



ALT/BAU
ALTERNATIVE BUILDING
ACTIVATION UNITS

Presente y futuro de las políticas de vivienda en Europa 22. October 2020



Network partners

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City	Population
Turin Italy	892 276
Riga Latvia	640 007
Constanta Romania	319 351
Chemnitz Germany	248 645
Rybnik Poland	139 595
Seraing Belgium	64 388
Vilafranca Spain	39 224

Shared Challenge

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Vacant residential buildings & flats

- / in inner-city locations
- / with heritage values
- / in need of refurbishment and modernization



Objective 1:

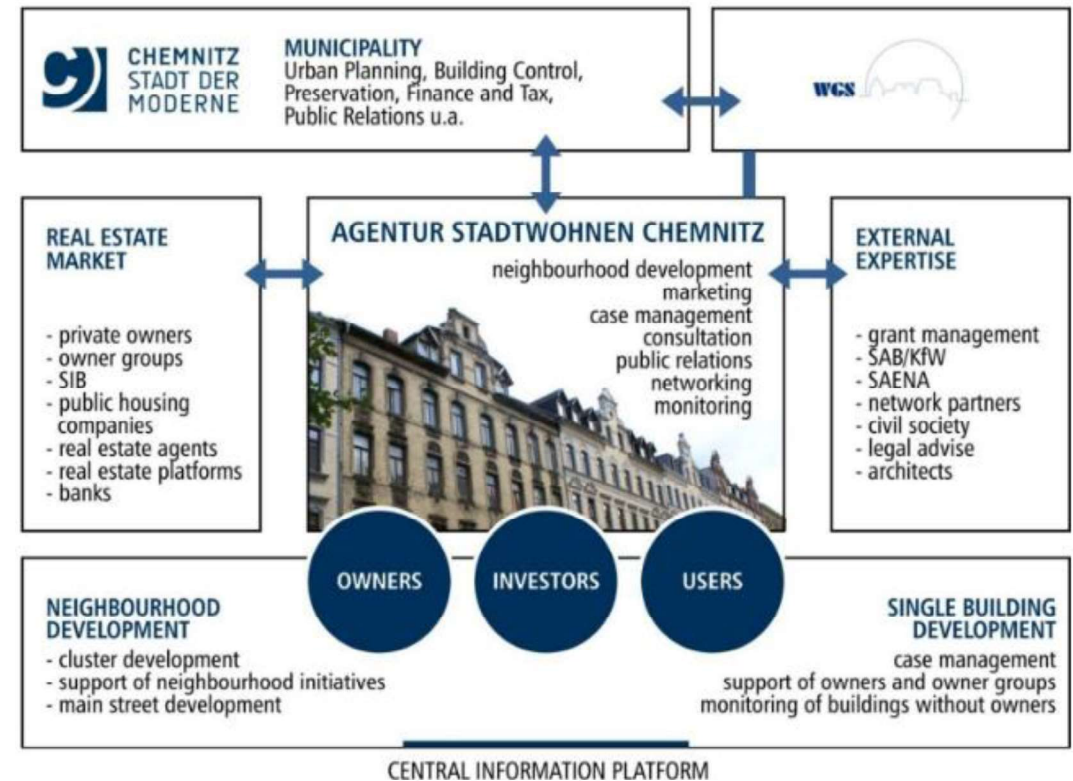
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Transferring and adapting Chemnitz's 'Housing agency'

Successful agency supporting reactivation and reuse of vacant residential buildings by

- / proactively connecting public authorities, owners, potential investors and users
- / being central collector and distributor of information on vacant buildings
- / providing support and services to owners and potential investors
- / helping to organise change of ownership



Objective 2:



