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Hello Innovative Lure & Besançon ! Innocité Partner Meeting

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Lower Austria – activities in Hollabrunn

- workgroups in Hollabrunn „youth“ and „inner city center“
- activating young people in Hollabrunn
- Network-Meeting Innocité for town-center-development
- Project implementation for WP 6



Strength of the City Center Hollabrunn

- **pedestrian zone** in the city center
- **no parking fees**
- a successful **weekly market** on the main square
- **citymarketing activities**
- many **sport facilities** for juveniles
- a wide range of **high quality schools**
- a cross-boarder **free radio station** (German and Czech)
- setting goals for the **development of the inner city**





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Weakness of the City Center Hollabrunn

- very controversial discussion about an **inner city shopping mall**
- general **lack of retail space**
- **street surfaces** not very pedestrian-friendly
- **lack of shopping and spare time opportunities** for young people
- **lack of adequate jobs** for young people





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Strategies of Hollabrunn

1. turning the inner city into the „**public livingroom**“ of Hollabrunn
2. to improve the **accessability** of the inner city and strengthen all sectors of mobility
3. to strength the **economic development** of the inner city
4. to improve the **commercial offer and spare time activities** for the youth
5. to provide **meeting and communication points** for young people

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Project Implementation for WP 6

- Improving the **quality of inner city residence**
- new **commercial offers**
- Improving the **facilities for juveniles** in the inner city
- **Communication center** for young people
- **Participation of juveniles**





Improving the **amenity value** of the inner city

to install more...

- **nature** in the city center
- park **benches, trees**
- **attractions** for children, playground, **places** for juveniles
- **art** in the streets
- **surface quality** for walking in the pedestrian zone





new commercial offers

- main focus of **regional products** in general and especially at the weekend market
- enhancing **commercial floor space** (retail)
- increasing the **shopping facilities**
- **mix** of commercial offer





Improving the **facilities for juveniles** in the inner city

- to improve the shopping facilities for juveniles
- more spare time activities
- more places in the inner city where juveniles can hang around





Participation of juveniles

- **communication center** for young people
- **meeting places**
- **spare time activities** for the youth
- working together with the local **city center shop association** „Wir in Hollabrunn“





Hollabrunn Youth - Participation

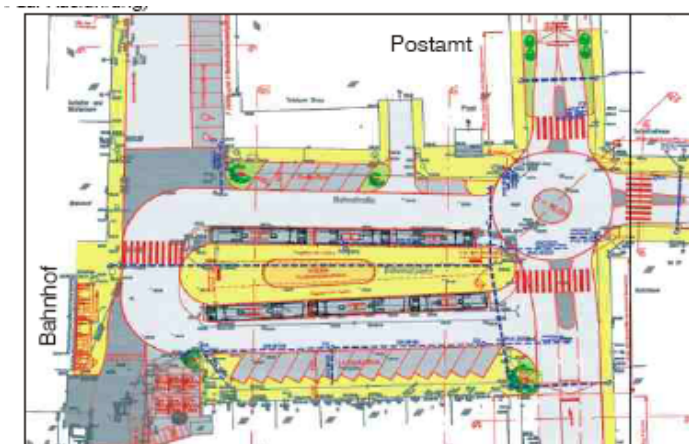
- organizing **network-meetings** for the work with juveniles in municipalities
- **Questionnaire** on the Bahnhofsvorplatz with juveniles
- **Presentation from juveniles** at the City marketing meeting

in the frame of the city marketing association „Wir in Hollabrunn“



Bahnhofsvorplatz

- to involve the juveniles in the planning
- main users of the busses are students
- questionnaire
- interviews with juveniles on the Bahnhofsvorplatz
- suitable planning for the youth of Hollabrunn



Hollabrunn youth – 2nd network-meeting



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- Working group of stakeholders prepared the event
- Wide spread invitation and easy access to the workshop location
- working together with the Radio „Radio Ypsilon“

Participation of juveniles in municipalities with a special focus on issues of mobility

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Thank you for your attention!



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