

**Urban Pilot Project Graz-Austria:
e.l.m.a.s. - living with all our senses
e.l.m.a.s. - ein Leben mit allen Sinnen**

EFRE Nr. 97.13.29.001 H



FINAL REPORT

Graz, September 2001

Magistrat Graz, Amt für Stadtentwicklung und
Stadterhaltung
Project leader: Hansjörg Luser
External project management: Günther Tischler

Kontakt::

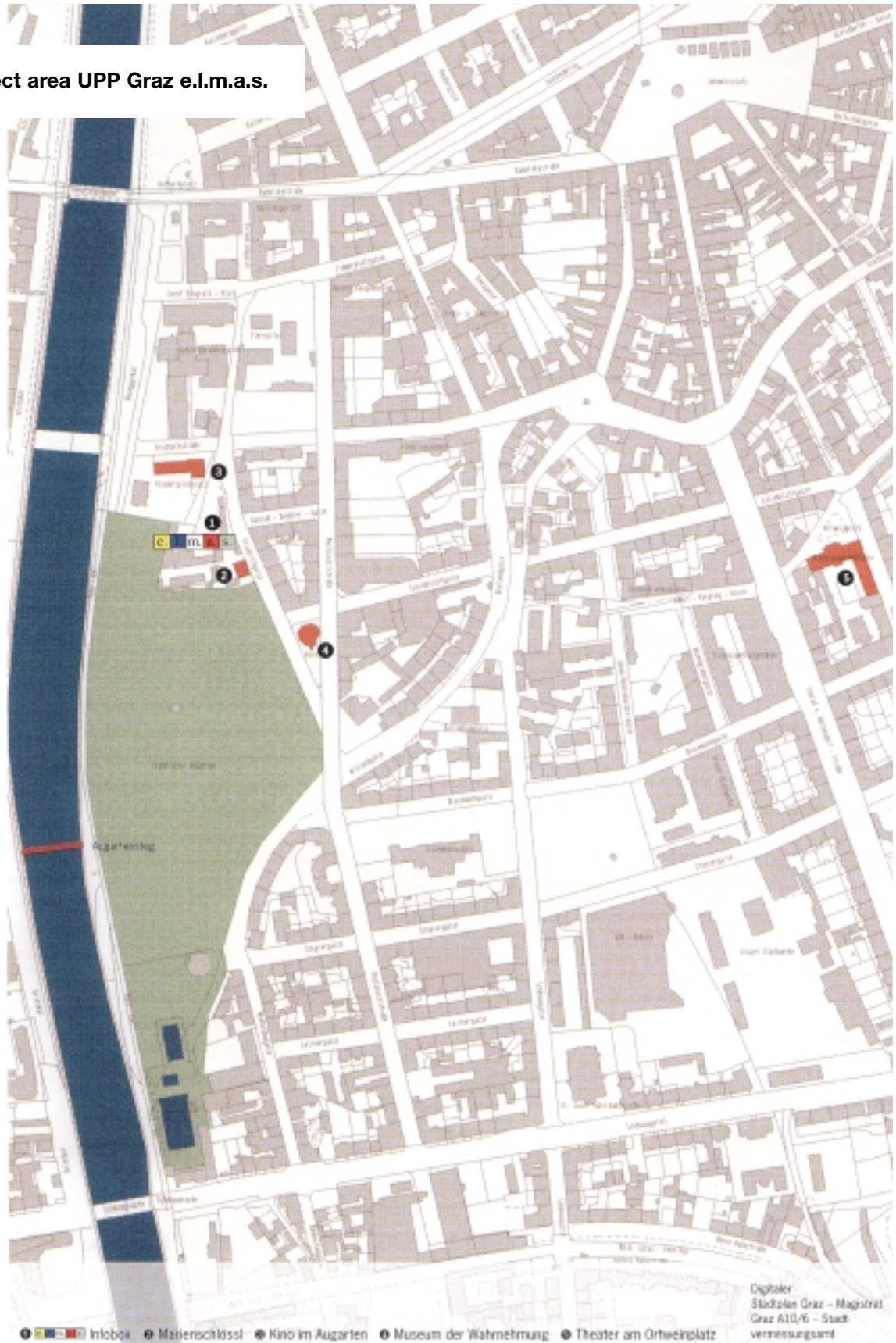
Projektleitung:
Magistrat Graz
Amt für Stadtentwicklung und
Stadterhaltung
Hansjörg Luser, Gerhard Ablasser
Europaplatz 20, A-8020 Graz
tel: 0043.316.872-4200, -4203
fax 0043.316.872-4209
stadtentwicklung@stadt.graz.at
elmas@graz.at

Externes Projektmanagement:
Günther Tischler, Peter Eder
Gartengasse 29, A-8010 Graz
tel: 0043.316.338040-11, -30
<http://www.regionalentwicklung.at>

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Project area UPP Graz e.l.m.a.s.



Magistrat Graz
Amt für Stadtentwicklung und Stadterhaltung
in cooperation with
DI Günther Tischler / External project management



1. Introduction *Einführung*

Within the Urban Pilot Projects planned by the EU for the period 1996-1999, the city of Graz applied for development funds for measures aimed to improve the structure of inner-city areas. The local authority department entrusted with this task, A10/7, drew up a project proposal based on the specific objectives of the funding instrument (Article 10 of the ERDF regulation) entitled e.l.m.a.s. (ein Leben mit allen Sinnen / living with all one's senses); the proposal was came out on top against 503 projects submitted for the selection procedure and was approved on 14.7.1997.

The aim of this application for funding was to exploit the existing endogenous potentials with regard to a comprehensive – objectively measurable and subjectively tangible – improvement of living conditions by means of a broad base of local cultural activities within the proposed project area. Although this politico-cultural strategy was the driving force and innovative focus of the project proposal, it was expanded into a holistic networked programme embracing action designed to promote the economy and employment.



Concrete objectives of the project included:

- Enhancement of the Augarten park to become a multifunctional and intercultural field of action for leisure, culture and urban living (»living with all one's senses«), opening this area up to the north. Culture as permanent presence and option is seen as a key factor in the quality of urban life.
 - Enhancement of the project area between the Augarten and Grazbachgasse (primarily property owned by the city).
 - The intercultural link between local culture and activities of the major foreign culture associations based in Graz intended to boost mutual understanding and recognition in all areas of life.
 - Creation of partnerships between public, semi-private and private initiatives with the aim of raising local inhabitants' awareness of this district and a achieving a positive subjective experience of life for them.
- Networking of three existing cultural facilities MUWA, KIZ, TaO! to create a »force field« of culture. Complementing existing key cultural facilities in Graz, the aim is to focus on popular culture, culture mediation and culture education.
 - Networking of cultural activities with other aspects of daily life, particularly work, economy and social affairs.

The Graz Urban Pilot Projekt »e.l.m.a.s – ein Leben mit allen Sinnen« (living with all one's senses), reference number 196, was officially launched on 1 July 1997. On 3.7.1997, the local council of the city of Graz approved the content and scope of the e.l.m.a.s programme application by majority vote. In response to an application submitted by the city of Graz, the European Commission approved an extension of the programme by one year until 31.12.2000 on 1.12.1999.

Before this period expired, all project building blocks ready for implementation were approved and concluded within the extension period for completion by the end of June 2001.

Owing to the particular financial legislation of the city of Graz, every individual action required separate implementation and financing resolutions (city council or city senate). In order to comply with these requirements, the project management divided the e.l.m.a.s. programme into 4 main groups (city investments, partner investments, city action, and partner action) and drew up a project table comprising a total of 19 project building blocks. The status and completion report below is divided according to these building blocks.

2. Achievements and Concrete Outputs *Erreichte Ziele und Umsetzungen*

2.1 Project objectives *Projektziele*

With regard to the higher objectives, the following main work items were implemented within the programme period

- **Networking of existing culture facilities KIZ, MUWA and TaO:**

Organisation of the joint employment project for long-term unemployed under the »e.l.m.a.s.- Netzwerk« association; the key employee was also responsible for PR work for the culture facilities. The employment project was completed in March 2000. Intermittent collaboration of the partners, e.g. during the Campus Week. Unified image for promotion by means of neon lettering. Continuation of the networking idea by publishing a culture guide with brief descriptions of all culture facilities based and operating in the district based on research performed under the employment project.