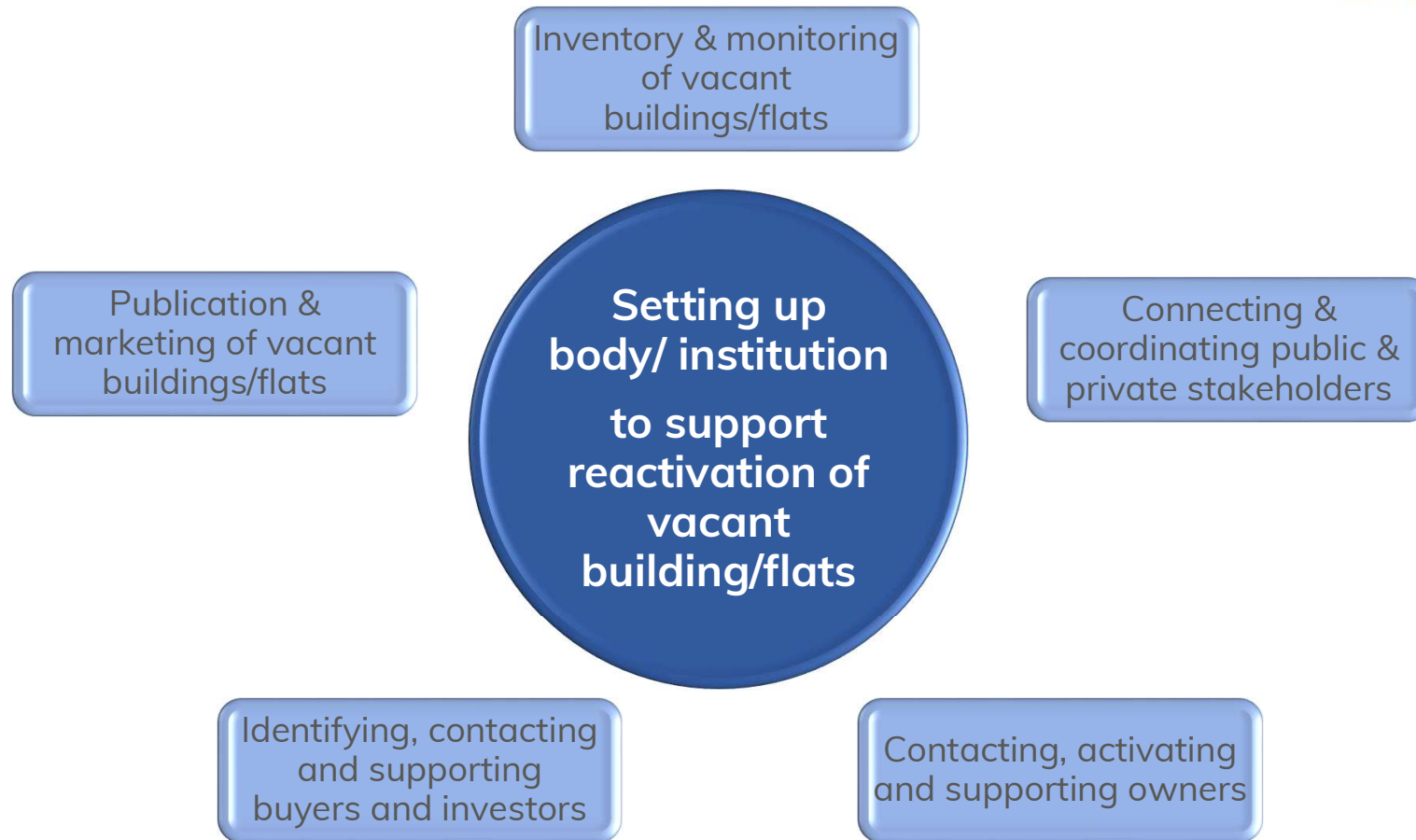
Reactivating vacant residential buildings & flats

to

- / strengthen affected neighbourhoods by vacancies
- / modernise the housing stock and improve the energy efficiency
- / diversify the housing offer for different levels of income (affordable housing)



