

PILOT ACTION

REPORT HUTHAUS FREIBERG

D.T3.4.2

Version 1
04 2019





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1. Introduction

1.1 Project index number and acronym	CE1013 REFREsh
1.2 Name and number of responsible partner	PP2 - SAXONIA Standortentwicklungs- und -verwaltungsgesellschaft mbH
1.3 Number of deliverable and title of the pilot action	D.T3.4.2 Pilot action for integration of creative scene in Freiberg: Cultural contact point
1.4 Investment location (country, region, town, municipality)	Germany, Middle Saxony, Freiberg
1.5 Period of testing	07.2020 - 09.2020
1.6 Delivery date	09.2020
1.7 Project website	https://www.interreg-central.eu/Content.Node/REFREsh.html

2. Description of the pilot action

To test and examine the pilot investment, cultural and creative contact point at Huthaus, as well as advertise the project REFREsh and the revitalized site Huthaus, three different pilot actions were hosted by SAXONIA. The pilot actions took place between July 2020 and September 2020. Due to regulations and restrictions regarding covid-19, the pilot actions were not scheduled as they were supposed to and had to be hosted within three months of the project. Additional to that one of the three events was hosted completely digital, and another pilot action only targeted a small group of participants, to guarantee health safety under the current circumstances, and was documented digitally in form of a video to include the public.

The three pilot actions are:

- Transnational photo exhibition (fully digital)
- Dialogue forum (Small group of participants at physical meeting, digital presentation in form of a video)
- Geocache (fully physical)

These pilot actions all are closely related to the pilot creative and cultural contact point, which is located within the Huthaus. This is a networking office for administrative work (e.g. renting out the rooms of Huthaus, hosting events in the Huthaus, contact point for the creative scene to connect stakeholders) and cultural activities and projects. The creative and cultural contact point is supposed to be advertised and established within the pilot actions. Unfortunately without any physical guests it was only possible to



advertise the contact point and test the contact (email/telephone) of the contact point. All pilot actions were advertising the creative and cultural contact point within their videos and promotion.

■ Pilot action 1: Transnational photo exhibition

The first pilot action hosted by SAXONIA was the transnational photo exhibition. The pilot action was conducted in digital form, because of the regulations and difficulties regarding covid-19 as well as the small sized exhibition and entrance room of the Huthaus. The entrance room and exhibition room have around 42m² and offer only a limited space for guests. Because of that a physical event wasn't possible without neglecting the hygiene concepts and regulations regarding the minimum distances of guests.

This pilot action, transnational photo exhibition, has the objective to show creative works of several photographer from the partner regions to the regional community and guests. Beside this great opportunity for a transnational and cultural exchange between the regions and its creative artists, the community of Freiberg has the chance to get insight into the partner regions and their creative and cultural scene and industrial and historical background. The objective is on the one hand to demonstrate the transnational teamwork and cooperation between the regions within the project REFREsh and on the other hand to offer a cultural and creative exchange between the communities and cultural and creative scene of the five regions.

Objectives:

- Advertise the project REFREsh and its outputs
- Advertise the property Huthaus and its current and future use
- Rising attention to the possibility of renting and using rooms of the Huthaus for cultural and creative purposes by the community
- Cultural exchange; offering the community in and around Freiberg a photo exhibition and art from around Europe
- Transnational and transregional cultural exchange of the creative scene and photographers
- Connecting the five project regions
- Digital: creating a video on demand for the communities and cultural and creative scene to participate
- Testing the Huthaus and its interior for later use. Implementing and testing the first exhibition in the Huthaus.

The photo exhibition includes 30 different photos, 6 of each region. These photos are physically exhibited within the exhibition room of Huthaus. Industrial heritage of the regions as well as the regional cultural and creative scene and working traditions are targeted within the exhibition. The photos were printed in A3 (30cm x 30cm) and displayed within a gallery system in the exhibition and entrance room. The photos were displayed in groups of the partner region.

Some partners chose one or more specific photographer to exhibit own works within this topic, other partners chose to host a competition to choose photographs submitted by participants. The whole exhibition with its 30 photographs will be displayed longterm for at least six months in the Huthaus. The exact timing depends strongly on the restriction and regulations regarding covid-19, because SAXONIA intends to host the exhibition in a physical way for at least six months to offer a physical visit to the community beside the video.

The transnational photo exhibition was documented and presented in form of a video, which was uploaded on the online platform youtube, to target the missing transnational aspect of the photo exhibition. The video is available online and can be watched by the transnational partners and communities. The video itself was produced in July 2020 by Albrecht Holländer, who is the regional photographer also exhibiting his works within the photo exhibition. The video shows the Huthaus, its atmosphere and rooms as well as the transnational photo exhibition. Furthermore a short interview of the photographer, Albrecht Holländer, and small introduction on REFREsh by Mr. Köster are framing the impressions of the Huthaus and the transnational photo exhibition. The video contains english and german subtitles.

The video is available under the following link:

<https://www.youtube.com/watch?v=S1FMsdNgZFw>

The video itself was uploaded on youtube on the 31.07.2020 by SAXONIA. The SAXONIA uploaded the video on its youtube account “SAXONIA GmbH - Freiberg” and implemented the video-link on its own homepage. Additional to that an invitation to view the video was send to the project partner. The project partners were encouraged to forward the video link to their creative scene and photographers.