- **Maintenance of contacts with foreign culture associations:**

Installation of an advisory programme committee with the participation of the foreign advisory committee with the aim of maintaining contacts with foreign culture associations. The seminar and office rooms assigned to these associations in the revitalised Marienschlössl are in operation. The foreign advisory committee was involved in the placement process for the Intercultural Café; the Café, with an Albanian manager and serving intercultural cuisine, has been popular and well frequented since opening on 5.7.2000; among other things, the Café hosts exhibitions of foreign artists.

- **Design and enhancement of the Augarten to create a multifunctional and multicultural environment:**

Completion of the measures planned by the Department of Parks and Gardens in two stages, including a project for children and young people under the »Planungszelle Augartensanierung« scheme.

Organisation of an architecture competition to obtain development concepts for the vacated land in the north of the Augarten in autumn 2000 thus enlarging the park by approx. 2000 m². Final determination of location for the planned on-site children's museum, consideration of the result of the competition in determining the urban development parameters for future development.

Total demolition of all buildings of the base and the former on-site coal yard and recultivation of the site; the revitalised Marienschlössl is left as the only building owned by the city. Planting of greenery on the site and creation of a gravel-covered square with infrastructure (electricity, water, sewer) for events.

Part of Friedrichgasse west of MUWA blocked and closed down and inclusion in the Augarten area; enlargement of the park by another approx. 1500 m².

Construction of substitute rooms for the base of the local Department of Road and Bridge Construction by expanding the south-lying area and for the Department of Parks and Gardens at the south edge of the Augarten as a condition for the above measures.

• **Use of the e.l.m.a.s.- Campus area for culture and leisure activities:**

e.g. for »Schauplatz«, »Zirkus Meer«, a guitar festival, the open-air cinema themed on circus in summer 2000 and 2001, the seminar »Talking Cities« in June 2000 and regular flea markets. The events are primarily addressed to the local population, e.g. with reduced admission.

• **Linking of culture activities with other aspects of life, particularly work, education, economy and social issues:**

employment project with long-term unemployed focused on culture and PR work. Linking of local culture associations in a »culture guide« with contact addresses and activities, publication of a »restaurant guide« of typical local bars and restaurants.

• **Creation of partnerships between public, semi-private, and private initiatives by means of participation of the public and local firms in e.l.m.a.s. activities:**

Public meetings with regard to creation of a district development concept; urban development competition »Augarten-Nord / Friedrichgasse« based on a newly designed procedure with comprehensive information and participation of the local public.

Organisation of two local supply and business initiatives for the local business operators.

• **Networking of the positive effects of the URBAN Graz programme on the opposite bank of the river Mur:**

Installation of a new culture axis between the Gries and Jakomini districts across the Augartensteg footbridge (URBAN) and the children's museum (KIMU) and the project partners (MUWA, TaO!, KIZ). Integration in media coverage, joint presentation at international conferences, regular co-operation of project managers, joint steering group.



Project table with status of implementation

Investments of City	Investments of Partners	Actions of City	Actions of Partners
Building Block 1.1 Revitalisation of Marienschloß A21W ATS 12,0 m completed	Building Block 2.1.1 Extension of the museums MUWA ATS 3,6 m completed	Building Block 3.1.1 External project management - Fischer A107 ATS 2,7 m completed	Building Block 4.1 Campus week, high-publicity measures City/TCO ATS 1,25 m completed
Building Block 1.2.1 Renovation of the Augarten A10VS ATS 2,9 m completed	Building Block 2.1.2 MUWA-invest, residual financing MUWA ATS 0,076 m completed	Building Block 3.1.2 External project management - other experts A107 ATS 2,8 m completed	Building Block 4.2 e.l.m.a.s. symposium City/MUWA ATS 0,65 m completed
Building Block 1.3.2 Augarten III A10VS ATS 3,0 m completed	Building Block 2.2 Mobile stage for greater flexibility of venues TeOl ATS 3,5 m completed	Building Block 3.2 Creation of urban development concept for building land A107 ATS 4,8 m completed	Building Block 4.3 e.l.m.a.s. film series urban development - culture City/KOZ ATS 1,3 m completed
Building Block 1.3.3 Renovation of Friedrighgasse A10VS ATS 0,8 m completed	Building Block 2.3 Equipment for greater screening flexibility KOZ ATS 7,1 m completed	Building Block 3.3 PR measures in connection with urban projects A107 ATS 1,9 m completed	Building Block 4.4 Various actions A107 ATS 1,4 m completed
Building Block 1.3.1 Renovation of Tröpferbad facade A12 ATS 3,0 m completed		Building Block 3.4 Exchange of information pilot projects and EU A107 ATS 0,3 m completed	Building Block 4.4.2 Various actions II A107 ATS 0,55 m completed
Building Block 1.3.2 Renovation of Tröpferbad outdoor facilities A12 ATS 0,5 m completed		Building Block 3.5.1 Business promotion and employment A15 ATS 3,8 m completed	Building Block 4.5.1 Employment and qualification initiatives - TaOe A15 ATS 1,4 m AMS and partners completed
Building Block 1.4 Relocation of bases, acquisition, intercultural event centre A12 ATS 14,5 m completed		Building Block 3.5.2 Local supply A15 ATS 1,5 m completed	Building Block 4.5.2 Employment and qualification initiatives - general A15 ATS 2,4 m AMS and partners completed
		Building Block 3.5.3 Business promotion III A15 ATS 2,7 m completed	Building Block 4.5.3 Employment projects III A15 ATS 0,31 m AMS and partners completed
		Building Block 3.5.4 Business promotion Schönaugasse A15 ATS 6,5 m completed	Building Block 4.6 Public participation A15 ATS 1,5 m City and partners completed
			Building Block 4.7 Exchange of information A15 ATS 8 m City and partners Cancelled



2.2 Project actions
Aktivitäten

Priority axis A: Integrative district development

Line of action 1: Installation of a networked cultural service in the »district culture« facility sector (joint project of KIZ / MUWA / TaO)

Investments:

MUWA / Oktogon

Building Block 1.3.1 ATS 3,0 m	A12
Renovation of Tröpferbad facade	
completed	
Building Block 1.3.2 ATS 0,5 m	A12
Renovation of Tröpferbad outdoor facilities	
completed	

The octagonal building of the former »Tröpferbad« – a public bath and shower facility – was for a long time neglected after losing its purpose due to improved housing facilities in the project area. The building was revitalised when the MUWA museum moved into the premises.

With the aid of e.l.m.a.s. and funds provided from the provincial revitalisation fund, it was possible to renovate the Oktogon in keeping with aspects of monument preservation and complete design of the outdoor facilities as early as spring 1999.



MUWA

Building Block 2.1.1 ATS 3,6 m MUWA Extension of the museum
completed ■ ■
Building Block 2.1.2 ATS 0,076 m MUWA MUWA-Invest, residual financing
completed ■ ■

The MUWA – Museum der Wahrnehmung / Museum of Perception – published an architecture competition in August 1997 with the aim of obtaining designs for a so-called »Samadhi bath« (essentially an enclosed tank without light with body-temperature salt water for relaxation and body experience); the results were presented in an exhibition in January 1998 at the MUWA. The architect team Popelka and Poduschka from Vienna won the competition. Carcassing work was completed in December 1998, the date for opening was 28.5.1998.

The Samadhi bath has been open to the public since 2.6.1999, the bath is operating to full capacity. This created three part-time jobs and gained the museum an additional source of income.



TaO!

Building Block 2.2 ATS 3,5 m TaO! Mobile stage for greater flexibility of venues
completed ■ ■

The TaO! used up all funds earmarked for investment in the project period. The investments covered improvement of the theatre’s mobile infrastructure for outside performances (variable stage facilities, sound mixer, sound-proof curtain, audio-visual equipment), and improvement of internal infrastructure (additional equipment, new cloakrooms, adaptation of workshops and rehearsal rooms, and improvement of image, e.g. neon advertising sign).

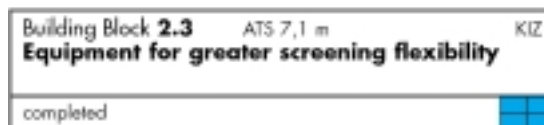
The additional performance facilities have already been used to good effect for various theatre productions and made available to other groups.

Since October 1998, TaO! has also been organising two vocational theatre and media training courses for multipliers.

