



poseidon

partnership on socio-economic
and integrated development of
deprived neighbourhoods

**A 'Knowledge Network' Workshop
Vienna, ICCR conference on September 14 - 15, 2006**



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‘About’ POSEIDON - key data

➤ Six European partners:

Lead partner: City of Vienna, MA 50 (A)

Province of Genova (I)

Amsterdam (NL)

Stockholm (S)

Medway Council, North Kent (UK)

Haringey Council, London (UK)

➤ Duration: January 2004 – December 2006

'About' POSEIDON - key data



Co-operation topics

- **Policy making** in neighbourhood management
- **Participation** and effective involvement of local communities and their residents
- **Strategic projects** - 6 partner areas have defined their individual **pilot projects**

Working methods & results



- Exchanges of experience
- Staff exchanges
- Assessment missions
- Project working groups
- Action learning
- Neighbourhood management guide
- Practical pilot projects

Pilot projects of practice



➤ Wide range of projects

- individual projects
- bundle of pilot measures
- strategic projects

Vienna pilot project

ANKER 10



- The project focuses on an active conflict management approach.
- Establishing a strong neighbourhood network.
- The residents' opinions and perceptions are considered as expert knowledge about their environment and as a basis for change.

Vienna pilot project

WOLKE 7



➤ Supports local urban district management on a run-down shopping street in one of Vienna's inner city districts.



➤ All kinds of cultural events are to be encouraged.

➤ Residents, building owners and business people are involved to actively initiate campaigns and interventions themselves.

Amsterdam pilot project



COMMUNITY SCHOOL T' KOGGESCHIP

- Intends to develop special leisure time activities for the new school in the Geuzenveld - Sloterveer district.
- The school is a major social centre within the district. The project is embedded in the objectives of the Wijkweb Programme.

Genova pilot project

VALLESCRIVIVA

- A strategic masterplan for regional area management & integrated urban development.
- The "Master plan for the Valle Scriviva region" aims at bringing about the best possible networking between various individual cultural and infrastructural measures within the region.



London Haringey pilot projects



- **H.E.B.E.** “Haringey Engaging young Black & minority people in Europe”: young people from different groups form a Youth Forum.
- **The Community Leadership Course** enables and empowers local active residents to become more effective in making a difference.
- **White Hart Lane** Steering Group brings together residents, politicians and key partners to improve local services and to involve local people in the area.

North Kent pilot project



TWYDALL ACTION PLAN

- Aims at preparing a comprehensive action plan for the municipality of Twydall.
- Based on the residents' priorities, practical improvement measures were developed in order to improve the residential environment.

Stockholm pilot projects



- **Rinkeby - Youth City Council** aims at achieving capacity building and empowerment among young people by giving them an opportunity to engage with the establishment of a youth council.
- **Skärholmen - Empowerment of young people** aims at building a youth leisure centre within the larger framework of a leisure time organisation that is based on the empowerment of young people
- **Skärholmen - Jobbcentrum**

A travel through POSEIDON key issues

- Turn around the “negative image” of a deprived neighbourhood !



A travel through POSEIDON key issues



- Show BOTH sides is good practice!
- Diversity as a challenge, not a problem!
- Migrant people – variety of languages – empty shops – life in the streets – location of target areas

A travel through POSEIDON key issues



- Identity, image & branding of an area
- Lifestyle & cultural understanding
- Effective way & approach for interventions in neighbourhood management
- Importance of time, criteria of success, process or product

Synopsis of the POSEIDON project



Neighbourhood management guide

- Introducing a Neighbourhood Management Guide
- Learning from the POSEIDON pilots
- “Toolkit” - learning from the interregional exchange
- Background information on partner areas



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Thank you for your attention!

e-mail: susanne.peutl@wzw.at

internet: www.poseidon-partnership.net