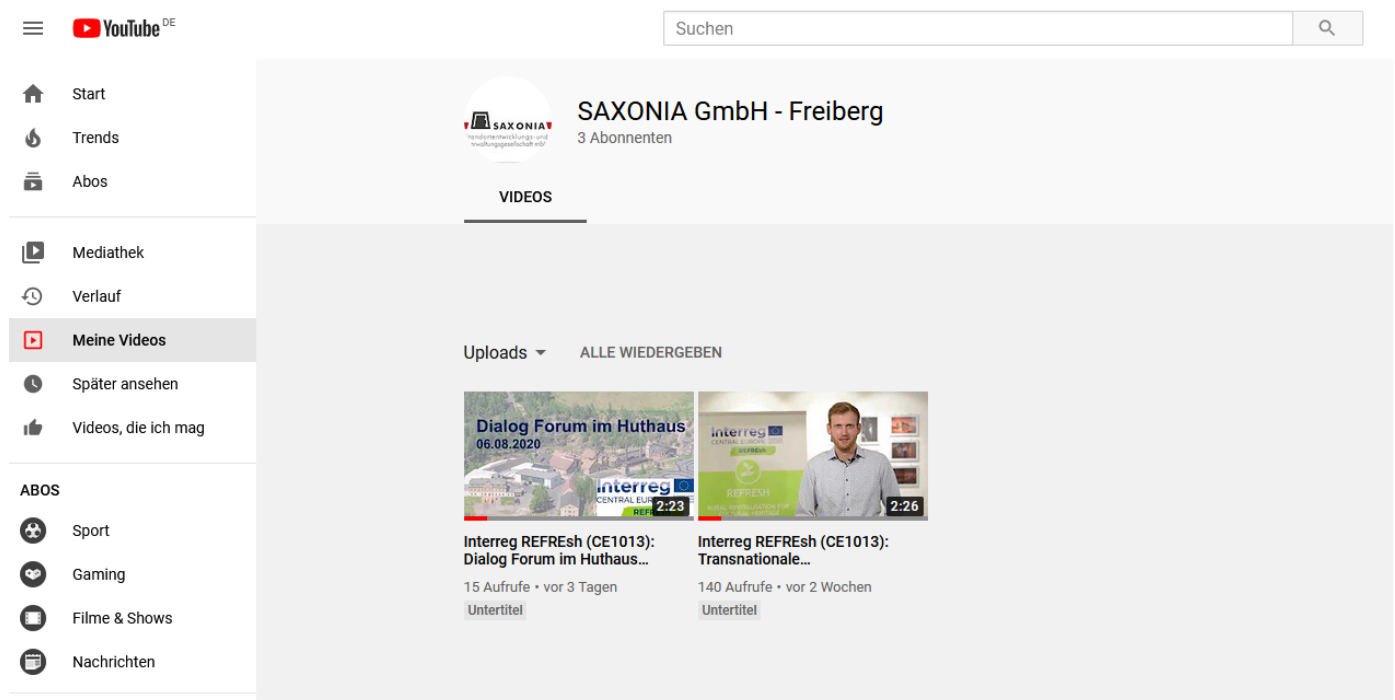


Abbildung 1: SAXONIA-Youtube account and videos

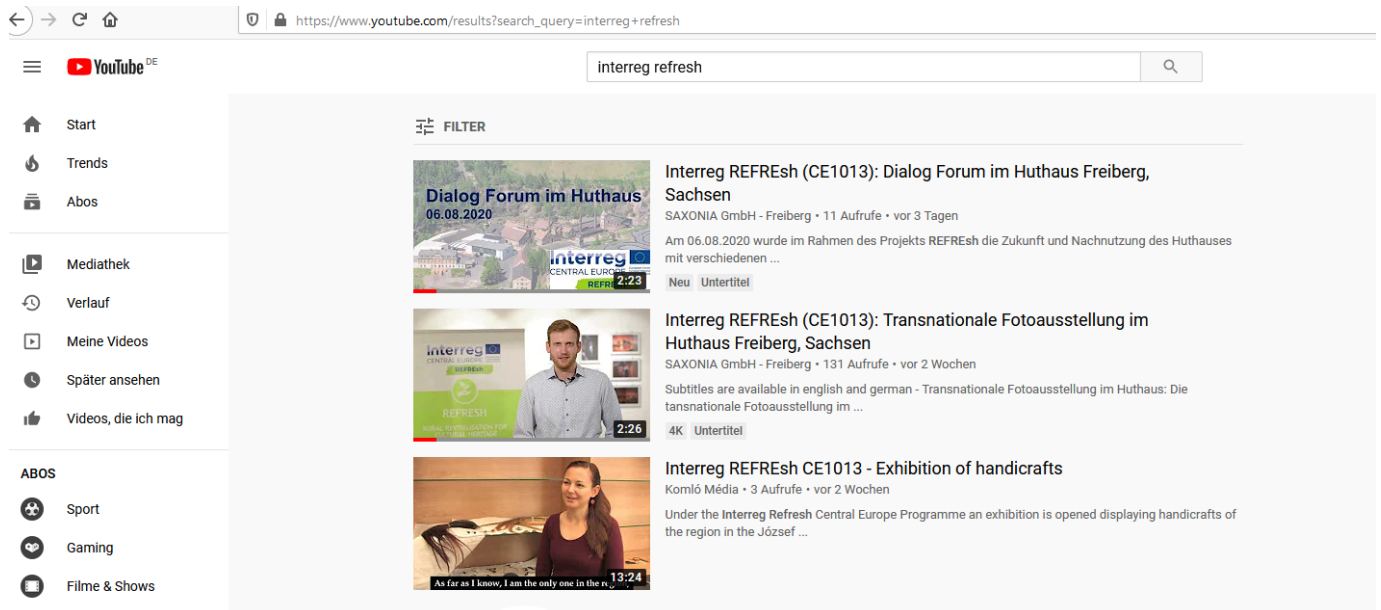
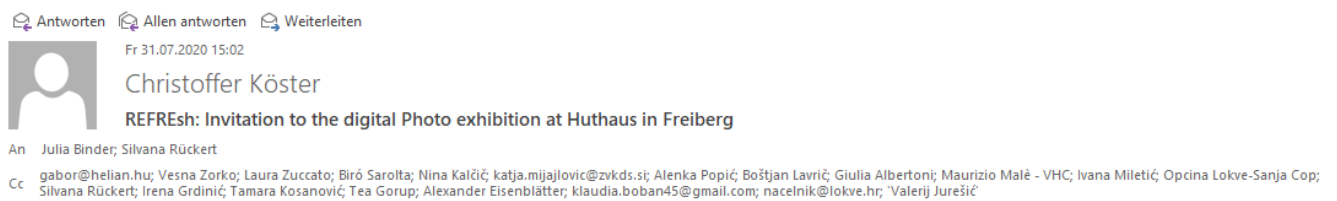


Abbildung 2: Keyword "Interreg refresh" on youtube



Dear Partner,

I am pleased to invite you to watch our digital Photo Exhibition on REFREsh taking place in the Huthaus in Freiberg, Germany.

From 31.07.2020 on you can find the video "Interreg REFREsh (CE1013): Transnational Photo Exhibition in Freiberg, Germany" under the following link:

<https://www.youtube.com/watch?v=S1FMsdNgZFw>

Subtitles are available in english and german.

Physically the photographs will be displayed in the Huthaus till spring 2021.

Please share this invitation with your creative stakeholders and photographers.

Best regards,

Christoffer Köster

Förderprojekte

SAXONIA Standortentwicklungs- und
-verwaltungsgesellschaft mbH
Halsbrücker Straße 34
09599 Freiberg

Abbildung 3: Invitation for viewing the video



All in all the digital transnational photo exhibition in form of a video can be considered as an innovative and successful approach to deal with the current situation regarding covid-19. The video has already been seen by 175 people on youtube (status: 30.09.2020) and the numbers are increasing. In the description of the video the video of the Hungarian partners is advertised and linked as well. Even without a physical exhibition, which can be entered by guests, the transnational photo exhibition can be viewed by the community. Unfortunately the use of this media demands technical equipment and might not be fully used by the older generations of the community. But nevertheless we are satisfied that even under the these difficult conditions, we were able to show the photo exhibition to that many people.

■ Pilot action 2: Dialogue forum

The second pilot action hosted by SAXONIA was the dialogue forum. The pilot action was conducted in physical and digital form, because of the regulations and difficulties regarding covid-19 as well as the small sized rooms of the Huthaus. The entrance room and exhibition room, which are used for events like workshops, have around 42m² and offer only a limited space for guests. Because of that an open physical event wasn't possible without neglecting the hygiene concepts and regulations regarding the minimum distances of guests. That is why the SAXONIA decided to host a small event with a limited number of participants and produce a video of the event afterwards to give the public access to the event and its results.