In summer 1998, TaO! organised the e.l.m.a.s Campus with national and international youth theatre groups; in summer 1999 this theatre took part in »Schauplatz«, a co-production of several Graz-based theatre groups.



KIZ



At the beginning of the programme, KIZ performed a location study and operation concept (»Art House Study«) to clarify whether it would make sense to relocate the cinema to the vacated Opernkino cinema also based in the district. The study came to the conclusion that it would definitely make more sense to retain the established location. The first investment funds were approved at this point.

Within this building block project, the following investments were made with regard to improving quality and rationalising operation:

- New projector technology with projector capable of screening silent films, for 35 and 16 mm films, modern sound equipment and small mobile sound unit
- New stage with screen, support for hard of hearing, radio receivers.
- Plasma monitor for trailers and customer information in the foyer
- Infrastructure for operation and administration with ticket computer and IT system for internal network, including desktop publishing for the cinema's notifications and publications
- Partly new archive and office equipment, video monitoring and small machinery

Thanks to this improved equipment, KIZ was able to become established as a permanent venue for the annual film festival »Diagonale«, helping to keep the festival in Graz.



Actions:

Networking

Building Block 4.1	ATS 1,25 m	City/TaOI
Campus week, high-publicity measures		
completed		

The e.l.m.a.s. Campus with national and international school and youth theatre groups was held at the e.l.m.a.s. premises from 29.6 to 4.7.1998. The aim was to do theatre work as an important politico-cultural strategy and to exchange information and experience above all with foreign groups with regard to aesthetic and educational approaches in youth culture work.

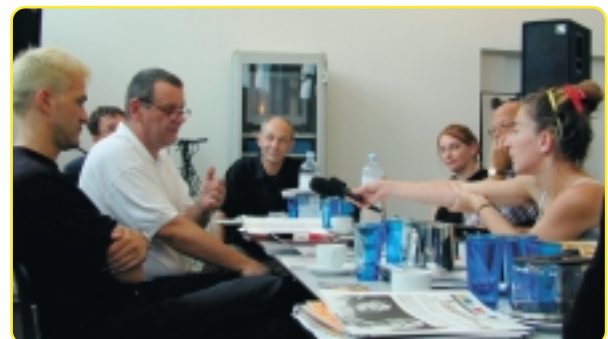
Workshops were also held during this week (juggling, make-up, puppet building, theatre sport, instrument making, dance, etc.). MUWA held a series of workshops focusing on the subject of »perception« for school groups. In addition there was a newspaper project for school-goers, a video project and participation of the local public and firms in the project.



Networking

Building Block 4.2	ATS 0,65 m	City/MUWA
e.l.m.a.s. symposium		
completed		

As a summary and prospect for UPP e.l.m.a.s., a symposium was held from 16 - 18 June 2000 featuring international speakers at MUWA discussing the subject of »urban development through culture work«. The symposium was organised by MUWA. The symposium was divided into talks and work groups in »theme tables«; »Citywalks« were organised to accompany the event; there was a project presentation at TaO and a »Rasenbank« by Daniel Spoerri was unveiled outside MUWA.



In the run-up to the symposium the steering group cut the scheduled budget by half for reasons of appropriateness. This necessitated a new concept, but the symposium still met with great public interest. An entire issue of the art magazine »kursiv« focused on the symposium.

Networking

Building Block 4.3 ATS 1,3 m City/KIZ
e.l.m.a.s. film series urban development - culture
completed

The film series was held under the heading »Zimmerlautstärke – ein Filmfest« from 2 to 9 May 2001 at KIZ. The programme was divided into different series, a tribute to Robert Bresson with 7 films, a Kyoshi Kurosawa series with 6 films, a sneak preview night with surprise films, and a series of silent films (Berlin – Die Sinfonie der Großstadt, The Cameraman, Mat and The Gold Rush) with live film concerts by the Berlin artist Steven Garling. Guests included the actress Marika Green and culture manager Hans Hurch.

Networking

Building Bloc 4.4.1 ATS 1,4 m
Various actions
completed

Building Block 4.4.2 ATS 0,55 m
Various actions II
completed

The action programme featured different awareness-raising and identification projects intended to help increase the quality of urban life by means of culture.

A concept for this purpose was drawn up at the end of 1998; a joint programme was approved on the basis of the proposals made by the project partners at the beginning of 1999:

- »Schauplatz Graz«: workshop with 8 groups from the »free theatre and dance scene« in Graz at the e.l.m.a.s. Campus. Elaboration of a joint theatre play that was performed several times (13.07-22.08.1999)



- Children's theatre at TaO! with a programme primarily intended for parents and children from the area with the aim of offering ambitious children's theatre and confronting a very young audience with theatre

- »parallel spaces«: a project by the »agency« (Matthis Kobe) on the appropriation of public spaces by the population (<http://www.agency-computer.com>); implemented by art.image as part of an international network



- Planungszelle Augarten: children and young people participated in redesigning the park

- Samadhi bath opening event: event held to mark the official inauguration of the Samadhi bath with talks, music and an exhibition



- Open-air film screening by KIZ at the e.l.m.a.s. Campus: »6 x Sorbas im 6. Bezirk« (Alexis Sorbas): 14.-17.07.1999

- Exhibition by Irene Andessner »Irene im Badehaus« focusing on the history of the public baths (Tröpferlbad) – today's MUWA – in the Augarten in connection with the »Erinnerungsprojekt«, a call for

the public to contribute their memories of the Tröpferlbad in the form of photos or texts

- »tscheki mal 10.000«: a lomographic project with the local population: participants were able to borrow Lomo cameras and films free of charge for one week. The aim was to create a colourful picture of the population's own district. The project was extended several times thanks to the poor public response. The photos were displayed at an exhibition at the final e.l.m.a.s. party in May 2001

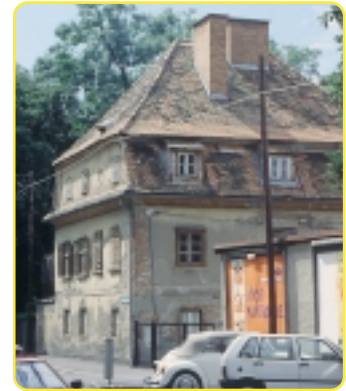
Line of action 2: Multicultural »e.l.m.a.s. - campus« with possibilities for events and offices for foreign associations in the culture sector

Investments:

Marienschlössl

Building Block 1.1	ATS 12,0 m	A21W
Revitalisation of Marienschlössl		
completed		

The building in Friedrichgasse on the edge of the Augarten, commonly known as the »Marienschlössl«, was in a very poor state. The first floor and top floor had been largely uninhabited for several years (only one tenant in 1994 who received a substitute dwelling in 1995); the ground floor was used by the Department of Road and Bridge Construction (Central Region) as staff rooms and by the Department of Parks and Gardens as the Augarten base (albeit only one room). There were desolate extensions to the south. For this reason, attempts had been made for some time (approx. 20 years) to renovate the Marienschlössl or at least to vacate the building. However, this was not possible until the e.l.m.a.s. project was implemented.



Initial preliminary and planning work (stocktaking, study of use, preparation of work models for renovation) was conducted in 1998; in April 1999 the base staff rooms were vacated from the Marienschlössl into temporary Portakabins on the premises. Renovation of the exterior commenced in June and was already completed in 1999; interior adaptation was performed in 2000. The building was opened on 5.7.2000.

The building is equipped with three apartments, office and administration rooms for foreign culture initiatives and an international café called »Auschlössl« on the ground floor; it has become a place for people to meet – an intercultural centre of



encounter and dialogue. Use of the ground floor as a café and the new design of a transparent extension and terrace help open up, extend and animate the north east area of the Augarten. Above all the outside terrace facing the Augarten became a popular meeting place in summer, above all for young people of all nationalities. The café also has a large number of regulars from the close vicinity.

The apartments are available to the »Student Housing Service (SWS)« for renting to students. The offices can be rented for discussions, seminars, etc. (equipped with PCs with Internet connectivity; FAX; a professional serviceperson helps with

organisation). If the foreign associations cannot afford the approx. ATS 600 daily flat rate, alternatively they can provide a service commensurate with this amount (e.g. advertising).

The lease income (café) is used to hold intercultural events. For this purpose an advisory planning committee was installed consisting of various representatives (foreign advisory committee, AAI, diocese commission, Omega, Zebra, representatives of the local council, ...) and a culture programme drawn up.

