



**European Union**  
European Regional Development Fund



# Hamburg Partner Meeting June 2013

## Pilot Reporting

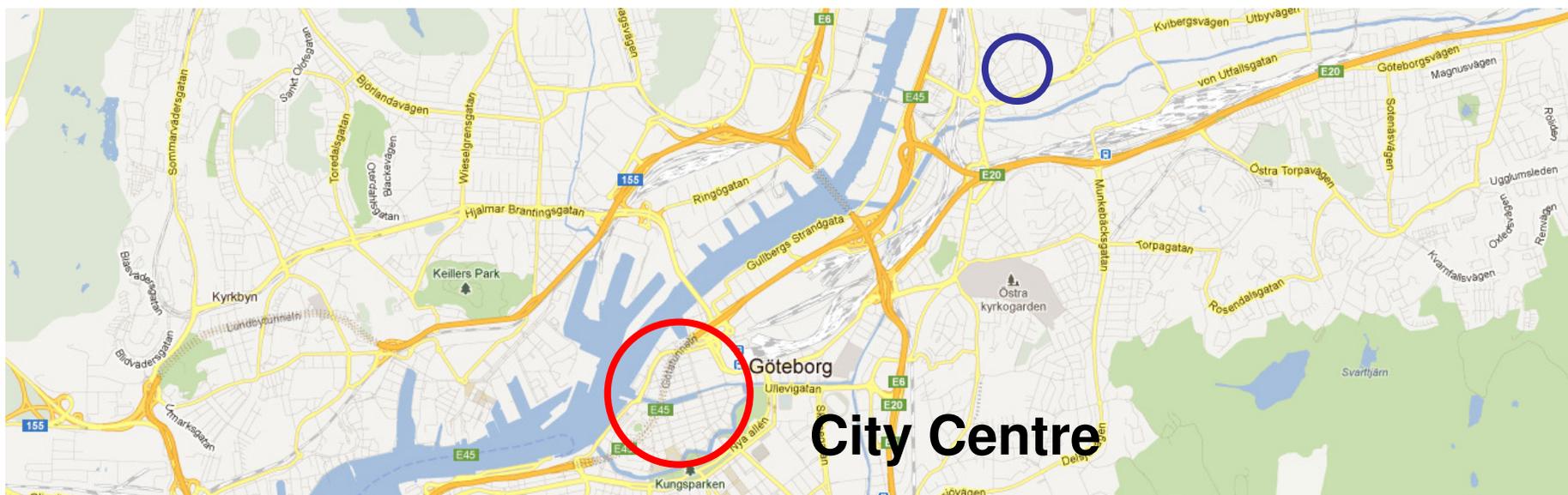


**European Union**  
European Regional Development Fund



# February 2013 – June 2013

**Pilot:** Community Capacity Building and Land Re-use in Gamlestaden, Gothenburg – enhancing residents' value and use of local green areas





**European Union**  
European Regional Development Fund



# Process



**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



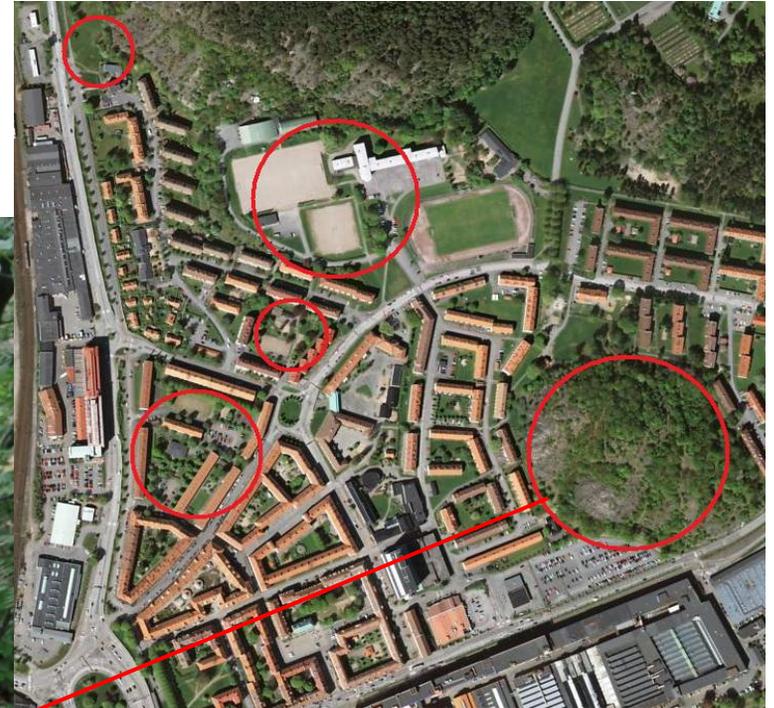
## Aim:

