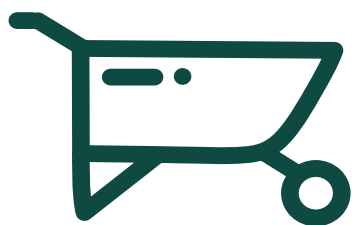




Living Lab Zagreb-Sesvete, Croatia



NBS 3

Community-based urban farming and gardening on post-industrial sites

proGlgreg Info Point





Living Lab Zagreb, Croatia

NBS proGREG Info Point

The City gardens project was introduced in 2013 with the aim of using city- owned land as gardens for citizens in the post-industrial part of Sesvete district. Nearby, the proGREG Info centre was established in 2018 as a complementary activity and is run by the NGO "Green and Blue Sesvete" (ZIPS). ZIPS fosters the quality of life in the Sesvete district and urban transformation of the neighbourhood. Being aware of spatial shortcomings and problems in the district (traffic, planning, identity, recreation, brownfield sites, etc.), the association started gathering influential and interested residents to actively improve living conditions in Sesvete, e.g. by using nature for renewal. The Info Point has become a meeting point for the local community, offering lectures, workshops, exhibitions and round tables.

Aim & goals

Key goal of the Info point is providing a venue for NBS activities and disseminating proGREG project results to raise awareness of how local communities can shape their living conditions jointly with other involved stakeholders.

Target groups (beneficiaries)

- local community and residents
- schools
- local entrepreneurs
- community associations

Main responsible partner

City Office of Economy, Environmental Sustainability and Strategic Planning of Zagreb, coordinator

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Area of implementation

Centrally located in the Living Lab on the ground floor of a residential building across the former meat processing factory. Address: Kelekova 2. GPS Coordinates: 45°49'29.46"N, 16°06'19.57"E

ProGREG partners involved

City Office of Economy, Environmental Sustainability and Strategic Planning Zagreb: Coordinator Green and Blue Sesvete (ZIPS) represents the link to the local community

Other stakeholders involved

- Sesvete Agroproteinka Chess Club, initial user of Info Point space before the project, now a co-user
- Other frequent stakeholders include several civil society associations
- Various (scientific) lecturers, artists, book presenters
- Children, youth, academic representatives, citizens of Sesvete as part of other (EU funded) projects

Implementation budget

Total implementation budget: 112.000 €
 City of Zagreb: 80.000€
 proGREG funding: 32 000 €

Timeframe

Start
2018



Completion
May 2019

NBS description

Since 2018, the info centre nearby the urban gardens provided by the city for local residents has become a focal point for gardeners and citizens in the Living Lab Zagreb-Sesvete. It serves as a venue for proGReg project meetings and workshops while acting as a showroom for disseminating nature based and sustainable solutions in urban transformation processes. The Info Point is also home to the local chess club, thus merging interest and age groups.

Many proGReg and other complementary activities start from the Info Point, such as tree planting actions that took place in October 2019, gathering several hundred people from the surrounding area. The Info point is managed by ZIPS, one of the local partners and a major NGO gathering people of Sesvete and ensuring good visibility in the public.