Existing employment projects were used to renovate the Marienschlössl and the park (clearing out the Marienschlössl by the BAN organisation).



Augarten:

Building Block 1.2.1	ATS 2,9 m	A10/5
Renovation of the Augarten		
completed		
Building Block 1.2.2	ATS 3,0 m	A10/5
Augarten II		
completed		
Building Block 1.2.3	ATS 0,8 m	A10/5
Renaturation of Friedrichgasse		
completed		

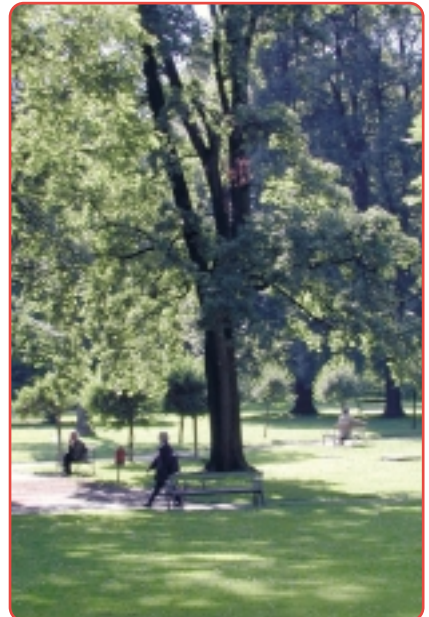


A first stage of renovation of the Augarten was completed in June 2000 based on the plans of the Department of Parks and Gardens in collaboration with children and young people and following a public discussion in the district. A second stage was approved

and completed in spring 2001. This stage above all consisted in renovating the park pathways.



A section of Friedrichgasse opposite MUWA was reallocated as parkland. This section of the road was removed and planted with greenery. The former road surface and the area surrounding MUWA, with a total of approx. 1500 m², are now an integral part of the Augarten. In the course of relocating the workshops, the park was again enlarged by mid-2001 by approx. 2000 m².



In all, more than 20,000 m² were renovated and redesigned and facilities were added such as a fenced-in playground, adventure playground or half-pipe.

The aim of renovating and incorporating the bank of the river Mur has not yet been achieved due to the complicated legal situation (Federal authority). But this problem is encountered along the entire bank of the river Mur in the city and features in the public discussion.



Relocation of workshops

Building Block 1.4	ATS 14,5 m	A12
Relocation of bases, acquisition, intercultural event centre		
completed		

The city-owned land in the north part of the Augarten on Friedrichgasse is high-quality inner-city building land that was for decades used for inferior, disruptive purposes (coal yard, base of city's Department of Road and Bridge Construction and Department of Parks and Gardens). Also, the substance of the buildings no longer came up to demands, with the effect that efforts had been made to vacate the building for the last twenty years.



It was not until e.l.m.a.s. was implemented that it was finally possible to reach a decision to vacate the disruptive bases of the local departments and to acquire the coal yard.

The »Grazer Kohlen« premises were acquired and the buildings located there were demolished in April 1999. The area was adapted as a venue for events by installing sewer, water and electrical connections. The base offices were provisionally moved out of the Marienschlössl into Portakabins in the middle of the year. Preparatory studies were also drawn up for moving the bases out of the e.l.m.a.s. area in mid-1999; these studies were done in collaboration with the local authority responsible for restructuring of companies in the city (»Wirtschaftsbetriebe Graz«).



After ruling out the location in Puchstraße, it was shown that the replacement premises for the Department of Road and Bridge Construction could be located at the South base; this was also done in connection with efforts to reduce the number of separate bases. Planning work for the replacement offices for the base of the Department of Road and Bridge Construction was placed at the end of July 2000, building was commenced in autumn 2000 and completed in June 2001. The base was relocated in August.

The Department of Parks and Gardens – which must be in the park area for reasons of work –was moved to a location in the south of the Augarten. This involved some difficulties as it entailed changing the zoning plan (change from open-air baths to public park) and the new building had to be fitted in exactly between a main waste-water collector, the sauna building and the open-air baths. Planning work was placed at the end of July 2000, the project was submitted at the end of the year. The building was completed by June 2001, work on additional small outdoor facilities continued until summer. The base was opened in August.



The programme was delayed due to the fact that it was not possible to raise the substantial additional funds from the city's budget in time. Although the application for project approval for relocation of the bases was prepared for the local council on 1.7.1999, it was postponed as the local authorities wanted to wait and see the results of the operating concept for the »Wirtschaftsbetriebe Graz«, which were not available until spring 2000. For a long time the local authorities made approval of funds contingent on an extension of the e.l.m.a.s. programme. Once the programme was extended, it was possible to complete the building within six months by concentrating all available resources.



Actions:

Venue for multicultural events

Building Block 3.3 ATS 1,9 m PR measures in connection with urban projects
completed

PR work and public participation are not only key issues for the European Commission but also for the city of Graz. The aim is to discuss with the public the host of positive signals and measures undertaken by the city of Graz under the e.l.m.a.s. programme in the district of Jakomini and to elaborate and publish new concepts.

In order to achieve this goal a cluster of measures was enacted. A key component of these measures was to installation and ongoing service of an »Infobox« on the e.l.m.a.s premises. 2 - 3 people work in the Infobox, employed through the employment project. Because this project expired in March 2000, the e.l.m.a.s Infobox was only open during this period when events were being held. The PR expert worked on specific projects on a freelance basis, above all providing support for e.l.m.a.s. flyers and the web site.

The key measures of this programme building block were:

- Elaboration of an e.l.m.a.s. project information brochure (1000 copies), an e.l.m.a.s. pocket folder and a quarterly e.l.m.a.s. flyer (7000 copies each) for the district of Jakomini and adjacent areas – particularly the district of Gries (URBAN Graz-Gries)
- Creation of a corporate identity (logo, permanent link with EU logo in all publications and actions)
- Installation of an easily accessible information and consulting office on location (Infobox)
- Official opening of the Infobox (press conference with all members of the local government involved in the programme) on 21.5.1999
- Consulting hours in the Infobox (since May 1999 until end of 2000 from Monday – Friday, 9 a.m. – 3 p.m.)
- Creation and regular update of the web site (<http://www.graz.at/elmas>)
- Editorial support for media and the e.l.m.a.s. partners
- Printed matter on current events
- Direct mailing in the district (cinema, Zirkus Meer, flea markets,...)
- Guided tours of the project area
- Publication of an e.l.m.a.s. video and continuation of video documentation
- Public information about renovation of the Augarten on 22.4.1999
- Invitation for the local population to the opening of the Samadhi baths on 28.5.1999



- Learning workshop MUWA (total of approx. 40 events with more than 750 participants)
- Acquisition of various equipment (flags, marquee display,...)
- Guitar festival (more than 300 participants)
- Flea markets (every 1st Saturday in the month; very popular)
- »Kind und Alter« mosaic (about 20 children took part in this action); the mosaic was installed in the common room of an old people's home in the district.
- Antagon-Theater (approx. 300 visitors)
- Zirkus Meer in summer 2000 and May 2001
- Workstations (film festival as part of the »Arbeit neu denken« project)
- Chinese New Year 2001 (film premiere at KIZ)

This building block was linked to building block 4.6 / Public participation.



Priority axis B: Local business promotion / employment policy

Line of action 3: Business promotion measures (private public partnership projects)

Actions:

Development concept

Building Block 3.2	ATS 4,8 m	A10/7
Creation of urban development concept for building land		
completed		

In the course of vacating the city-owned properties in the north part of the Augarten the question arose as to the future use of this high-quality area, including the plot used by the Kinderfreunde.

The area classified as core, office and business land (density of buildings 2.5) in the 2.0 zoning plan 1992 consists of three parts: the Marienschlössl, the area used by the »Grazer Kohlen« (both owned by the city) and the property of the Kinderfreunde in Grazbachgasse. This situation leads to a complex sets of problems, ranging from the question of a replacement for the bases, to determining subsequent use of the vacated or already vacant city-owned properties, to defining the objective in terms of urban development for the entire area including the Kinderfreunde. Handling of this key project (PPP) required a step-by-step procedure involving the various parties and the district population.



The urban development competition »Augarten-Nord / Friedrichgasse« was published in autumn 2000 and judged and completed in November 2000. It comprised overall planning of the city-owned and private land in the north part of the Augarten; however, the competition specifications already stipulated that part of the city-owned area, totalling approx. 2000 m², was to be added to the Augarten as parkland.