To develop ideas for the development of the “green lungs” of Gamlestaden. To develop realistic visions for the use of Bunkeberget, the park on the hill. To continue the work of renewing Gamlestaden, which enables residents to participate and exercise influence.

## Goals:

Yes! A very productive workshop with residents in April provides the basis for the development of the site Bunkeberget.

# Bunkeberget



# Park Holländareplatsen





**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**

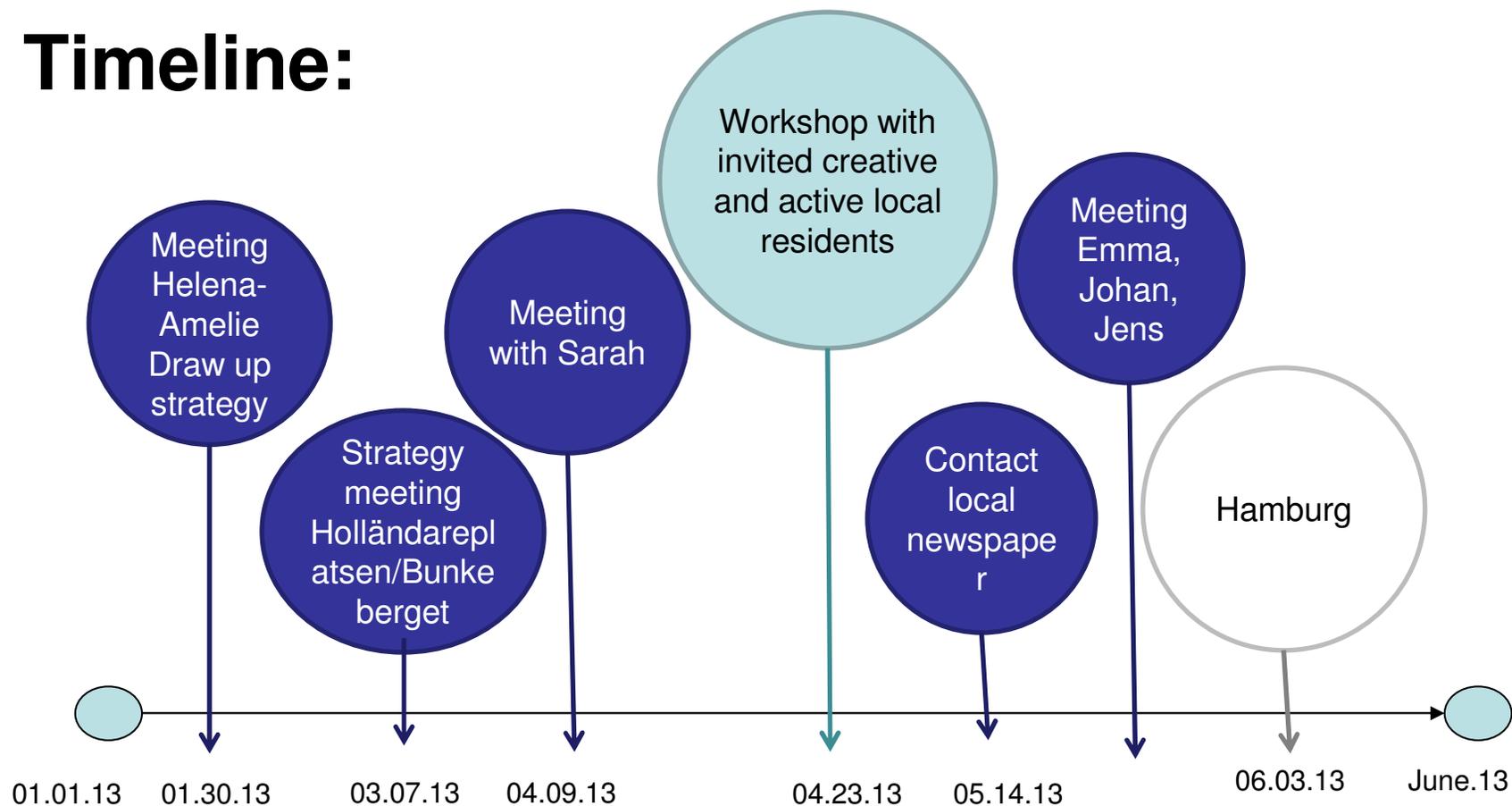


*Investing in the future by working together  
for a sustainable and competitive region*



**SEEDS**

# Timeline:





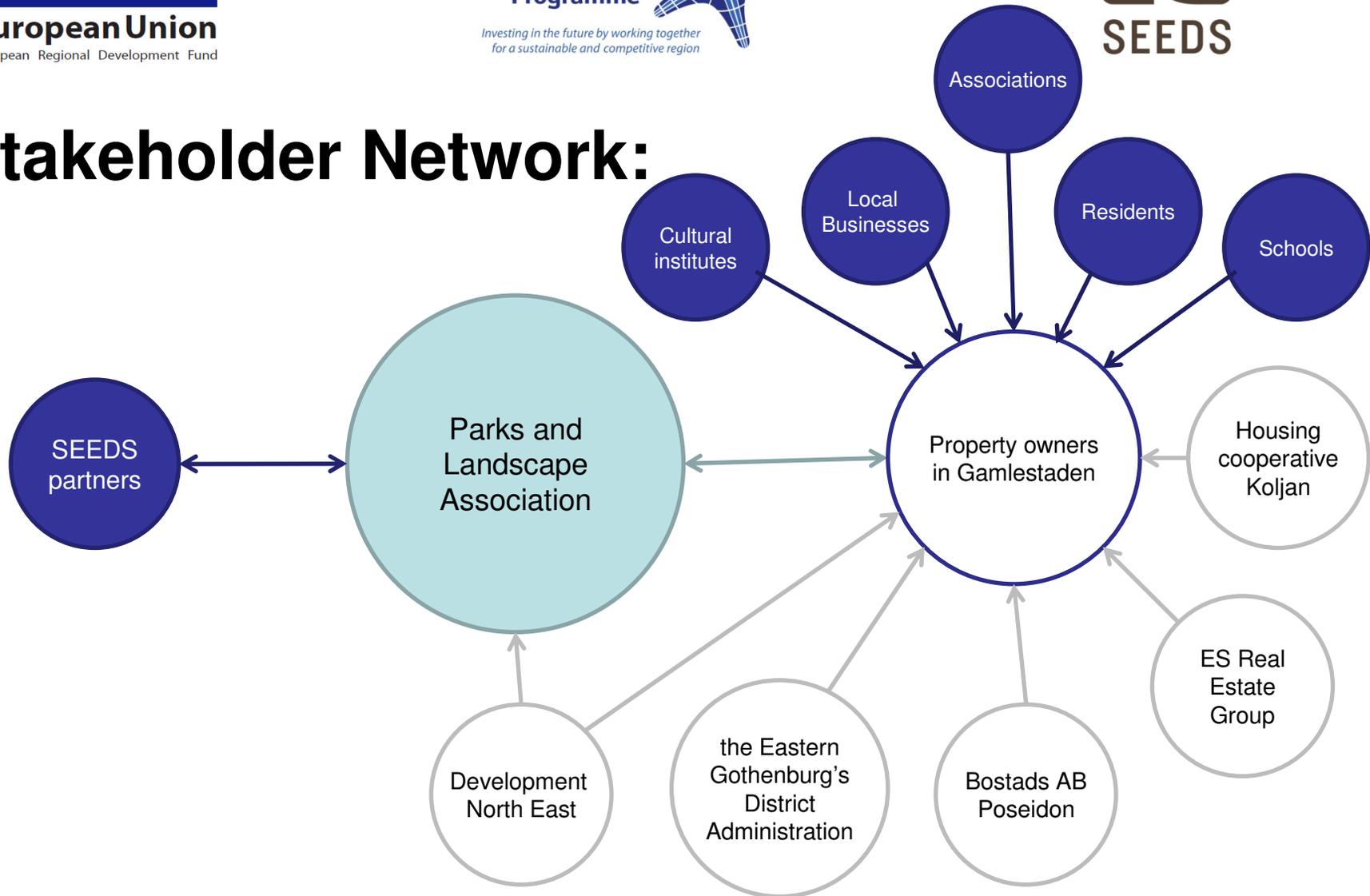
**European Union**  
European Regional Development Fund



