

REPORT ON PUBLIC EVENTS INVOLVING LOCAL CITIZENS

D.T3.2.3 Impulse Region

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Introduction

A total of four development areas will be implemented in the Impulse Region. These are located in the cities of Erfurt, Weimar, Jena and Apolda. All development areas in the Impulse Region are in close proximity to residential buildings. Therefore, the local citizens must also be involved when it comes to the design of the development areas. Their ideas and suggestions can generate better acceptance of the new areas, which would never have been possible without public participation. The aim of the events was to connect the residents with the areas, increase the attractiveness of the district and improve local conditions. Various formats of citizen participation were used in the Impulse Region. These individual events will be presented in more detail below.

Citizen couch - Living Lab

The citizen couch was an event format to receive ideas and suggestions for the implementation of the development areas. This meeting with citizens from the region took place in August 2020. Around 50 citizens took part in the format. Young adults, older people, but also children and teenagers took the opportunity to bring their ideas into the design.









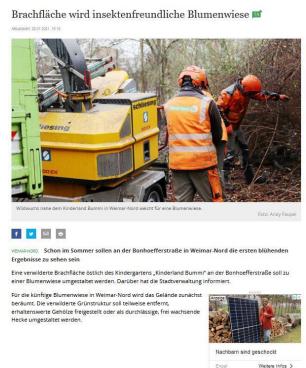


The exchange with the citizens is very important. The redesign of the areas is intended for the people who will also use it later. There are many things that you only become aware of in the discussions on site. The challenge in citizen participation was to find a common consensus. Because the more people participate, the more opinions and ideas there are. Therefore, the meetings have to be well moderated. This is the only way to achieve results that as many people as possible are satisfied with. Nevertheless, it cannot be avoided that not all citizens agree to the solution. Despite good arguments in favour of the proposed reorganization, some people stay on their opinions and do not allow themselves to be changed.

Meetings with associations and citizens' initiatives - future workshop

Another form of citizen participation was carried out through a future workshop. Various representatives of citizens' initiatives and associations were invited to talk about the design options for the development areas. The event was advertised, among other things, via the local press. The meeting with the representatives took place in May 2021.





The future workshop was a method to stimulate the imagination in order to develop solutions for social problems with new ideas. The participants should move in this context from being the object of future planning to being the subject of this current planning. With the help of this event format, further approaches to the development of the four areas in the Impulse Region in Erfurt, Weimar, Jena and Apolda could be worked out. In addition, a network of actors was created who will





stay in contact even after the end of the funding period and spread the idea behind SALUTE4CE.

The results obtained, which were worked out in the future workshop, enabled a further perspective to be integrated into the project. The external perspective helps the project partners to see things that might not have come to light without public participation.

On-site inspections

Meetings with the project partners took place again and again in the development areas of the Impulse Region. In most cases, the responsible city office, such as the garden and cemetery office or the city planning office, was the contact person by the on-site inspections. Talks were also held with the residents at the meetings to discuss the current situation.

This was important in order to get an up-to-date picture of the common mood of the residents. Another advantage was that you came into contact with different people. Some residents were unable to attend official events. Further on-site meetings made it possible to get in touch with people who otherwise did not have the opportunity to contribute their ideas and suggestions.

The residents could be informed about the current planning status and construction progress. Questions could be answered quickly. In addition, this also increased the acceptance of the residents towards the construction site, as contact persons were on site and misunderstandings could be cleared up quickly. For example, when roads or parking spaces are temporarily closed.







Urban district meetings

An important part that took place very early in the SALUTE4CE project was the presentation of the project in the urban district meetings. These were held in 2019. This political group is a body of elected representatives from a part of a municipality and advises and decides on issues relating to the district.

This resulted in an early involvement on a political level in relation to the district of the development area. Most of the time, residents also sit on the committee, as they want to be involved in the development of the district. With the early involvement, the population was also made aware of the construction project. Information about the measure could be shared at an early stage through notices and discussions.

For the most part, the feedback from residents was very positive. Many were happy that their city district was upgraded. Especially for the older generations, as new social meeting places are to be created. This was also connected with the intention to improve the sense of community and to promote contact between the generations.





Social Media Activities

A final important element by involving citizens was the use of social media. The Facebook platform was primarily used in the SALUTE4CE project. Information about the project could easily be passed on to a large audience. Another input was created by commenting on user contributions.







Via Facebook it was possible that the interests of the citizens were recorded, an opinion could be formed and an exchange between the users took place. All relevant content could be made accessible to everyone via Facebook. A comprehensive information, communication and participation platform was created. Information and processes could be explained in a simplified way with pictures, graphics or explanatory films. The possibilities to get information, to take part in discussions or votes or to bring in your own aspects was independent of time and place. The own activities could be made immediately visible, thus reducing the response times for citizens. The number of participants in the project could be increased through social media and especially younger people could be reached. There was also less effort than with local meetings. Thus the costs were lower and more interactions were possible.

Furthermore, references to events could be shared. This made it easier to network with one another. In addition, it was also possible to reach groups of people who might not have learned anything about the project through normal press work.