The participating architects were familiarised with the site conditions and the problems of the neighbours in a public kick-off workshop and had to present their results to the public. The jury itself convened in private and declared the winner to be the Gruppe L.O.V.E project. The winning project is taken as a basis for further developments.

In the course of preparations for the competition, a link was established to the »Kindermuseum« project, for which a groups of proponents headed by the Department of Youth and Family Affairs was trying to find a suitable location. e.l.m.a.s. submitted the area in the Augarten as a location, which was officially approved by a decision passed by the local authorities. This was already taken into account in the building design part of the competition, the volume of building is ATS 25 - 30 m. The KIMU (children's museum) strengthened the e.l.m.a.s. »force field« of culture and established a new axis of culture across the Augartensteg footbridge connecting to the URBAN area on the other side of the river Mur.

Chronology of the procedure:

- Organisation of a workshop as preparation for the urban development concept »Augarten – Nord/ Friedrichgasse« on 15.6.1999 with representatives of the participating local authorities, district representatives, representatives of the current users and real estate experts. The result of the workshop was the creation of various scenarios for future use that were incorporated into the competition specifications.



- In July – in order to illustrate various planning strategies – a two-week design seminar was held TU-Braunschweig (Prof. Szyszkowitz)

- The designs were exhibited in October at MUWA and then discussed at a public meeting

- By the end of the year various steps had been taken to prepare the urban development competition, e.g. compilation of competition documents, density study to determine the compatible maximum density of buildings and to clarify the wishes of the local authority departments with regard to development

- Publication of a closed urban development competition with eight participants and invitation to the kick-off workshop for the urban development concept »Augarten Nord/Friedrichgasse« on 3.10.2000

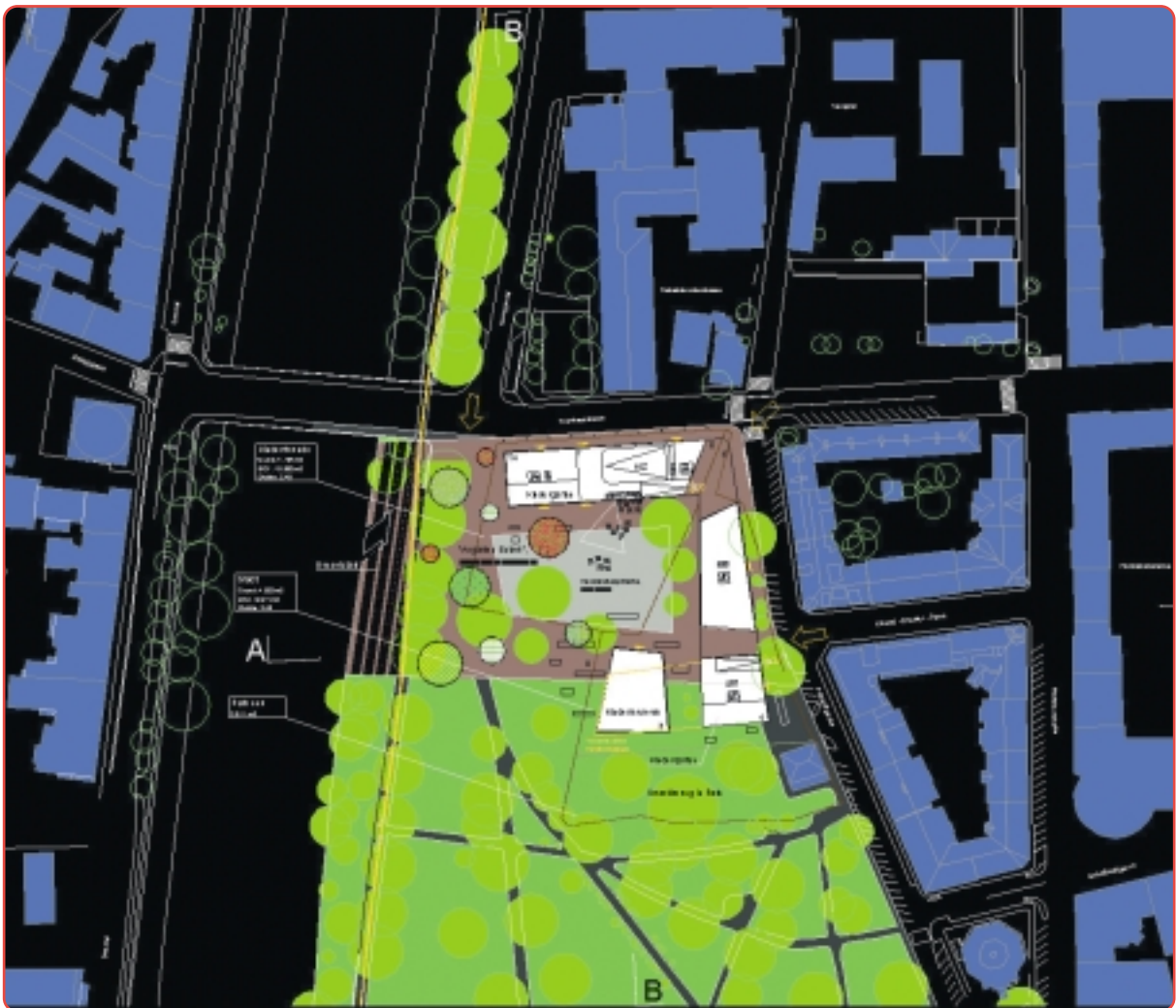
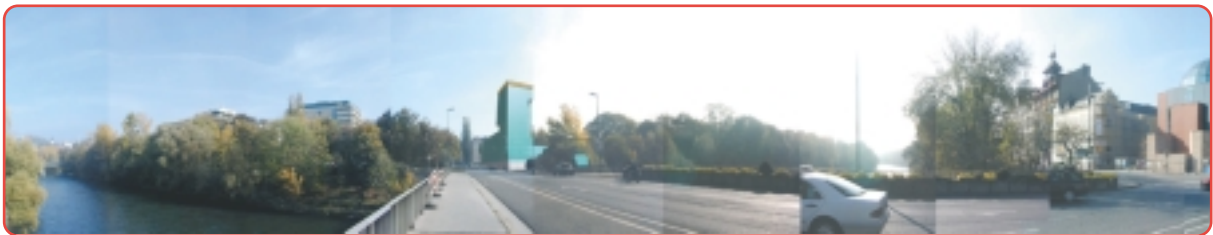
- Exhibition of the competition results at Café »Auschlössl«, 8.11.2000 – 26.11.2000 in the run-up to the presentation and jury in order to allow the population to assess the projects

- Public presentation of the designs by the planners of the urban development competition on 20.11.2000 in the presence of the jury



- Jury meeting on 21.11.2000. First prize was awarded to the architect group L.O.V.E, second prize to the Pentaplan group and third prize to Arch. Gartler.





The innovative organisation of the competition, with a very high level of transparency, should be given special note and positively emphasised in the evaluation. This also helped the public identify with the winning project, accepting it as a feasible approach to development without any gainsayers.



Line of action 4: Local employment initiatives, training and qualification projects, and integration measures

Actions:

Support for local supply

Building Block 3.5.1 ATS 3,8 m Business promotion and employment	A15
completed	
Building Block 3.5.2 ATS 1,5 m Local supply	A15
completed	
Building Block 3.5.3 ATS 2,7 m Business promotion II	A15
completed	
Building Block 3.5.4 ATS 6,5 m Business promotion Schönaugasse	A15
completed	



The building block consists of two main projects, »Nahversorgung / Wirtschaftsförderung Jakomini« (local supply / business promotion) and redesign of Schönaugasse.

- »Nahversorgung / Wirtschaftsförderung Jakomini« project:

More than 50 firms were contacted and advised by corporate consultants. The consultations resulted in 26 applications for financial assistance. These totalled investments of approx. ATS 12.2 m. Business promotion funds were available to the amount of approx. ATS. 2.8 m, which were paid out in November 1999. Of this, 47% were invested in new business fittings, 53% in building measures.

The 26 companies currently employ a total of 155 people, the largest company 20 has employees. The companies operate in different sectors (catering, trade and business).