Network exchange and work

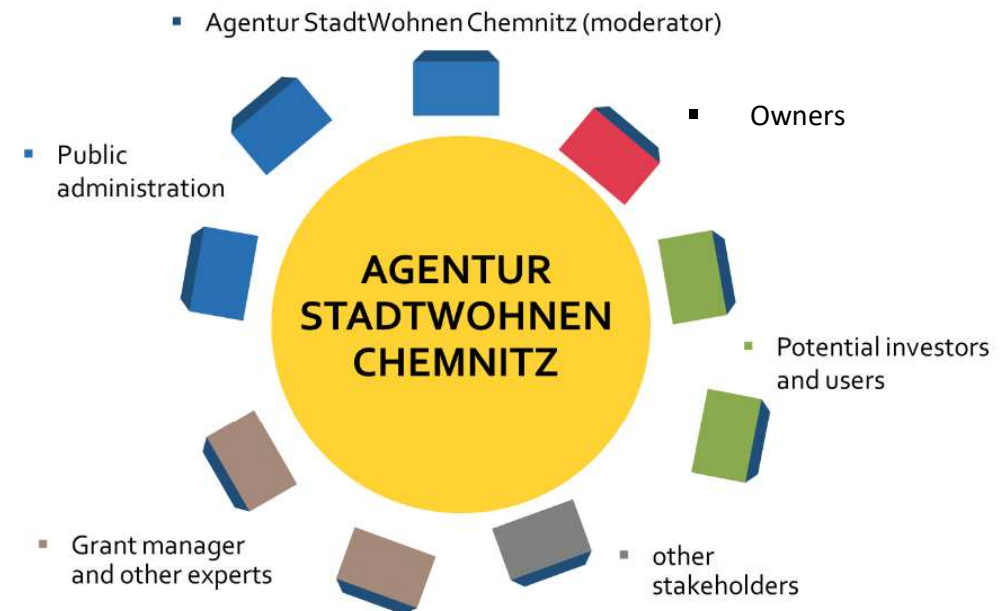


Network exchange and work



Setting up body/ institution to support reactivation of vacant building/flats

- / Define tasks, responsibilities, organization model
- / Install body/institution



Network exchange and work

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Inventory & monitoring of vacant buildings/flats

- / Define criteria for 'focus areas' and 'priority buildings' to act on
- / Identify 'focus areas' and 'priority buildings'
- / Identify data needs, sources and model for inventory and monitoring
- / Implement inventory and monitoring scheme

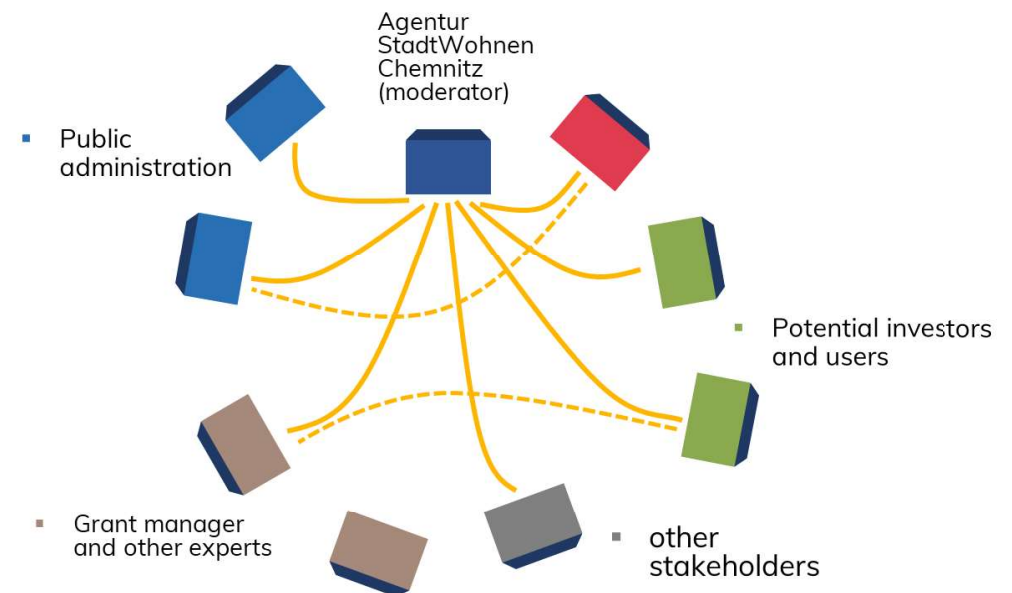


Network exchange and work



Connecting & coordinating public & private stakeholders

- / Define topics that need to be coordinated
- / Identify stakeholders that need to be coordinated
- / Develop model and set up of coordination structure, procedures and information flow