# People and Partnerships



# Stakeholder Network:





**European Union**  
European Regional Development Fund



## Engagement:

- **Holländareplatsen:** strategy meeting with housing company Poseidon, Parks and Landscape, and Gamlestaden Property Owners Partnership
- Process take place autumn 2013





**European Union**  
European Regional Development Fund



# Engagement:

- **Bunkeberget:** Workshop with residents on 23 April 2013





**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



**SEEDS**

# Paradigms and Policy



**European Union**  
European Regional Development Fund



# Policy:

## Holländareplatsen

- Detailed planning approval for new residential unit.
- Building process starts September 2013
- Compensation measures in park – residents' involvement.

## Bunkeberget

- Land owned by SKF ball bearing multinational company with home site in Gamlestaden.  
Maintained by Park and Landscape local authority

## Context in Gamlestaden

- Many planning applications across borough.



**European Union**  
European Regional Development Fund



# Finance



**European Union**  
European Regional Development Fund

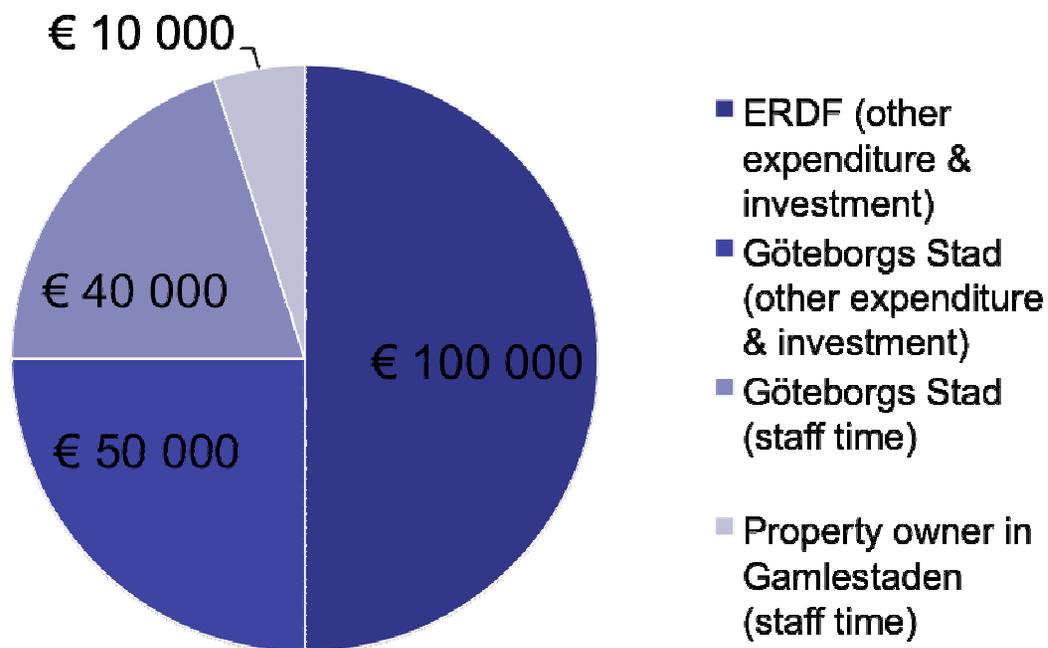
**The Interreg IVB  
North Sea Region  
Programme**

*Investing in the future by working together  
for a sustainable and competitive region*



**SEEDS**

# Finance:





**European Union**  
European Regional Development Fund



# Practice



**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



## Practice:

**On-the-ground progress:** Many improvements in maintenance since year 2000. No investments made on the ground yet in SEEDS process.

