The Westfalenstraße is a commercial street in Rath, the fringe of Düsseldorf. The street has problems with vacancy and like many district commercial streets has difficulties attracting enough costumers. The Sociale Stadt program of Rath is working on the project of this street together with architect Dorothee Linneweber.

About the tool

Temporary activities and events are great ways to attract people, link them together and to get a new and positive vibe about a site. But how do you record and capture that vibe? In Westfalenstraße the architect ... has a very practical, beautiful and cheap solution. Every event is recorded with one picture, which is turned into a post card. Those post cards are great to tell the story of the activities and to communicate about the projects. Also, the neighbours and shop owners can use them to promote their neighbourhood.

Grüße aus Rath

Motiv auf der Vorderseite:
'Rath leuchtet auf' - eine Aktion
von Rath&Tat am 15.04.2016

Mach selber mit
bei der nächsten Aktion
von Rath&Tat!

RATH
& Tat

mehr unter
www.kiq-duesseldorf.de



A person's hand is holding a yellow sticky note in the foreground. The note has handwritten text in blue ink. In the background, a workshop table is visible with other people and materials, slightly out of focus.

Tool 4

Workshop in 2 Days

Context

Social inclusion is a difficult topic for urban planners or designers. To have more in-depth discussions it is necessary to take time for this. Spreading this over two days gives the opportunity to have a group brainstorm, an individual reflection and to come back on the second day with more intelligent discussion.

About the tool

- Organise yourself in different groups on different topics.
- Make sure the members of your group are the same on the two days.
- Give structure to the conversation and give clear goals, so none of the members drift away from the topic.
- Take the time to explore the topic in 3 parts: a group discussion, individual time and a round up session.



Tool 5

Drawing

About the tool

Interesting ideas and interactions always arise during workshops, but the challenge is to capture them after the meeting. An even bigger challenge is to communicate them to an external audience. The drawing of illustrator Suzanne Ferrari reads like a storyboard of all four workshops. It served as a great communication tool on social media during the meeting and it is an interesting report of the discussions in the working group.

What did we learn?

Our drawing is not only a nice communication tool, it is a summary of all ideas launched in the workshop.

Review the live session on Twitter: @suburbanfringe, message of October 10, 2017.



Tool 6

Parallel Sessions

Context

A critique that keeps coming back during the evaluation of our transnational meetings is that the programme is too packed. On the other hand, we want to get the most out of these face-to-face meetings. During the transnational meeting in Düsseldorf, we experimented with parallel sessions, where the local coordinator of every partner city joins a separate discussion table to talk about the Integrated Action Plan or the network management.

What did we learn?

The parallel sessions were a success, making a table of 10 local coordinators where discussion was easy and decisions could be made right away.



Tool 7

Panels

About the tool

The questionnaires that were filled in by all partner cities before the meeting were processed in a circular diagram. These diagrams were the start of a panel that documents all the input of the partner cities. The panels were placed in every meeting room, and the cities were encouraged to fill them in after every workshop and discussion. During the last day, the panels were presented by every city and there was a joint discussion about the learning point of the transnational meeting.

What did we learn?

Although the partners were reminded several times to fill in the panels, this only happened on the last day. This made Düsseldorf wonder whether they were necessary, especially considering the effort they took to make them and transport them to each location. On the other hand, this was the first transnational meeting where the learning and action grid was filled in thoroughly. A possible explanation can be that participants of the meeting were thinking about their input the first days because of the panels, making a better and more in-depth discussion possible on the final day.



THANK YOU

More info. This Book of Ideas is in its essence a memory aid for inspiring words. If it triggered you to learn more about 'sub>urban. Reinventing the fringe' you can follow us on:



LinkedIn Group: URBACT III | sub>urban. Reinventing the fringe



@suburbanfringe



www.flickr.com



sub_urban@stad.antwerpen.be

Colophon

sub>urban. Reinventing the fringe, URBACT III, October 1-3, 2017

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What URBACT III is all about.

URBACT is a European Territorial Cooperation Programme (ETC), co-financed by ERDF. Its main objective is to promote integrated and sustainable urban development in EU cities. The goal for each network is an action-oriented plan, an integrated approach and a participatory method.