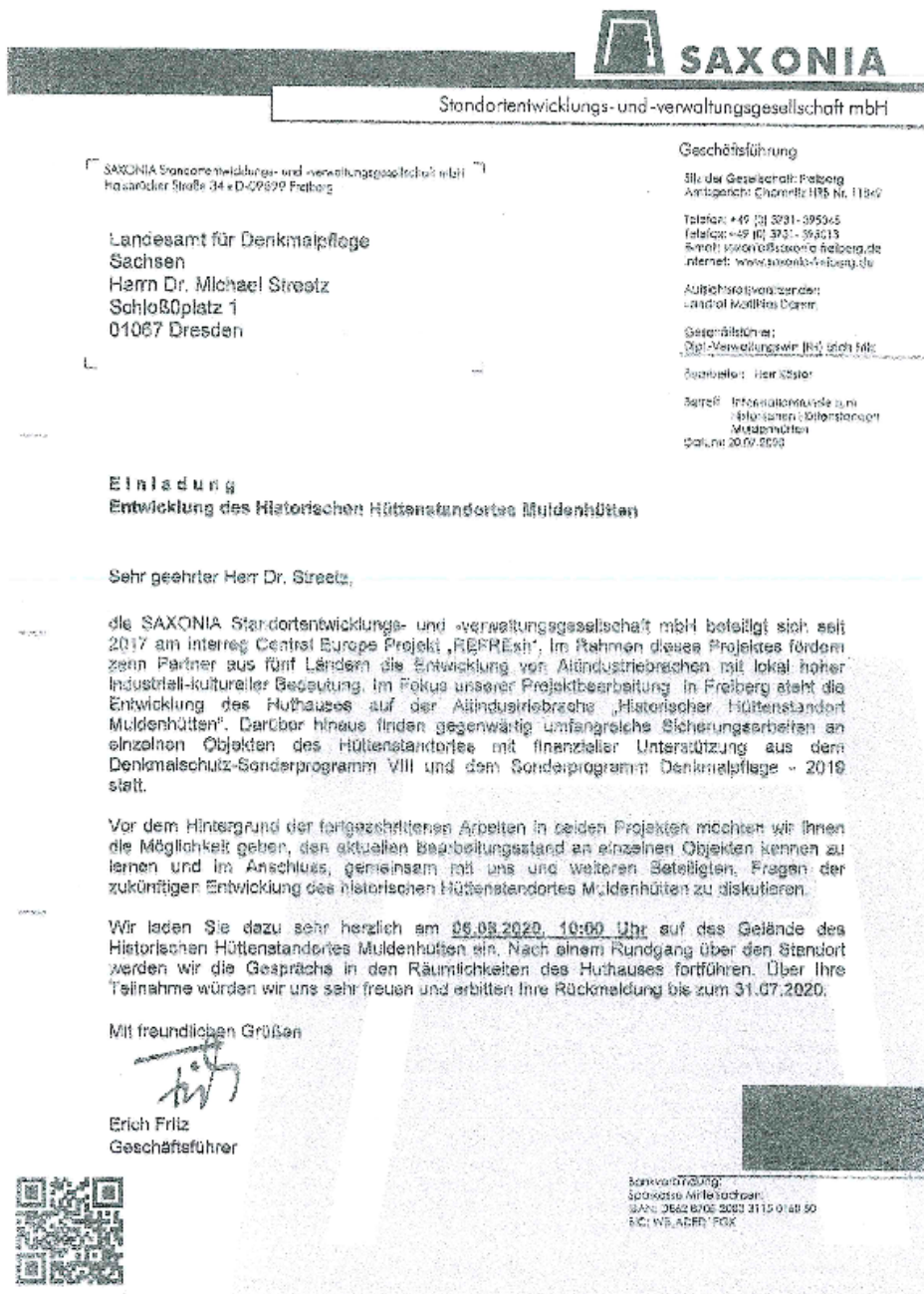
This pilot action, dialogue forum, has the objective to discuss the development of the property Huthaus and the project results as well as the reuse of the area after the project REFREsh. This pilot action is supposed to be a platform for open discussions between stakeholders and the community to reflect the ideas and results of REFREsh. Additional to that the pilot action mainly focuses on raising attention in the community and at the decision maker level. The objective is to gather new ideas and activities who can continue after at the project site after the project REFREsh ends to support the sustainable approach of the investment. Therefore the input of the stakeholders and decision makers is highly necessary.

Objectives:

- Advertise the project REFREsh and its outputs
- Advertise the property Huthaus and its current and future use
- Raising attention to the possibility of renting and using rooms of the Huthaus for cultural and creative purposes by the community
- Gathering new ideas and inputs for the future development of the area and additional events
- Constantly including the stakeholder and decision maker/authorities into the progress
- Supporting the sustainable approach of REFREsh; "How can we continue to develop and use the Huthaus sustainable after REFREsh? "
- Involving the community and connecting the stakeholder and authorities
- Digital: creating a video on demand for the communities and cultural and creative scene to participate
- Testing the Huthaus and its interior for later use. Implementing and testing a workshop/event in the Huthaus.



To the dialogue forum the SAXONIA invited 15 potential participants apart from the SAXONIA staff. The invited guests are from authorities (of Freiberg, SAXONY and the German Bundestag) and cultural and creative stakeholders. 11 persons participated at the event.



During the dialogue forum the historic complex “historischer Hüttenstandort Muldenhütten” was visited and a broad discussion was conducted in the workshop room of the Huthaus. Like this the SAXONIA was able to test a first workshop-like event at the Huthaus. Unfortunately the public couldn’t be included physically and other stakeholder were excluded due to the limited invitations and number of participants. But to include the broad public a video was produced by SAXONIA. To decrease costs, the video was produced by SAXONIA. The video contains english and german subtitles.

Results of the discussion:

The discussion ended in the agreement stakeholders, the authorities and SAXONIA that it is important to continue with the revitalization of the whole area and strictly integrate the cultural and creative contact point into all projects, measures and events, which are going to be established in the future. The cultural and creative contact point has to be the starting point and needs the full focus and media attention to support future projects in an efficient way. Therefore it is also important to include not only the cultural and creative scene and community, as planned, but especially focus on a frequent dialogue with the neighbouring companies and institutions in the area “Historischer Hüttenstandort Muldenhütten”. It is crucial to bring the stakeholder within this area together and work together on future projects and ideas to revitalize and reuse the area. Furthermore new ideas and links to institutions, who might be interested and suited to support the reuse of the Huthaus, were brought up. The results were shortly presented within the video.