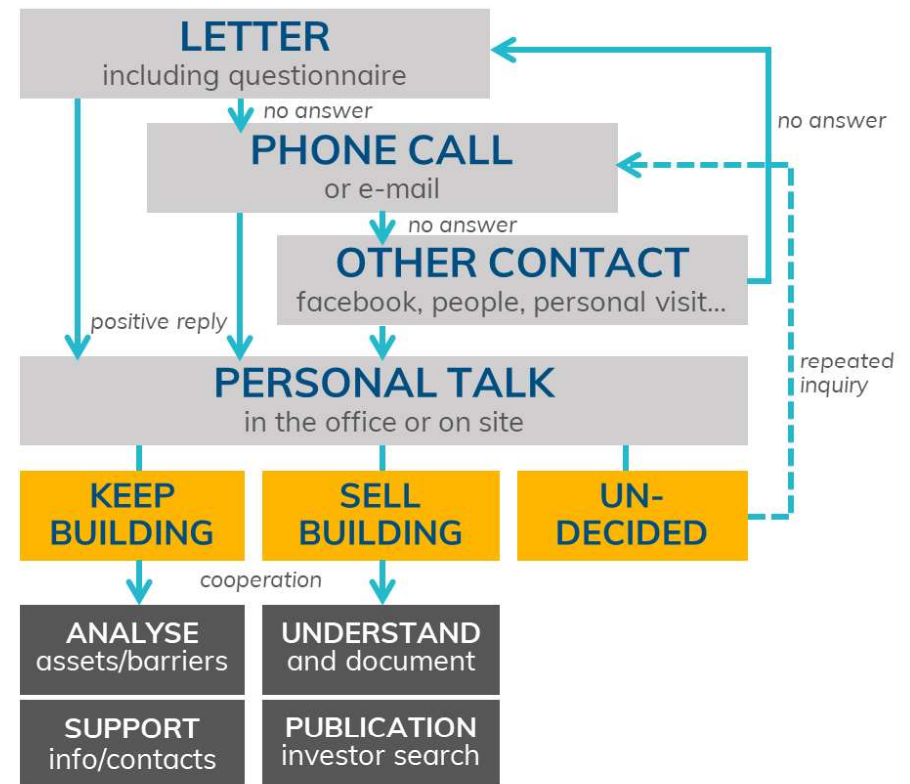


Network exchange and work



Contacting, activating and supporting owners

- / Determine sources to receive ownership information
- / Set up database of owners of vacant buildings
- / Develop methodology / strategy / activities to approach owners
- / Define and set up push & pull tools to activate and support owners
- / Contact first owners



Network exchange and work

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Identifying, contacting and supporting potential buyers and investors

- / Clarify demand structure and cities' priorities for housing market
- / Clarify investor types you are looking for
- / Determine and prepare information needed by investors
- / Define activities to approach investors
- / Approach first investors



Network exchange and work

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Publication & marketing of vacant buildings/flats

- / Define target groups and activities
- / Develop communication and marketing materials / tools
- / Set up Information platform/website/social media account
- / Implement first communication and marketing activities

Dieses Haus will LEBEN.

Hier zeigen wir Ihnen, wie das Haus in der Marienstraße 20 erneut zum Leben erweckt werden kann.

Die Fassaden bekommen ein neues Gesicht, insgesamt 7 wohnungstypische Mietwohnungen und eine Ausrichtung, die die Bedürfnisse dieser Menschen anpassen können. Dieses PKW-Stellplatz erreichen Sie bequem in nur 10 Minuten zu Fuß zum Hauptbahnhof. Die Energiekosten sind niedrig und die Gemeindeförderung gut verfügbar.

Marienstr. 20 | Naumburg

Wohnfläche (m²)	Preis (€)
Gesamt 6	62,00
Wohnung 1	12,00
Wohnung 2	12,00
Wohnung 3	12,00
Wohnung 4	12,00
Wohnung 5	12,00
Wohnung 6	12,00
Gesamt	87,00

Wohnfläche (m²)

Wohnfläche (m²)	Preis (€)
Wohnung 01	12,00
Wohnung 02	12,00
Wohnung 03	12,00
Wohnung 04	12,00
Wohnung 05	12,00
Gesamt	87,00

Wohnfläche (m²)

Wohnfläche (m²)	Preis (€)
Wohnung 06	12,00
Wohnung 07	12,00
Wohnung 08	12,00
Gesamt	87,00

Interesse geweckt? Wir helfen gerne weiter!

STADTBANK NAUMBURG

DSK

DSK Deutsche Stadt- und Grundbesitzentwicklungsgesellschaft mbH

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Marienstr. 20 | Naumburg

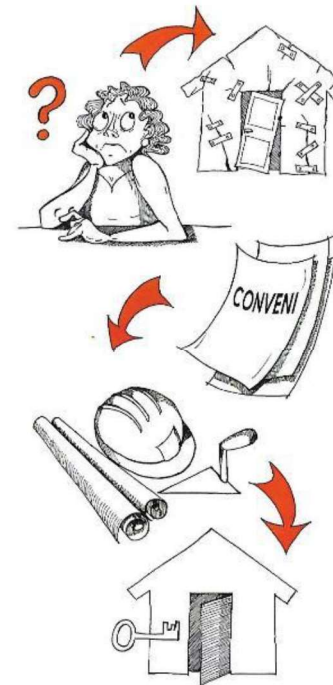
6/07/2008

Dieses Haus will LEBEN.

Results



- / Set up of pilot agency to test and learn for the “final version” of the agency
- / Implementation of different inventory and monitoring systems for vacant buildings
- / Dissemination and PR activities about vacant buildings
- / Information / data platform on housing





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Muchas gracias para su atención!

