

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 3

Project index number and acronym	CE 1491
Output number and title	O.T3.1
Investment number and title (if applicable)	-
Responsible partner (PP name and number)	Naumburg PP9
Project website	https://www.interreg-central.eu/Content.Node/STIMULART.html
Delivery date	September 2021

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

The pilot, that was implemented in Naumburg, was the Pop-up-festival from September 17 to 26 2022. The aim was to give the creative scene in Naumburg a stage, where they could present their work to a large audience and make the CCI visible. The plan was to use an old, vacant building in the city and revitalize it with an exhibition for the artists of Naumburg. So the creatives could get a place to present their work, but also to network and to connect with interested visitors and among each other.

The music scene could present their work on two concerts on the market square and a family concert and a concert evening with four Naumburg bands in the garden of the cathedral. There was also a market for artisans on the second weekend of the festival. The theater of Naumburg presented their play “Dracula” several times and there was an open rehearsal. Several partners could be won for cooperation like the public library, who offered several readings or the United Cathedral Foundation of Merseburg and Naumburg. The biggest cooperation was with the University of Applied Sciences in Merseburg. The students planned and implemented seven events during the festival. The students’ influence allowed a new, young and outside perspective on the festival. Their events were experimental and innovative like f. e. a theatrical survey in the city park, where people of Naumburg could share their ideas of the future Naumburg.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Actors and visitors came from this regions:

NUTS2: DEE0, Sachsen-Anhalt

NUTS3: DEE08, Burgenland (DE)

Investment costs (EUR), if applicable

Not applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The Pop-up-festival gave the participants the possibility to present their work, enlarge their audience. It also helped to improve the networking among the CCI. All actors who participated in the exhibition were satisfied and said, that they could interest people for their work and almost everyone could sell something. The visitors of the events were impressed by the diversity of the creative scene in Naumburg. It is also expected, that the local CCI continue to build up their network together, stay in contact and work on corporate projects like a another pop-up festival in the future. The planning and implementation of the festival, that was done in close contact with the city administration had the effect that the CCI became an important focus in the municipality. Members of the city administration offered help to make the festival a regular event. There is a clear statement of the mayor that the city is a partner of the CCI and is open to their needs. The cooperation of the city and the University of Applied science will be continued in further projects.

Sustainability of the pilot action results and transferability to other territories and stakeholders

After the festival a regular table for the creative scene was implemented by the mayor of Naumburg to have a regular contact between the CCI and the city administration. All creative people were enthusiastic about the festival and want to make it a regular event. For that a close contact between all actors is needed. There is also an initiative in the group of CCI to establish a “creative house” / “creative center”. The city administration is open to this idea and promised help to find a suitable building. Other stakeholders could benefit from this house, networking among the CCI could be intensified.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Not applicable

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links
If applicable, additional documentation, pictures or images to be provided as annex

Relevant reference documents in regards to the implementation of the pop-up Naumburg pilot (D.T3.2.4) are the feasibility study including recommendations for future spin-off events (D.T3.2.7), CCI strategies and action plans for each partner city (D.T2.2.5 and D.T2.2.6) as well as the CCI Repository based on pilot evaluation reports (D.T1.5.3).