The video was uploaded on the online platform youtube on 10.08.2020 by SAXONIA. The SAXONIA uploaded the video on its youtube account “SAXONIA GmbH - Freiberg” and implemented the video-link on its own homepage. Additional to that an invitation to view the video was send to the project partner. The project partners were encouraged to forward the video link to their creative scene.

The video shows the participants exploring and discussing the Huthaus and the historical area around it. Furthermore subtitles, english and german, are giving short explanation on the video and the shown activities.

The video is available under the following link:

https://www.youtube.com/watch?v=7_78yuh-XZY&t=10s





Additional to that an invitation to view the video was send to the project partner. The project partners were encouraged to forward the video link to their creative scene and photographers.

Antworten Allen antworten Weiterleiten



Fr 14.08.2020 15:09

Christoffer Köster

REFREsh: Invitation to the dialogue forum at Huthaus in Freiberg

An 'Julia Binder'; 'Silvana Rückert'

Cc 'gabor@helian.hu'; 'Vesna Zorko'; 'Laura Zuccato'; 'Bíró Sarolta'; 'Nina Kalčič'; 'katja.mijajlovic@zvkd.si'; 'Alenka Popič'; 'Boštjan Lavrič'; 'Giulia Albertoni'; 'Maurizio Malè - VHC'; 'Ivana Miletic'; 'Općina Lokve-Sanja Cop'; 'Silvana Rückert'; 'Irena Grdinič'; 'Tamara Kosanović'; 'Tea Gorup'; 'Alexander Eisenblätter'; 'klaudia.boban45@gmail.com'; 'nacelnik@lokve.hr'; 'Valerij Jurešić'

Dear Partner,

I am pleased to invite you to watch our video on our second pilot action "Dialogue Forum" in the Huthaus in Freiberg, Germany.

You can find the video "Interreg REFREsh (CE1013): Dialogue Forum in Huthaus Freiberg, Sachsen" under the following link:

https://www.youtube.com/watch?v=7_78yuh-XZY

Subtitles are available in english and german.

Please share this invitation with your creative stakeholders.

Best regards,

Christoffer Köster

All in all the half physical half digital pilot action, the dialogue forum, can be considered as an innovative and successful approach to deal with the current situation regarding covid-19. The video has already been seen by 60 people on youtube (Status: 30.09.2020) and the numbers are increasing. The participants at the physical dialogue forum were able to discuss the current situation and development at the object Huthaus and could connect with each other. The public could be included with the video. But still the SAXONIA hopes that the video is going to reach more people. Every view can be considered as marketing for the Huthaus and REFREsh.

The results of the physical dialogue forum are displayed shortly within the video. Additional to that a press release was given out to inform the media about the results.



■ Pilot action 3: Geocache

The third pilot action hosted by SAXONIA was the geocache. The pilot action was conducted physically as originally planned. The geocache, a digital GPS-ralley, is supposed to bring a new target group towards the Huthaus and its purpose as well as the project REFREsh and the creative scene.

The geocache is perfectly suited to deal with the regulations and difficulties regarding covid-19, because it is an outside activity, which is usually done alone or in a very small group of participants.

Geocaching is a physical, outdoor adventure that is happening all the time, all around the world. To play, participants use the Geocaching app and/or a GPS device to navigate to cleverly hidden containers called geocaches. Geocaching offers something for everyone, from families with children to retirees. Some geocachers play the game to see how many total “finds” they can get, while others play to see how many new states or countries they can visit. Geocaching is a great way to find remarkable destinations that you would not have otherwise discovered. It is also an excellent education tool and an excuse to get off the couch. (www.Geocaching.com)

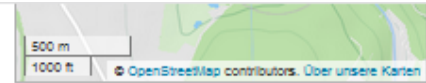
This pilot action, the geocache, has the objective to lead a new target group towards our project and give the community the opportunity to discover the revitalized Huthaus in a playful and exciting way. This pilot action is supposed to bring more attention to the Huthaus and REFREsh as well as to the whole area “Historischer Hüttenstandort Muldenhütten”. Additional to that guests of current and future activities and events at the Huthaus have the chance to reach the events with a Geocache-ralley. The SAXONIA hopes that like this the area around the Huthaus will be more likely discovered and more often visited.

The geocache is in general a permanent activity and pilot action. It is going to be available as long as the SAXONIA maintains the hidden cache. But furthermore this pilot action could be used to invite guests to the industrial heritage day on the 13th of September. Therefore a press release with an invitation for the public was given out to generate a broader audience at a specific range of time.

The geocache was started in August 2020 and is going to be available verly likely for several years. The geocache can be found on www.geocaching.com or under the following link:

https://www.geocaching.com/geocache/GC8Y4P0_refresh-historischer-huttenstandort-muldenhutten

The geocache „REFREsh- Historischer Hüttenstandort Muldenhütten“ was already tracked by more than 20 users till the end of September. The SAXONIA is thinking about giving out more geocaches to give the users more target to find in and around the area.