Aim & goals

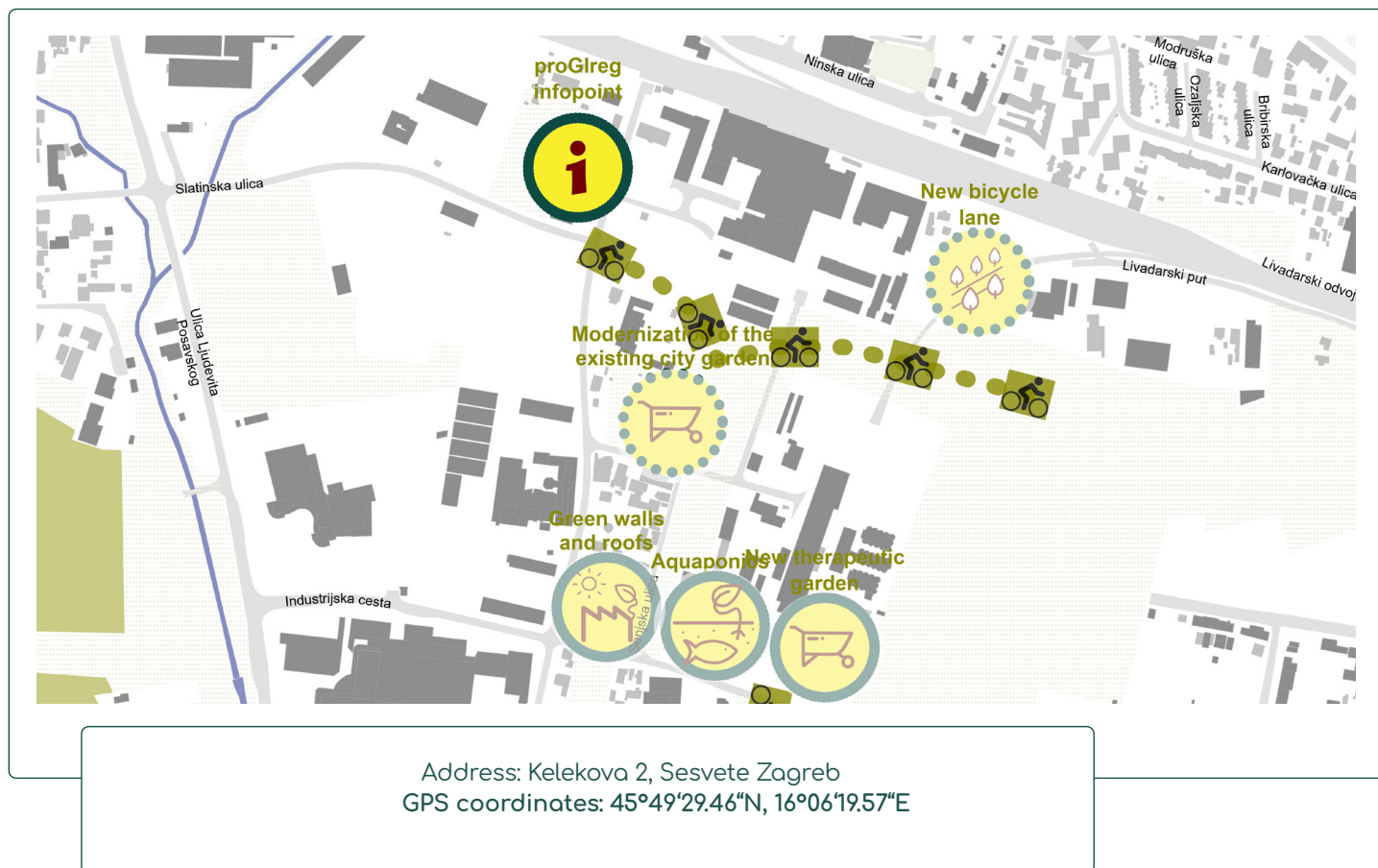
The main goal of the Info Point is to provide a venue for the project activities, and to enable dissemination of the project results.

Area of implementation

The Info Point is located on the ground floor of a residential building across the main entrance to the former meat factory area in the heart of the Living Lab, and in the vicinity of the urban gardens (fig. 1).



Figure 1: Public urban gardens in Sesvete district near the info point



Target groups

- local community in general
- local residents
- schools
- local entrepreneurs
- community associations



Stakeholder constellations

Main responsible partner

City Office of Economy, Environmental Sustainability and Strategic Planning of Zagreb is the main responsible partner and coordinator of overall project activities.

ProGlgreg partners involved

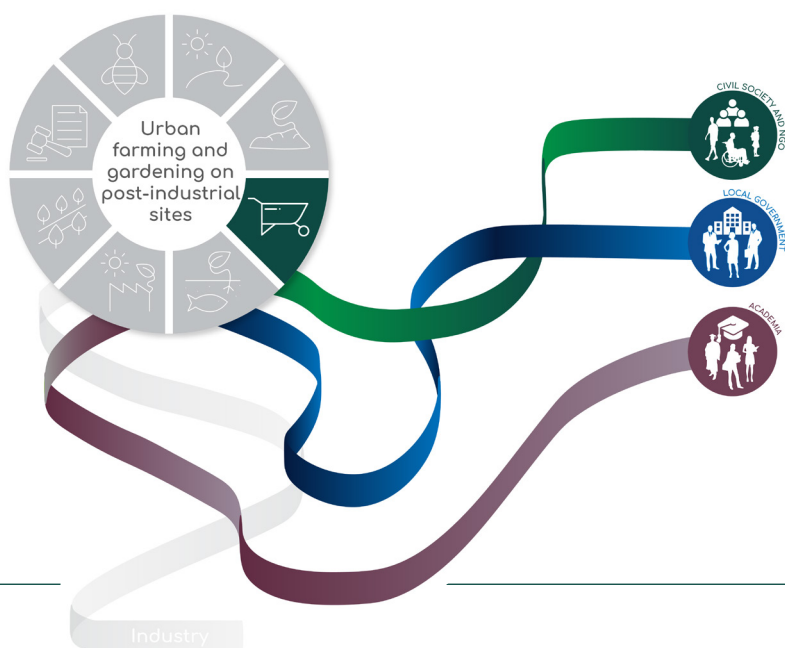
Green and Blue Sesvete NGO ZIPS manages the activities in the Info Point.