- Redesign of Schönaugasse:

The project involved extensive redesign of Schönaugasse (between Jakominiplatz and Grazbachgasse): road construction with appropriate design of pavements and cycle paths for traffic calming purposes, including new street lighting; general renovation of pipes (surface water and faecal wastewater, new water pipes, service mains connections – sewers);

A key aspect of this redesign was housing an ugly transformer building at the Schönaugasse - Grazbachgasse junction. A cube consisting of grids was put over the building; this cube acts as a billboard for advertising for companies in Schönaugasse in the direction of traffic. The Department for Property Management was entrusted with management and maintenance of the new housing; the aim is to post cultural advertisements on the free sides, e.g. light installations for the year of culture 2003.



Because companies primarily invested in equipment and building in the first stage, the insights gained in this initial project led to a continuation of the promotion offensive with regard to local supply facilities, this time throughout the entire city (as part of e.l.m.a.s. in the project area), albeit with an improved catalogue of measures. Marketing activities are regarded as particularly important in this context. Promotion is connected with a quality certification procedure focused on customer orientation, which the company must additionally undergo.



Employment measures

Building Block 4.5.1 ATS 1,4 m AMS and partners Employment and qualification initiatives – TaO!
completed
Building Block 4.5.2 ATS 2,4 m AMS and partners Employment and qualification initiatives – general
completed
Building Block 4.5.3 ATS 0,31 m AMS and partners Employment projects III
completed



The aim of the measures is to facilitate the re-entry of long-term unemployed into employment, to maintain and improve their qualifications so as to increase their chances of securing permanent employment. The concept included work projects for foreign residents in connection with the e.l.m.a.s Campus, creation of additional job opportunities for currently

unplaceable workers, creation of new jobs in the culture and services sector, qualification and training opportunities for young people or acquisition of additional qualifications.

In order to obtain employment promotion funds by the AMS, it was necessary to found a non-profit association – »e.l.m.a.s. – Netzwerk«, through which the participants were employed. This association assumed and managed the funds provided by the AMS, the city of Graz and the EU. A close co-operation developed with BAB, that was responsible for identifying demand, job profiling and selection procedure support. The AMS placed suitable applicants and reviewed their eligibility for subsidisation.

As a second strategy the TaO! conducted theatre education courses. Theatre education has been gaining importance for years. In schools, out-of-school, social and educational environments it is becoming increasingly entrenched as an autonomous form of aesthetic and social education. The course is unique in Austria in this form and responds to a clear demand among the population, as reflected by more than 50 registrations from all over Styria and even Vienna.

In all, the employment initiative was able to employ 14 people for periods of between 4.5 and 18 months. As a result of the above employment, 3 people founded their own companies, 2 stayed in employment, 5 are now out of work again, the rest is undergoing training or working under a new employment contract (source: AMS, 14.11.2000).

For the AMS, this project offered the opportunity to take steps in the culture sector and thus to gain new experience. As part of e.l.m.a.s., there was a co-operation between AMS and the city of Graz in the above form.



Priority axis C: Public participation / project management / exchange of information

Line of action 5: Public participation / PR work

Actions:

Public participation

Building Block 4.6	ATS 1,5 m	City and partners
Public participation		
completed		

This action is financially linked with building block 3.3 / PR measures. PR work and public participation are key issues for the European Commission and for the city of Graz. The aim was to discuss with the public the host of positive signals and measures undertaken by the city of Graz and the European Commission under the e.l.m.a.s. programme and to elaborate new concepts in co-operation with the population.

Numerous measures were implemented including:

- Implementation of a survey in the course of the KIZ location analysis
- Information of the district council and the interested parties represented in the local council
- Consulting hours
- Network work in companies, schools, and in the advisory foreign resident council
- Idea competition for the "Spielraum Augarten"
- Organisation of press conferences
- Flea markets and small-scale actions for local children
- Incorporation of e.l.m.a.s. into the »Steirischer Herbst« art festival
- Public participation in the Augarten Nord/Friedrichgasse urban development concept
- Public information on various programme building blocks
- Various folders





- Concept for the Jakomini district (public meetings on 12.5 and 12.7.2000; participation of the district members of parliament)
- Final party at the end of May 2001
- cf. building block 3.3.

This building block played a major role in fulfilling the »strengthening district awareness« indicator. Particularly public participation in the urban development competition (see building block 3.2) in an innovative procedure considerably helped people of the district identify with the UPP.

Line of action 6: Project management

Actions:

Building Block 3.1.1 ATS 2,7 m	A10/7
External project management - Tischler	
completed	
Building Block 3.1.2 ATS 2,8 m	A10/7
External project management - other experts	
completed	

In order to assist the programme managers, the Graz-based engineering office of DI Günther Tischler / regionalentwicklung.at was contracted to assume external project management. As necessary, the management would obtain project-specific expertises from outside as decision-making aids and for project development.

The external project management provided ongoing assistance to the project managers:

- Weekly e.l.m.a.s. meetings with the project managers, if necessary with other experts (until autumn 2000)
- Initially regular meetings and workshops with the project partners
- Timely organisation of steering group meetings in the run-up to decisions taken by the local council
- Harmonisation with the accompanying controlling system
- Collaboration on project accounting (data and billing sheets)
- Reporting
- Further development of the project
- Supporting planning studies (studies by "External Experts")
- Organisation of the urban development competition

Contracts are placed with other experts for various supporting planning works and creation of in-depth studies on specific project building blocks. Such studies included:

1998:

- Relocation concept for provisional accommodation of the ground-floor users of the Marienschlössl
- Stocktaking and comparison of premises with regard to relocation of the city-centre base of the Department of Road and Bridge Construction
- Concept elaboration for installation of a practical field of experimentation at the MUWA and integration of the local educational institutions on the subject of perception

1999:

- Stocktaking of Friedrichgasse 36 (Marienschlössl)
- »Rough comparison of premises«: Comparison of premises of the Department of Road and Bridge Construction at the Augarten with premises at the Puchstraße base
- »Wirtschaftsbetriebe Standort Süd« - preliminary study regarding construction of the Department of Road and Bridge Construction at the Standort Süd location in Lagergasse
- BAB study on the employment project



- »Building density study«: Preparations for specifying the urban development parameters in the Augarten Nord – Friedrichgasse area

2000/2001:

- Preparations for relocation of the bases (location finding)
- Preliminary design for the base of the Department of Parks and Gardens
- Sociological study: »Urban development and cultural anthropology« (objective: analysis and interpretation of the actual socio-cultural conditions in the Jakomini district. The results were to explain the cultural conditions of people in the district. Published as the brochure »Café Jeden Tag«
- Creation of a »bar and restaurant guide« to support the local catering trade; issued to bars and restaurants in the wider project area
- Culture guide: Culture research and networking (objective: survey of all culture initiatives based in the district)
- Elaboration of a district concept with local public participation
- Ex-post evaluation of e.l.m.a.s.
- Programme for room layout and function for a children's museum in the e.l.m.a.s. area



Line of action 7: International exchange of experience

Actions:

UPP contacts

Building Block 3.4	ATS 0,3 m	A10/7
Exchange of information pilot projects and EU		
completed		

Exchanging information and experience is a major objective of the EU. This allows us to learn from others' mistakes, and is the only way to benefit from others' experience.

Along these lines, other UPP cities and culture network were informed by the project managers about project progress and current events.

- Workshop of project officers (project managers and assistants) in Brussels on 12.5.1998
- Presentation of e.l.m.a.s. at the »betrifft Architektur« event (city-centre event) on 8.9.1998 at the Landhaushof in Graz
- Presentation of e.l.m.a.s. as part of »Go West« (district information event organised by Graz SPÖ / Social Democrats) on 12.9.1998
- Participation and presentation of e.l.m.a.s. at the joint Urban event Vienna / Graz from 1 - 3 October 1998 (project managers and assistants)
- Participation in the »European Cities Forum« in Vienna on 26.11.1998 (project managers and assistants)
- Workshop of the culture network in Berlin from 11 - 13.12.1998 (project managers, external PM, representatives of external e.l.m.a.s. partners KIZ, MUWA and TaO)
- Workshop of project officers (project managers) in Brussels on 18.12.1998 on the subject of employment
- Discussion of project officers with Ms. Whiting in Brussels on 25.1.1999
- ECOTEC seminar of the programme co-ordinator in Brussels on 3.6.1999
- Participation of the programme co-ordinator in the UPP seminar »Guiniguada Project« on Gran Canaria from 27 - 29.3.2000
- Participation of the external project management in the symposium of the European Academy for urban environment, Berlin on 16.5.2000
- In the run-up to the symposium »Talking Cities« preparation of a Technical Meeting in Graz (unfortunately no representative of the EU took up the invitation)
- Invitation to the symposium »Talking Cities« from 16 - 18.6.2000



- Participation of the programme co-ordinator in the UPP seminar »Albaicín« in November 2000
- Participation of a representative of the external PM in the seminar »Dynamique Urbaines et Projets Européens« on 3 and 4 May 2001 in Bordeaux
- Participation of the programme managers and project presentation on the occasion of an URBAN event in Bremen in June 2001



Also, numerous e.l.m.a.s. brochures and six-monthly / annual reports were sent to the other UPP cities.