14 geloggte Aktionen

👤 11 🗺️ 2 📍 1

[Logbuch anzeigen](#) | [Fotos anzeigen](#)

Achtung! Spoiler können in den Logeinträgen oder in den Links enthalten sein!

- | | |
|--|--|
| <p>straulo66
Premium Member</p>  <p>783</p> | <p>Found it 16.08.2020</p> <p>Nach einer erfrischenden Radtour ins Muldental stand ich am Objekt der Erkenntnis und konnte ohne Handy zielsicher die Dose finden. Verstecken brauchte ich sie nicht, denn das nächste Team stand schon bereit.</p> <p>Logeintrag anzeigen</p> |
| <p>Wir sind's :-)
Premium Member</p>  <p>337</p> | <p>Found it 16.08.2020</p> <p>Bei unserer heutigen Cachertour mit \$, diesen schönen Cache gesucht gefunden geloggt 😊 DFDC</p> <p>Logeintrag anzeigen</p> |
| <p>S.
Premium Member</p>  <p>76</p> | <p>Found it 16.08.2020</p> <p>Auf der heutigen Cachertour haben wir diesen schönen Cache gesucht, gefunden und geloggt 😊 DFDC</p> <p>Logeintrag anzeigen</p> |
| <p>crazybasti
Premium Member</p>  <p>6040</p> | <p>Found it 15.08.2020</p> <p><i>Heute vor dem Einkaufen wurde diese Bixx gesucht leider wollte sie sich nicht wirklich gleich zeigen ein kurze Info musste her und nach etwas längere Suche hatten little_mogli und unsere Tochter die Bixx stolz in der Hand 🥰</i></p> <p><i>TFTC sagen little_mogli unsere kleine Maus & crazybasti.</i></p> <p>Logeintrag anzeigen</p> |
| <p>Liliana02
Premium Member</p>  <p>278</p> | <p>Found it 15.08.2020</p> <p>Direkt vor meiner Haustür liegt dieser Cache zwar nicht, aber doch nah genug, um ihn zwischendurch mal kurz zu besuchen. Gesagt, getan. Erst wollte ich die Dose auf bekannten Terrain ohne Handy suchen. Aber das klappte nicht. Ich habe mich dann an den Angaben, dass sich die Dose etwas im Off befindet und man ca. 13 m weiter fündig wurde, orientiert. ... so ließ sie sich doch ganz gut finden. Danke fürs Legen und Pflegen 😊.</p> <p>Logeintrag anzeigen</p> |
| <p>Trabi60
Premium Member</p>  <p>7656</p> | <p>Found it 15.08.2020</p> <p>Nach ein wenig Sucherei wurde die Bix gut gefunden. Danke für's Zeigen.</p> <p>Logeintrag anzeigen</p> |
| <p>Kajo852004
Premium Member</p>  <p>129</p> | <p>Found it 14.08.2020</p> <p>In der festen Überzeugung, dass dieser Fiesling schnell gefunden ist, ging es mit Majo1204 im Schlepptau auf die Suche. Da die Startkoordinaten leider sehr weit vom Döschchen entfernt waren, lies der Fund ganz schön lange auf sich warten. Wenn die Koordinaten etwas nachgebessert werden, haben die folgenden Finder sicher mehr Spaß an der Sache 😊 TFTC</p> <p>Logeintrag anzeigen</p> |
| <p>Majo1204
Premium Member</p>  | <p>Found it 14.08.2020</p> <p>Zum zweiten Mal heute hier.... Nun mit Kajo852004 als Unterstützung. Wir haben wieder lange gesucht, weil die Koordinaten schon bissl woanders sind. Doch dann konnte Herr Kajo offiziell den Fund vermelden. Dank für's legen.....</p> <p>Logeintrag anzeigen</p> |

3. Costs of the pilot action

In the AF a budget of 999,00 € was foreseen within BL4 for the “External support to organize transnational activities for pilot actions. That makes a total of 999,00 € within BL4 for all activities around the pilot actions. Besides that 8.000,00 € were foreseen for the interior of BL5. Additional to that travel costs for visiting pilot actions was foreseen by the AF. But due to the situation regarding covid-19 and the related cancelling of any travel-activities, this is not considered within this paper.

The spendings of SAXONIA regarding the pilot actions are displayed in the following.

Costs:

■ BL4

- Video production at pilot action 1 “Transnational photo exhibition”: 556,80 €
- Marketing for pilot actions in general; Short article of the project REFREsh and its events was printed in Freiberg Aktuell: 440,00 €
- Printing of photographs: 34,80 €
- Geocache equipment: 13,99 €

Total costs: 1.045,59

■ BL5

Total costs of interior: 5.510,99 €

Underspending of: 2.489,01 €

The SAXONIA has an underspending regarding these cost calculations of the AF. The main reason for the underspending is the fact that at pilot action 1 and 2 were mainly conducted digitally. No catering and marketing/promotion were necessary and possible due to the limited participants and the exclusive access in digital form for the public.

Even with the non ordered catering and additional promotional material for the public, which had to be excluded due to the covid-19 regulations, we were able to test the Huthaus during the pilot actions well. The SAXONIA is satisfied with the outcome and results of the pilot actions. A broader and mainly physical participation of the public would have been a very important step for the project and the pilot actions, but thanks to the digital documentation the public is informed and hopefully attending future activities and the photo exhibition in the near future.

