

TAKING  
**COOPERATION**  
FORWARD



2nd Partner meeting  
Pécs - Baranya, 12th -13th March 2018



**Brief Presentation of SWOT and best practice**



SAXONIA - site development and management company

# SWOT ANALYSIS DISTRICT MIDDLE SAXONY

## Overview



- Area: 2,113 km<sup>2</sup>
- Municipalities: 54 (21 town status)
- 2 Universities
  
- Inhabitants (2015): 312,450
- Prognosted Inhabitants (2025): 275,000 (-16%)
- Employees: 107,055
- Average age: 47,4
  
- Well balanced mix of trade and industry, 18,383 companies
- SMEs as backbone of the regional economy



## Creative industry in Middle Saxony

- Share of CCI enterprises compared to the overall economy = 3,5% (482 companies)
- Lowest share in comparison to the other rural districts of Saxony

For Middle-Saxony, the following sub-sectors can be highlighted:

- Handicrafts and vibrant mining tradition
- Design market
- Software and games industry
- Film industry
- Cultural festival Middle-Saxony (Mittelsächsischer Kultursommer)



# SWOT ANALYSIS DISTRICT MIDDLE SAXONY

Strengths	Weaknesses
<ul style="list-style-type: none"><li>- Wide spectrum of (sub-)industries in the CI</li><li>- Many unused premises and buildings for creative activities</li><li>- Two universities as scientific partners in the district</li><li>- Mittweida University of Applied Sciences with strong media orientation</li><li>- Tradition and regional identity as a source of creative processes</li><li>- Development potential of initiatives and networks ("Creative Saxony")</li><li>- Erzgebirge as a touristic hotspot</li></ul>	<ul style="list-style-type: none"><li>- Migration of young professionals to the regional centers of Saxony</li><li>- Inadequate broadband coverage in rural areas</li><li>- High renovation costs of the vacant properties</li><li>- Poor public transport connection in rural areas</li><li>- Currently insufficient connection between creatives and public authorities</li><li>- State of the statistical data at district level regarding CI is insufficient</li></ul>



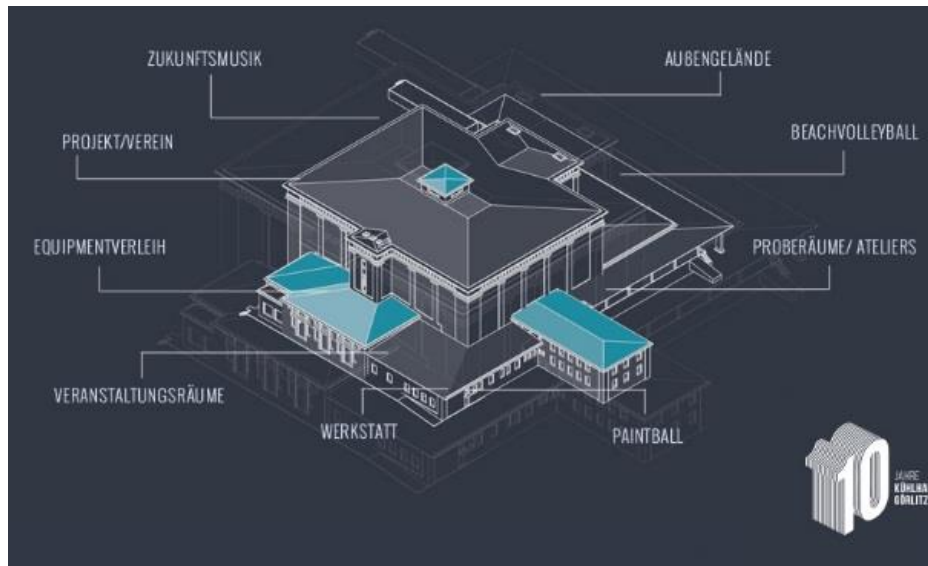
# SWOT ANALYSIS DISTRICT MIDDLE SAXONY

Opportunities	Threats
<ul style="list-style-type: none"><li>- Online sales of regional products to compensate local distribution</li><li>- Public perception of development opportunities of the CI</li><li>- New perspectives and innovations through the alternation of generations in the fields of public administrations and the NGO landscape</li><li>- Taking up new intercultural influences through integration of migrants and refugees</li><li>- Creative regional marketing</li></ul>	<ul style="list-style-type: none"><li>- Declining NGO funding by the public sector</li><li>- Failure of integration efforts due to poor conditions (technical and social infrastructure, equipment and lack of constant financing)</li><li>- Bad demographic conditions (negative natural population change)</li><li>- Changing funding conditions by the end of the EU funding period by 2020</li><li>- The financial deterioration of the communal administration could lead to further thinning of the social and technical infrastructure in rural areas</li></ul>





## General information



- Built in the 1950s as a cold storage for food
- Located in the suburbs of Görlitz
- Main building: 1,600 qm on 6 floors
- Total area: 20,000 qm
- Managing body: NGO Kühlhaus Görlitz e.V.
- Reutilization start: 2008





# BEST-PRACTICE: KÜHLHAUS, GÖRLITZ



## Forms of use:

- **Cultural events** (concerts, film week, impro-theatre, MoxxoM festival)
- **Knowledge** (screen printing and creative workshop, photo lab, rehearsal rooms and lectures)
- **Network activities** (urban festivals, sport tournaments, bicycle network)
- **Economic operation:** (rental for private or profit-orientated use)





# BEST-PRACTICE: KÜHLHAUS, GÖRLITZ



## Realisation costs:

1. NGOs own resources (100,000 EUR)
2. Investments of the owner (220,000 EUR)
3. Third party services / voluntary work (297,500 EUR)
4. Funds from idea competitions (50,000 EUR)





## Problems:

1. With pure voluntary work projects perspective not sustainable
2. Rising administrative tasks hardly to handle without paid staff
3. Missing financial support from local administrative units

## Potential for transfer:

1. Implemented **without** public funding but **with** intensive identification and **solidarity** of all involved stakeholder
2. Combination of living, work and leisure time gives users maximum flexibility to organize themselves