Partner contacts

Building Block 4.7	ATS Ø m	City and partners
Exchange of information		
Cancelled		

The steering group regarded this programme building block as earmarking too much money. It was recommended to economise on funds. No local council resolution was passed, activities under this building block were financed from funds of building block 3.4 and 4.6 / exchange of information.

2.3 Quantified objectives / outputs *Quantifizierbarer Umsetzungsstand*

- **Improvement of residential environment by enlarging green spaces and renovating the Augarten and by opening up accesses from the north:**

Part of the park was redesigned with the collaboration of Jugend-Planungszelle Augarten and public participation in two stages.

In the course of the urban development competition »Augarten Nord / Friedrichgasse« it was decided to leave approx. one third of the base area of the city-owned properties free and to add this area to the park (approx. 2000 m²). This was achieved by demolishing the buildings on these plots of land and recultivation measures. During general renovation of the Marienschlössl, some of the buildings adjoining / in the vicinity of this building were demolished.



A section of Friedrichgasse running through the Augarten was closed down and added to the park; together with the green space belonging to MUWA the park was enlarged by 3500 m², thus totalling an approx. 1500 m² single tract of land.

• **Elimination of dead zones and eyesores:**

All existing buildings and premises on the city-owned land in this area except for the renovated Marienschlössl were demolished and the land was recultivated and partly annexed to the Augarten. The area is now open to the public.

The facade of the former Tröpferbad, now MUWA, was renovated and the surroundings redesigned.

For the base of the Department of Parks and Gardens moved away from the north of the Augarten, a new building was built on the south edge of the Augarten on a plot of land not yet used for the park, thus redesigning this south edge and making it more attractive.

The north section of the Schönaugasse road was redesigned as a traffic-calmed shopping zone with new surfaces; the transformer building at the Schönaugasse-Grazbachgasse junction was covered with a housing used for advertising in Schönaugasse and the shops based there.



• **Boosting of district awareness:**

The information campaign strengthened and focused by implementing project building blocks 3.3 / PR measures, 4.6 / Public participation, and 3.5 / Business promotion and employment was performed, all events on the premises and other activities (e.g. competition) were promoted by direct mailing. An »e.l.m.a.s. Infobox« on the premises staffed by collaborators was available to interested parties.

Samadhi baths opening party at the Museum der Wahrnehmung.

Marienschlössl opening party with participation of the population and great press response.

Organisation of a symposium »talking cities« at MUWA with international experts and contributions on the subject of »district renewal by means of cultural measures«.



Creation of a district development concept with public information and active participation by the population.

Elaboration of a scientific/practical culture study on forms of urban communication entitled »Communication cultures – the secret appeal of the Jakomini district of Graz«; work on a »bar and restaurant guide« on this basis.

Workshops and courses (»theatre education course« at TaO!, »agency« – a project exploring reappropriation of urban spaces by the inhabitants, a »memory project«, and flea markets.

Publication and distribution of information material (brochure, folder, periodical flyer). Regular update of web site. Coverage in the print media.

Above all in the summer months, the e.l.m.a.s. grounds were used for all kinds of events, e.g. open-air cinema, circus, concerts by foreign associations, guitar concerts and have now become well established in the local setting as a venue for events.



The equipment acquired for the KIZ cinema through e.l.m.a.s. has been complete since summer 2001 and makes it possible to use this cinema as a venue for special film events (e.g. the Austrian film festival Diagonale). As a result, people identify this location with up-market films.

• **Integration of foreign citizens and information of young people concerning intercultural activities:**

Integration of representatives of the advisory foreign resident council of the city of Graz into preparatory planning talks concerning renovation and use of the Marienschlössl and placement of the café. Provision of office and event rooms for foreign culture associations in the newly adapted Marienschlössl. Meeting place for young people in the new café in Marienschlössl. Participation of the foreign resident advisory committee in elaborating the culture programme. Youth care worker on location as part of the employment project for long-term unemployed, schools film programme, youth film support as part of the Zeitgeschichtetag (history day).

• **Creation of additional job opportunities for people who are currently unemployable:**

Integration of existing employment projects for renovation of the Marienschlössl and the park (e.g. clearing out the Marienschlössl by the BAN organisation for unemployed and homeless)

Mediated and financed by AMS, two people were employed for work in creating the district development concept and for cultural research and elaboration of a cross-border theatre project »Nachbarn« (Slovenia, Croatia, Hungary); the project involved translating contemporary plays and staging them in a basement theatre based in Jakomini.

• **Creation of new jobs in the culture and services sectors:**

Until March 2000, in collaboration with AMS (job market service) and BAB (office for training and employment development) an employment project was conducted with 1 key employee and 13 long-term unemployed.

The Samadhi bath installed as part of e.l.m.a.s. at the Museum der Wahrnehmung is in full operation and now pays for itself because it operates to full capacity; 3 part-time employees are employed.

• **Qualification and training opportunities specifically aimed at young people:**

As of March 1999, in collaboration with AMS (job market service) and BAB (office for training and employment development) an employment project was conducted with 1 key employee and 13 long-term unemployed, these being: 1 assistant to the external project management team, 1 key employee for PR work with 1 assistant, 1 youth assistant, 3 jobs in KIZ – Kino im Augarten cinema, 3 jobs in MUWA – Museum der Wahrnehmung, 2 jobs in TaO! – Theater am Ortweinplatz, 1 job in TiK – Theater im Keller. MUWA employed one person from this quota.

Organised by the theatre educators at TaO! under this programme, two theatre education courses were held with 20 and 17 participants at the TaO!; the second course was almost completely self-financed from course fees.

2.4. Dissemination *Öffentlichkeitsarbeit*

- Invitation to public information event on 22.4.1999 regarding renovation of the Augarten
- Invitation to press conference on 21.5.1999 at the »Infobox«
- Invitation to the opening of the Samadhi baths on 28.5.1999
- e.l.m.a.s. brochure (copies: 1000)
- e.l.m.a.s. folder (copies: 2000)
- e.l.m.a.s. video
- Invitation to public information event on 12.5 and 12.7.2000 regarding district development concept
- Invitation to the Technical Meeting on 16.6.2000 in the run-up to the symposium »Talking Cities« to all UPP partners
- Invitation to the symposium »Talking Cities« from 16 – 18.6.2000
- Invitation to press conference on 5.7.00 to mark the opening of the Marienschlössl
- Invitation to the kick-off workshop for the urban development concept »Augarten Nord / Friedrichgasse« on 3.10.2000
- Invitation to the public presentation of the competition results on 20.11.2000

- Exhibition of competition results at Café »Auschlössl« (Marienschlössl) from 8.11.2000 to 26.11.2000.
- e.l.m.a.s final party on the grounds with street music festival, Street of Aromas (international cuisine) and exhibition of the projects of the 26 UPP partner cities and the e.l.m.a.s. partners in the circus tent
- Direct mailing in the district (cinema, Zirkus Meer, flea market)
- Quarterly e.l.m.a.s. flyer (copies: 7000) published six times in total
- Regular update of the e.l.m.a.s. web site (<http://www.graz.at/elmas>)
- Numerous newspaper articles



2.5 Exchange of experience activities *Erfahrungsaustausch*

Participation in the following events:

- Participation of the project manager (DI Ablasser) in UPP seminar »Guiniguada Project« in March 2000 and »El Albaicín« in November 2000.
- Participation of the external project manager (DI Tischler) in the symposium of the European Academy for urban environment, Berlin on 16.5.2000.
- Participation of the external PM in the seminar »Dynamique Urbaines et Projets Européens« on 3 and 4 May 2001 in Bordeaux
- Workshop of the culture network in Berlin from 11 – 13.12.1998 (project managers, external PM, representatives of external e.l.m.a.s. partners KIZ, MUWA and TaO)
- Participation of the programme managers and project presentation on the occasion of an URBAN event in Bremen in June 2001
- E-mail contacts with other UPPs.