■ BL6

To transform the Huthaus into the cultural and creative contact point and support the pilot actions different measures were conducted. The total costs for all construction measures is 36.978,63 €. This includes the following:

- Inspection(Check-Up and repairment) of heating, sanitation, electric systems: 3.424.44 €
- Removement and renovation of clay-ceiling, demolition of wood cladding in reception room: 2.071,84 €



- Expansion work: removal of plaster; renovation of plastering and floor board; painting; cleaning work: 21.498,86 €
- Renovation of sanitation: 1.389,06 €
- Renovation and installation of electric: 2.613,60 €
- Development of property: 4.170,41 €
- Dry works: 1.700,43 €

Overspending of: 1.978,63 €

4. Impact and benefits

The three pilot actions, the transnational photo exhibition and the dialogue forum as well as the geocache, were all hosted in the sixth semester and are supposed to attract the public and the cultural and creative scene. On the one hand the SAXONIA expected that these activities and events are a suited promotion for the revitalized site, the Huthaus, and the project REFREsh as well as its outputs and results. On the other hand the SAXONIA expected to test the revitalized site under realistic circumstances and attract the first attention and guests to use and discover the site, the Huthaus. Furthermore the pilot actions were apart from the revitalized site, Huthaus, supposed to connect creative and cultural stakeholders and the community. Especially the pilot actions, transnational photo exhibition and the dialogue, were perfectly suited to bring interested people and stakeholder together and create new ideas and opportunities for the cultural and creative scene. Unfortunately this impact was declined due to the digital implementation of these pilot actions for the public. Even with the produced videos a physical meeting and exchange of stakeholder can not be replaced. Under regular circumstances the project partners would have visited the pilot actions and a greater transnational exchange could have been achieved. The SAXONIA hopes that the videos of the pilot action can target this loss of exchange and support the transnational aspect.

Especially the cultural and creative contact point, which is located in the Huthaus, was supposed to have visitors at the pilot actions. The videos and the promotion are advertising the contact point, but it would have been a great chance to attract the first user of the contact point in real life and test the facilities in real life.

But nevertheless the pilot actions were a great promotion for the industrial heritage and the region Freiberg. It can be expected that thanks to REFREsh and the revitalization and reuse of the Huthaus, new ideas and opportunities will follow for the historic area “Historischer Hüttenstandort Muldenhütten”, in which the Huthaus is located in. Especially the dialogue forum gives us a lot of hope that other buildings in the area will be revitalized and reused as well in the near future. The participants and especially the authorities had many ideas and plans for the region. The revitalized Huthaus showed the participants how a reuse of old industrial buildings in the area could look like and raised the interest. Shortly after the dialogue forum the “Welterbe Montanregion Erzgebirge e.V.” contacted the SAXONIA, by using the creative and cultural contact point, to express a strong interest in using the Huthaus for certain events. Additional to that it is discussed to renovate the “Pattinsonhütte”, which is located next to the Huthaus, to create more space for reuse in cultural and creative ways.

Furthermore the area around Huthaus, the UNESCO world heritage “Historischer Hüttenstandort Muldenhütten” is already targeted by two national funding programs, which are focusing on the preservation of listed buildings. REFREsh and the revitalized Huthaus definitely played a role in the successful proposal of these funding programs.



Additional to that the Huthaus offers the ideal condition for workshops and events within these funding programs. The revitalization can definitely be considered as the starting point of the development of this UNESCO world heritage site.

The SAXONIA as a project partner of REFREsh is satisfied with the outcome and hopes for more new contacts, ideas and events over the cultural and creative contact point in the Huthaus.

5. Sustainability and transferability

Sustainability

After the hosting of the three pilot actions and the permanent documentation, which is accessible for the public on the online platform youtube, there are many ideas to continue and guarantee a sustainable output of the revitalization within the project REFREsh. The cultural and creative contact point in the revitalized Huthaus is planned to be managed and operated longterm and even after the appropriation of the project REFREsh. The three pilot actions were promoting the Huthaus as well as the cultural and creative contact point. The future events are going to continue with that advertisement and promotion.

The first pilot action, the transnational photo exhibition, is going to be displayed physically at least till it is possible to invite the public and host a physical exhibition. So there will definitely be an additional event targeting the transnational photo exhibition and promoting the cultural and creative contact point, which would be manned during that event. Besides that different cultural clubs and projects as well as the university “TU Bergakademie Freiberg” are already interested in using the building for events and workshops regarding cultural and educational projects. The rental of the rooms (by only paying the additional costs) and administration will be managed by the cultural and creative contact point in the Huthaus. This will be on the one hand a good practice test and on the other hand good marketing for the cultural and creative contact point. Furthermore these upcoming events and workshops will give us the chance to link these activities with the physical transnational photo exhibition, which will be continuously displayed for a longer time. This again is a good opportunity to advertise the project REFREsh and its results. But of course these events hosted by different stakeholders are already the perfect outcome and hoped for reuse of the Huthaus. Therefore we are very pleased with that development.