**Pilot development:** Challenges: local residents' wishes vs realism and finance, (Will local residents' recognize their ideas on-the-ground?) long term maintenance, risk for vandalisation



**European Union**  
European Regional Development Fund



## Practice:

**Lessons:** Excellent method to invite particularly interested, creative, active residents for workshop. Will use the same group again.



**European Union**  
European Regional Development Fund



# Communication



**European Union**  
European Regional Development Fund



## What steps have you taken to publicise your pilot?



**Nyckelord** Arkiv

bellevue belysning brott enkät förening försköning historia klotter kviberg i medlemmar nattvandrare parkering polis stadsdelsinfo städning tillsynsvandring ungdomar väktare

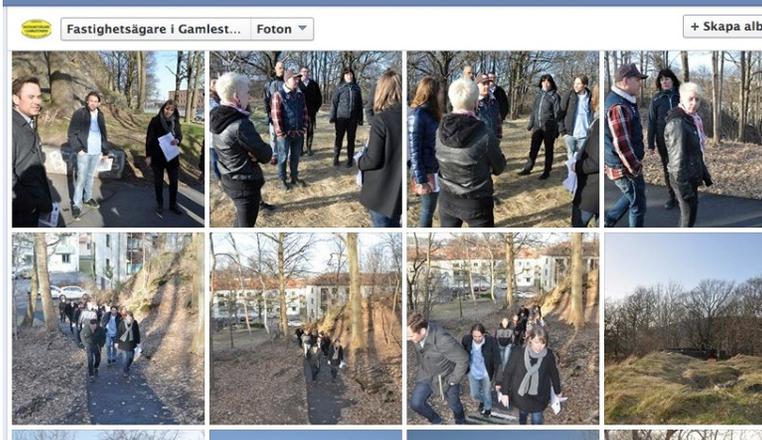
**Stadsdelsfest med loppis i Gamlestaden!**  
MAJ 2013 | KULTUR PÅ GÅNG  
Lördag den 24 augusti är Gamlestadsgalej tillbaka!

**Kontakter**  
Fastighetsägare i Gamlestaden  
Telefon: 031-84 53 99  
info@tryggagamlestaden.se  
BoPlats Göteborg  
boplatz.se  
Göteborgs stad  
Vaxel: 031-365 00 00  
Gamlestaden tillhör Stadsdelsnämnd Östra Göteborg  
Kommunens kundtjänst  
Felanmälningar som rör stadsmiljön  
Telefon: 031-15 00 17  
150017@goteborg.se

**Gamlestaden 2001 och idag: två skilda bilder**

MAJ 2013 | FEATURED STAD  
På drygt 12 år har enormt n helt olika bilder man får av

facebook  
Sök efter personer, platser och saker  
Helena Holmberg





**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



**SEEDS**

**Has your project encouraged a general discussion among colleagues, or the public? Has it activated a public debate in the media or discussion fora? What was the content?**

**The property owners' partnership driven development process in Gamlestaden has been going on for 12 years, and is by now fairly well known. Our ambition is to further establish "the Gamlestaden model" for local development – of which the SEEDS project is a part – when areas nearby will be developed.**



**European Union**  
European Regional Development Fund



## How have you involved your SEEDS partners?

Anne from the University of Copenhagen participated in workshop

**What support, help or information do you need from your SEEDS partners?** Self explanatory, but think about the pilots you have been paired with.



**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



## **Lessons Learnt:**

Challenge: carry visions and achievements through the change of key staff

## **Evaluation:**

Reference group will be formed in autumn 2013

Hopefully residents general survey in spring 2014



**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



**SEEDS**

# The Next Claim



**European Union**  
European Regional Development Fund

**The Interreg IVB  
North Sea Region  
Programme**



*Investing in the future by working together  
for a sustainable and competitive region*



## What Happens Next:

Holländareplatsen: residents' involvement process, planning, progress on-the-ground

Bunkeberget: planning autumn 2013

Reference group formed of representatives from various divisions within the public sector, local businesses and politics will evaluate the proposals of both these processes and aid formulating a more long-term strategic vision for the whole borough of Gamlestaden.