Other stakeholders involved

- Sesvete Agroproteinka Chess Club, initial user of Info point space before the project, now a co-user
- Other frequent stakeholders: HPD Lipa (local mountaineer club), NS Sesvete (public college), Muzej Prigorja (local museum); Glazbena škola Zlatka Grgoševića (music school), Srednja škola Jelkovec, Gimnazija Sesvete (local high schools); Agronomski fakultet, Arhitektonski fakultet, Prirodoslovno-matematički fakultet (Zagreb University faculties)
- Various (scientific) lecturers, artists, book presenters
- Persons involved in other (EU funded) project activities – children, youth, academic representatives, citizens of Sesvete



Co-design activities, stakeholder engagement, and pre-implementation activities



Planning and preparatory activities

Originally, the Info Point was planned as a new communication point within the HUB building in Sesvete to facilitate the exchange between planners, experts and community garden users of Sesvete. However, plans were abandoned due to long implementation time frame of the HUB building, exceeding proGReg's duration.

Instead, it was decided to utilize the existing chess club venue in need of renovation to be upgraded with proGReg project funds.

Co-design and engagement activities

The co-design workshops took place at the Info Point, serving as an opportunity to gather potential stakeholders early in the planning phase for the planned NBS activities in the district, and allowing the process to develop on-site. The Info Point marked the first implementation of NBS activities in the Living Lab. Its completion demonstrates successful implementation of NBS activities regarding public involvement, education and dissemination about the benefits of NBS.

Key achievements and implementation results

The Info Point has created a social hotspot of the Living Lab. It opened in 2018, getting equipped with furniture and with digital tools in 2019. This intervention helps implementation and communication of other local NBS interventions, while providing a venue for many of the processes related to planning and implementation of the NBS in the Living Lab area.

Critical implementation issues and barriers encountered



Overall, establishing the Info Point was a rather simple task. However, local public procurement procedure emerged as the main implementation obstacle. The COVID-19 pandemic hampered the organization of meetings and events.

Synergies with other proGReg activities



The NBS is directly linked to the nearby public urban gardens:

NBS 3 Urban gardens Sesvete

Inclusion and continuous communication is crucial to ensure activity and awareness of the importance of NBS for the local community. The venue at the Info Point is frequently used by the community, for co-design and NBS replication workshops and other partner meetings.

Implementation budget



The implementation of this NBS has been funded by European Horizon 2020 projects. Funds have been transferred first to the City of Zagreb, which organized the implementation and payment. All phases have been accounted for.

Total implementation budget: 112.000 €

proGReg Partners funds: 32.000 €

Other funds: 80.000 € City of Zagreb

Links with other external projects or activities


The venue is used for many different local community activities. NBS topics have been recently extended and complemented such as:

- FabCity approach (Centrinno)
- STEM - being developed by ZIPS NGO, Fablab Croatia and the Faculty of Architecture, University of Zagreb

Communication activities



- The Info point in itself functions as a communication tool for the proGReg project.
- ZIPS is active on social media with a following of 17000 citizens.

 [uzeleneiplavesevete](#)
Facebook group

 [zeleneiplavesesvete](#)

 [udrugazeleneiplavesesvete2075](#)

- Other project activities are advertised in the Info point through lectures, exhibitions, discussions, film projections and other events.
- The program is published in the local media and on social media.

Maintenance & Sustainability beyond proGReg

ZIPS manages the Info Point beyond the proGReg project, continuing to organize local events for residents and the interested public as part of its usual activities.

All successfully implemented NBS are showcased at the Info Point, therefore serving as a venue for discussions around usability and benefits of NBS in urban transformation and regeneration in Sesvete and other neighbourhoods. Successful implementations and adequate and necessary sharing of the potential NBS benefits are key to sustaining and replicating natural solutions that strengthen the green infrastructure system.

NBS benefits for the Living Lab Sesvete

The Info Point is increasingly becoming a central meeting place for the district and is developing into an attractive hotspot for Sesvete's young population and entrepreneurial community.

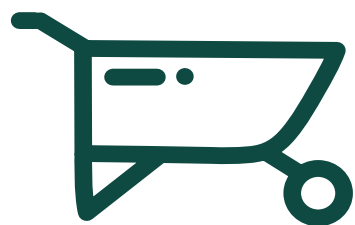
Hence, the building acts as a valuable catalyst for increasing social cohesion in the Sesvete district. It also centralises various NBS activities and contributes to creating local economies long-term.

NBS benefits and co-benefits





Fact Sheet - proGlgreg Info Point



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Partners

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