

OUTPUT FACT SHEET

Strategies and action plans

Version 1

Project index number and acronym	CE 1491 STIMULART
Output number and title	Output O.T2.1 - CCI Strategy & Action Plan for each location
Responsible partner (PP name and number)	City of Naumburg - PP9
Project website	https://www.interreg-central.eu/Content.Node/STIMULART.html
Delivery date	January 2022
Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value	

The STIMULART process in Naumburg was severely influenced and slowed down by the Corona pandemic. It is important to point out though that the pandemic brought up problems that the CCI had had before but had not realized in times without restrictions. It became very clear that most members of the CCI in Naumburg are lone warriors and that there is a lack of communication among each other, with the city administration and other groups of society as well as a lack of readiness to network. The Naumburg pilot, the pop-up festival „Naumburg kreativ“ had a great impact on a new and positive development because the creative scene was made visible for the first time. The stakeholders worked together for a common goal. Contacts were made, common projects were started, synergies were found. The pop-up experience welded together a small group of people among the CCI that follow the goal of establishing a creative house / open space in Naumburg as well as the goal to establish a pop-up festival to be held in Naumburg biennially.

The strategy was developed by the external expert „Feldstärken GmbH“ on the basis of the findings from the STIMULART process, the GAP analysis for cultural-led development of small and medium sized cities, the mapping for a culture-oriented development of small and medium-sized cities, the success study: STIMULART pop-up festival Naumburg as well as the results of the stakeholder workshops. This led to the following six strategic goals for the Naumburg CCI:

1. Create, expand and intensify CCI networks and bundle activities.
2. Increase CCI visibility (as a precondition for market access)
3. Locate CCI: create or develop spaces for CCI
4. Professionalise CCI (entrepreneurially)
5. Improve efficient, appreciative interaction of public administration with local and regional stakeholders (at eye level)
6. Align activities and projects for the CCI regionally

These goals will be incorporated into the Integrated Urban Development Plan which is constantly updated.

To tackle these goals the strategy suggests three main focus areas, each of them manifested by a pilot project which is broken down into intervention fields and measures (see also action plan). These three foci / pilot projects are.

Pilot project 1: CCI Location and Network

The first pilot project focuses on proposals for regional coordination, bundling and cooperation of network activities, especially events, which are targeted step by step from the municipal level via the Burgenland district to the innovation region of Central Germany. A stronger participation in the organization of CCI Sachsen-Anhalt (KWSA) is aimed at.

Pilot project 2: CCI PROFESSION REGIONAL

The second pilot project focuses on professionalisation and the bundling of all activities in a regional project.

A focus has to be put on professionalization of the CCI and the bundling of all activities in a regional project. The cooperation with the municipality has to be improved with the goal to

have a counterpart for the CCI in the city administrations. Cooperation with local institutions like the Saale-Unstrut-tourism board exist but have to be intensified and expanded.

Pilot project 3: CCI AMPLIFIER OF CULTURE

The third pilot project highlights the role of publicly funded culture in the overall context. The associated goal is to increase the efficiency of public cultural funding while guaranteeing minimum fees or expense allowances for artists and creative workers in the non-profit sector.

Working groups for each pilot projects are still to be installed. A problem is, in a mid-size town like Naumburg that there is only limited number of people who are involved in other projects that are given a higher priority.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

NUTS2: DEE0, Sachsen-Anhalt
NUTS3: DEE08, Burgenland (DE)

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

During the STIMULART process it became clear that the city of Naumburg is too small and the number of members of the CCI too limited for the impact the project aims at. Synergies and networking have to be lifted to a higher level, in Naumburg's case to the level of the Burgenlandkreis and to the federal state of Sachsen-Anhalt. This insight has led to a consensus at the administrative level and in the political field that common efforts have to be made. The cooperation with the administration of the Burgenlandkreis district has improved and there is a willingness of the Burgenlandkreis administration as well as of the neighbouring towns of Weißenfels and Zeitz to deal with CCI on a regional level.

Progress in the networking among the members of the CCI of Naumburg and the CCI of the Burgenland district (fired by events like workshops or the pop-up festival) has been made and will continue. The cooperation of the CCI and the city administration has improved and both sides agree on the goals of having a counter part in the city administration as well as the realization of a creative house / open space where CCI can be visible and work together with other CCI or members of other commercial branches. Financing and finding a building are problems to be overcome.

With a growing regional network more members of the CCI can be reached and included in activities and events such as the pop-up festival. For the creative house / open space a group of CCI are working together on realizing this goal. With this project they also want to attract new partners, such as young artists of the region. They developed a concept that was presented to the council of social and cultural affairs and was met with approval by the council members. But not only the members of the CCI will benefit from these projects. The areas of local arts and crafts and regional tourism are closely connected. Mutual enhancement and enrichment to the benefit of all participating in the process are to be expected.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

The incorporation of the strategic goals that were developed during the STIMULART process into the Integrated Urban Development Plan (IUDP) is an important step to grant sustainability. The GAP analysis, the mapping, feasibility study and the strategy paper with their findings are considered as very informative and beneficial by the administration and will be taken into consideration when dealing with city issues.

The cooperation on a higher level incorporating stakeholders of the region will lead to a growing base of stakeholders. Positive effects on the tourist sector are expected. A declared goal which cannot be realized yet is the implementation of a cluster manager for CCI for the region.

The findings of the STIMULART project for Naumburg were presented to the president of the German Association of Towns and Municipalities in Saxony-Anhalt. There are more mid-sized cities in Saxony-Anhalt that have similar situations and conditions. STIMULART is considered as a pilot project for mid-sized cities in Saxony-Anhalt.

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

The main relevant related project deliverables are:

Deliverable D.T1.2.4 - Stakeholder meetings

Deliverable D.T1.1.3 - GAP analysis

Deliverable D.T2.1.2 - CCI mapping

Deliverable D.T2.2.4 - Preparation of draft CCI Strategies & Actions Plans for each location

Deliverable D.T2.2.5 - Finalizing CCI Strategies and APs for each PP city

<https://www.interreg-central.eu/Content.Node/STIMULART/FINAL-CCI-STRATEGIES-AND-APS-NAUMBURG.pdf>