The 25 UPP partner cities were invited to present their projects at the final event in Graz in May 2001.

2.6 Management *Projektleitung*

The responsible programme co-ordinating office was the Department of Urban Development and Preservation of the city of Graz. The programme co-ordinator was DI. Hansjörg Luser, programme manager was DI. Gerhard Ablasser, who used 100% of his work capacity to co-ordinating e.l.m.a.s. His main tasks included drawing up applications to the local council and auditing and financial handling.

To assist the project managers, the office of Büro Raumplanung DI Günther Tischler (in co-operation with DI Peter Eder and Eva Märzendorfer-Chen) was contracted with external project management.

Weekly open house with project co-ordinators and external project management, depending on points of agenda, also featuring other experts (e.g. AMS, BAB) and the project partners. Regular contacts with project partners (MUWA, TaO!, KIZ) on specific current events.

Periodical meetings of a controlling group consisting of the project management, external project management, department of finances and the independent local authority audit office.

2.7 Partnership

Zusammenarbeit mit den Partnern

The formal framework for co-operation between the city of Graz / Department of Urban Development and Preservation and the external project partners KIZ, MUWA and TaO! took the form of promotion contracts. Under these contracts, the project partners autonomously performed the investments and actions scheduled for them project partners and billed them with the project management.

In order to handle the employment initiatives it was necessary to set up non-profit association («e.l.m.a.s.- Netzwerk – Verein zur Förderung von Beschäftigungs-, Qualifizierungs- und Bürgerinformationsaktivitäten»). The board consisted of DI Luser, DI Ablasser and Dr. Ebner. This association provided manpower to the project partners.

The e.l.m.a.s. Infobox was the centre for on-site information and communication.

2.8 Monitoring and evaluation

Kontrolle und Bewertung

The URBAN steering group acted as the higher-level steering group at the political level with the aim of intensifying information and simplifying resolution processes and promotion of e.l.m.a.s.. It consists of representatives of the key financing bodies and the political decision-makers.

Accompanying controlling was performed by the city audit office.

Financial discussions took place parallel to the URBAN dates.

The Institute of Geography of Graz University drew up an external, independent evaluation of the success of the programme; the evaluation assessed the programme to be successful in terms of content and organisation.

3. Financial Summary

Projektabschlussrechnung

- Annex D2 - Table 1 – Summary of expenditure by type of expenditure
- Annex D2 - Table 2 – Summary of expenditure by action
- Certificate of expenditure (Annex 2B of Grant Letter)
- Summary of exchange rates used for conversion

The necessary financial tables can be found on the following pages.

4. Main Lessons and Conclusions Drawn *Wichtige Erfahrungen und Schlüsse aus dem Projekt*

4.1 Innovation *Innovation*

The new approach undertaken by UPP e.l.m.a.s. is above all the attempt to begin to enhance the status of a district undervalued in the context of the city and yet centrally located district with attractive green spaces by means of networking and enhancing the cultural facilities based in the area. In connection with set-up of an intercultural café (managed by an Albanian leaseholder) with a library and event rooms in a Baroque architectural monument, the programme created an innovative field of relations of cultural activities between existing and new facilities, between tradition and avant-garde, between domestic and foreign, and everyday and special elements. This »atmospheric« enhancement of living conditions was followed up by conventional measures of business promotion and employment policy in order to create a balance between the actual pilot programme focus and elimination of existing structural urban shortcomings.

With regard to the individual project building blocks, the innovative implementation of the urban development competition procedure should be emphasised, with an intensive dialogue between the local public and the entrants in the run-up and before the entries were judged. This allowed an unprecedented level of local public participation and acceptance with regard to the chosen solution.

Equally innovative is the Samadhi baths building block which added another elementary experience to the specific programme of the Museum der Wahrnehmung. In addition, this cultural facility also adds a source of income and the possibility to create new jobs. As far as we know, this combination of museum and baths is unique in Europe.

This was accomplished on a similar scale in the TaO! building block and its theatre education courses, whose second course was almost completely self-funding and which showed that there is great demand and interest. The second TaO! theatre project, »Nachbarn«, focused on an issue not yet explored in this programme: translation and performance of contemporary plays from neighbouring countries of Styria in which different languages are spoken set a new course with regard to intercultural co-operation.

The examination of specific perceptions and ties, in relation to the immediate urban environment – at the intersection of folkloric, sociological and social analysis – produced results that are equally interesting in terms of scientific observation and with regard to lived identification with the district. The information brochure »Beisführer Jakomini« (bar and restaurant guide) is, in addition, a good means of stimulating local catering business, to be adopted by other districts.

4.2 Demonstration Effects *Vorbildwirkung*

The process of the urban development competition with public participation could become established in the broadest sense as a procedure aimed at greater acceptance of planning projects and changes in the immediate residential setting and would thus constitute a key contribution in the European context.

The co-operative implementation model employed in e.l.m.a.s., with public and private participation, proved successful and it was possible to implement all building blocks focused on this area. In this way it was possible to utilise, channel and boost the endogenous potentials of the district. The partners had the chance to implement their project ideas, some of which had been in planning for some time, of which most were characterised by their sustainable nature (e.g. the Samadhi baths as a commercial addition to MUWA, the theatre education courses as an additional source of income for TaO!, or the projector equipment of KIZ for improved festival implementation).

The integrated cultural, economic, social approach, with culture as the driving force of development, can be seen as a major contribution to strengthening district awareness. In this respect the project succeeded in demonstrating the importance of complex, multinational and intercultural everyday culture as one of the most important features of inner-city quality of life.

The sustainable effect of the UPP is not least the result of the fact that a young, international public took advantage of the improved services. In this sense, the project is a model for long-term stimulation and enhancement of a district.

4.3 Value Added of the European Experience *»Mehrwert« durch Einbindung in europäisches Programm und Unterstützung durch EU*

From the viewpoint of those involved in implementation, there was major impetus to implement the project – as manifested in effects of acceleration and concrete action – because of the tight timeframe of the UPP. With regard to many of the building blocks there had long been a need for action, but these projects had never been firmed up because of a lack of pressure and funds. The UPP clustered these projects, defining them at relatively short notice due to the pressure of time and reaching political decisions within the timeframe of possible co-funding.

4.4 Impact *Unmittelbare und mittelbare Auswirkungen*

The immediate visible effects, in addition to enhancing the project partners, increasing the attractiveness of part of the north section of Schönaugasse and renovating the Marienschlössl, above all included the enlargement of the Augarten by blocking part of a road and demolishing the local authority buildings. A stimulation of the Augarten area can be felt even now.

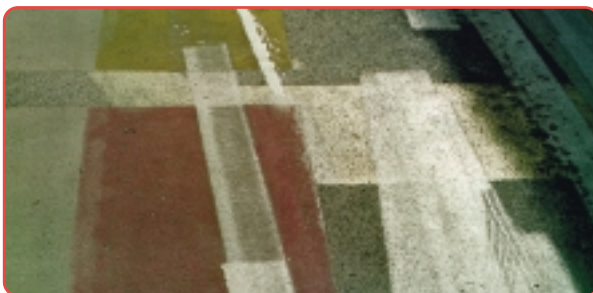
A side-effect of the PR work in the area is a distinct positive impact on acceptance of the European Community.

4.5 Key Policy Conclusions *Erfahrungen und Schlüsse*

Experience gained during the UPP chiefly concerned project handling, both in the local administration and in terms of co-operation with the EU.

After approving the fundamental structure for further procedure in the steering group, the administration developed processes and routines designed to implement projects quickly at all levels involved. The pressure of time due to the schedule of the programme was seen as an opportunity to implement programme and projects. However, some objectives were so ambitious that it was only possible to achieve them within the programme schedule by making major efforts.

With regard to co-operation with the responsible EU bodies, however, shortcomings in terms of communication were faulted, as mentioned in previous reports. In this respect timeframes should be tightened, as – inversely – the EU demands of UPPS.



The programme managers would like to thank all individuals and institutions involved in UPP Graz e.l.m.a.s., whose great commitment allowed us to conclude the project with great success.