

CE1013 REFRESH TEMPLATE

Output factsheet: Tools

Version 1

Project index number and acronym	CE1013 REFREsh
Lead partner	Aufbauwerk Region Leipzig GmbH
Output number and title	O.T3.1 Reutilization concepts for industrial sites
Responsible partner (PP name and number)	Local Government of Komló (PP4)
Project website	https://www.interreg-central.eu/Content.Node/REFREsh.html
Delivery date	06.2018

Summary description of the key features of the tool (developed and/or implemented)

In 2017 the Local Government of Komló started to work together with its partners with a close cooperation of the CCIPB in the REFREsh rural revitalization program. REFREsh tackles the main challenges of rural areas in CE regions. Unused industrial heritage exists and needs revitalisation and a new form of use. The main objectives of REFREsh are to reutilize industrial heritage through new forms of creative use and attract new creative actors for valorise the industrial heritage in cooperation with actors from trade and service sector. The goal is to improve capacities for the sustainable use of cultural heritage and resources.

The project transforms industrial heritage into cultural centres for creative scene as starting point for development of the industrial areas, Municipalities and regions in Central Europe.

The Project will develop benchmarking tools, regional strategies and test the new approach in five pilot actions. To reach a critical mass of creative actors and to foster transnational cooperation of the creative scene the project plans to organize exhibitions, cultural events and creative workshops.

Komló's main task is to create a proper scene for the creative industry's craftsmen and actors by further develop the old building of a former communist headquarter. This will be the cultural center of the region and will host various events to prove the effectiveness of this pilot project. In order to research the regional position of the creative industry and the linkage with the would-be exposition hall Komló executed a feasibility study for further analyzation.

Through the pilot project, knowledge transfer is organized among similar creative players in partner countries, whereby the industrial sector involved (in particular, the mining industry of the region and the service industry)

adds value to creative industry events by presenting traditional handicraft products. The experimental nature of the investment focuses on accessibility, an often-neglected issue in aging societies. It is also an important aspect of recycling to take into account the needs of people with disabilities.

The beneficiaries of the project are creative industry players who are given the opportunity to present their products and can open new opportunities through the international network. In the feasibility study a demand research was made first. The target group was determined.

Primary method (questionnaire) was used as well and the research proved the obstacle and the needs of the cultural and creative industry' stakeholders. The result was presented and finally the feasibility study proposed the future investment options to this cultural center as well to develop further the creative industry.

NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The tool was implemented in the NUTS 3 region in Baranya county (Hungary - NUTS 231) focused on especially in the Mecsek-Hegyhát area which surrounds Komló particularly.

Expected impact and benefits of the tool for the concerned territories and target groups

The Reutilization concept proved that the Local Government of Komló's preconception regarding the utilization of this historical building is basically correct. After the regime change it started to evolve from a party headquarter (with armory in the cellar etc.) to a cultural center as they hosted the museal collection and the library. Unfortunately, the lack of resources made this process very slow and the accessibility issue was also a serious problem by this massive old building. Komló also wanted to transform it as a information center of the first dinosaur finding in Hungary plus the history of mining to make it a modern exposition hall for inviting families. It needed much more funds, but step by step the creative industry gets a new home in this building and a good process has been started here. It focuses especially for environmental issues as it was justified recently as a green library and for the youngest generation to host the children library which is really a modernized and joyful place having a lot of events for the kids.

This building where the reutilization concept will be accomplished isn't a real industrial building, it was never such. Komló itself was a heavy industrial city and everything was evolved around the coal mining. The building itself as we already highlighted in the project conception was the communist parties headquarter and built during the darkest communist era in the 50's. After the regime change the building's function had to be remake, rethink. It hosted the museal collection connected with the mining the dinosaur finding and various cultural programs finally the city's library.

Now the program broadens it further on one hand involving the representatives of the creative industry and providing exhibition and sales opportunities through international cooperation and at the same time eliminate the obstacles and providing accessibility free entrance and creating special bathroom for physically disabled people. The impact we expect is to strengthen the local creative industry to support them through quality expositions and connect them with the third sector representant's the people from tourism and commerce. That was the original plan but without international cooperation it isn't easy as Komló itself is just not enough for that and even the regional capital - Pécs - is struggling against depopulation the exodus of its talented young work craft. Still such opportunities can help to raise the attractiveness of the town and convince the local creative craftsmen and stakeholders to stay and realize the opportunities what the region can offer.

Sustainability of the tool and its transferability to other territories and stakeholders

The sustainability of the tool is shared by the library and the municipality. Continuity can be achieved as a result of closer communication and communication between the city and the creative industry, which provides an opportunity for further development of the area. The Municipality of Komló City seeks to preserve its industrial heritage in the long run and develops a thematic route based on the traditions of mining and glass production, together with partner settlements. Transforming old industrial areas into green and creative space is one of Komló's long-term ideas. The idea is widely transferable as the pilot program of a former industrial heritage transformation to a cultural and creative industrial center. The tool made a deep analysis in financial/economic aspect as well as social and legal aspect.

Sustainability isn't a problem, at least not a bigger one as by our partners. As long as Komló can keep its talented workforce and creative people, the Municipality will be able to provide such opportunities for them. The library itself went through an upgrading process during the last ten years and they have further conceptions to use the attic and have a very attractive exposition hall and tourist center in the building.

The creative industry also would contribute to the sustainability attracting visitors through interesting programs and expositions, fairs.

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

There are various lessons learned through the development process of the tool. It made clear that the stakeholders of the creative industry have a lot of problems in the region, and alone they are not able to solve this plus they are lack of adequate financial resources and marketing and language skills. They would be open for transnational actions though if they'd got some assistance and support. Another important lessons that for such investment is very capital intensive and the Municipality alone cannot provide always the needed financial fund despite the ERDF support when it is not sufficient. It is a great help though and through transnational cooperation Komló can achieve more results on the way of revitalization. The cooperation and the involvement of such Interreg support helps a lot.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The Reutilization concept is mainly linked to:

- D.T2.1.1 Feasibility Study as it was the part of this and it provided the most important information and data for the concept itself;
- D.T3.2.4 Pre-investment concept because the technical plans of the alteration of the building influences in a significant way the planning of the infrastructural works and it warned us already that the cost planed for the investment is highly underestimated and won't cover the real cost, which is realistic nowadays in Hungary.
- D.T2.2.2 Regional Strategies for integration creative scene for multifunctional development in rural areas, as it suggested solutions for the most important problem of the creative industry plus the external experts who delivered the regional strategy kept contact and cooperated with the one who made the reutilization concept.

Web-link: <http://www.komloank.hu/interreg-refresh-central-europe-ce-1013>

- D.T3.1.1 Reutilization concept for the selected industrial heritages - management, functional, physical layout, financial sustainability, permanent activities
- The project web-link: <https://www.interreg-central.eu/Content.Node/REFREsh.html>