Besides that the second pilot action, the dialogue forum, can be considered as a very sustainable event in the Huthaus. During that pilot actions many ideas, strategies and ways for the future development were discussed intensively. The output of the pilot action were many ideas and interests of the stakeholders and especially a big interest of certain authorities and the university “TU Bergakademie Freiberg” for the Huthaus and the area of “Historischer Hüttenstandort Muldenhütten”. The event was a great first step to acquire new ways of reuse and future projects and measures in the buildings, which are located near by in the “Historischer Hüttenstandort Muldenhütten”. As already mentioned earlier in the chapter 4 - impacts and benefits - a first major interest for using the Huthaus rooms regularly was handed in by the “Welterbe Montanregion Erzgebirge e.V.”. Opportunities like this will lead to future events and a reuse of the Huthaus and this again will lead to a regular advertisement of the cultural and creative contact point in the Huthaus.

The third pilot action, the Geocache, is a permanent activity and can attract the public and advertise the Huthaus. The SAXONIA together with the University “TU Bergakademie Freiberg” is considering to implement additional geocaches in the region to offer an educational way to explore and learn about the historical mining industry of the region. Therefore a cooperation with the “Silberbergwerk Freiberg Reiche Zeche”, which is a mine accessible for visitors, is aspired to increase the target group of users. These additional



activities can lead to a broader involvement of the public at cultural and educational activities and generate additional links and advertisement for the Huthaus as well as REFREsh.

The pilot actions and their permanent documentation, which is accessible for the public on the online platform youtube, tested and showed the revitalization and transformation of the Huthaus into the cultural and creative contact point. Many ideas for upcoming events or reuses as well as a broad public interest are representing the sustainable output of the revitalization within the project REFREsh.

Transferability

The three pilot actions have partially a very high transferability. The first pilot action, the transnational photo exhibition, is easy to transfer to other regions, activities and projects. Especially the element of exhibiting the same photographs or art at every exhibition across the different countries makes it more transferable. The partners or future stakeholder, who are interested in adapting this method, are not responsible for acquiring photographs or art for a whole exhibition. The fact that every partner or different stakeholder are contributing the photographs or art makes it more easy to conduct or adapt. Therefore the necessary budget is relatively small and not many local artists are needed. Especially the transnational character and exchange has a high transferability. Together with partners or stakeholders from different countries this can be adapted in many different regions. The only requirement would be to find a common theme for the exhibition.

The second pilot action, the dialogue forum, can be considered as transferable. But the element of discussing the future development or other topics requires a common interest of different stakeholder and authorities. This could be difficult to adapt. During our planning and hosting of this event it became clear that bringing together the key stakeholder and authorities is highly difficult. Especially if some stakeholders are not having the same interests or personal difficulties.

The third pilot action, the geocache, can be considered as highly transferable due to the fact that around the whole world the community of this app is highly active. The only difficulty could be seen in the element of finding a content related link between the activity and the geocache. In our case we used the historic mining culture as a common theme for the geocache and the revitalized Huthaus. But all in all the element of linking a geocache with a revitalized site to gather attention or awareness is great way and easy to adapt. Besides that the playful way of discovering a site can be adapting in the frame of other games or activities. It doesn't has to be a geocache. If the regional geocache community of the target area is rather small than you could implement playful activities for schools or clubs in different ways without using this certain app.

In summary, we can say that the results of our three pilot actions are able to be transferred to other territories and future stakeholders in Germany or other European or even worldwide regions. The positive advertisement of the videos at pilot action one and two or the permanent advertisement and playful integration of the community within pilot action three are ideal outcomes, which should be considered to adapt by any future stakeholder in other territories. These stakeholders might be able to benefit from the REFREsh outputs and results and use the ideas and results to achieve similar outputs and develop these even more. In the best case the results will be broadly and easy accessible for interested stakeholders. A fitting advertisement and link to project proposals would be suiting way to guarantee an easy access by future stakeholders.



6. Good practices

We as a project partner of REFREsh learned a lot from the project and different milestones and deliverables within the pilot action implementation. During the implementation of the pilot actions it helped us a lot to know exactly what our objective is. Therefore it was a major advantage that the objective of the project REFREsh and our own objective were exactly the same. The advertisement, testing and establishing of the revitalized Huthaus and the cultural and creative contact point within the Huthaus. The already conducted pre-investment concept and the planned pilot actions, which were known from the beginning of REFREsh, gave us the chance to prepare the events and target the establishment of the cultural and creative contact point. The major good practice was that over all pilot actions we had the same theme, the Huthaus and the “Historischer Hüttenstandort Muldenhütten”, which are UNESCO world heritage sites. This gave us the chance to combine the marketing and promotion as well as include stakeholders more easily. This element also made the pilot actions more successful. In our opinion it was important to use a common theme, which is fitting to the site, to implement different activities around it and give the community and interested people a “good reason” to visit the site during pilot actions physically/digitally. Therefore the theme historic mining industry was the perfect opportunity to gather attention and interest. This theme is highly beloved by the locals and also famous among tourists. A different and not linked theme could have worked for the transnational photo exhibition, but for the pilot actions two and three, the dialogue forum and the geocache, the choice to link the theme of historic mining industry with these pilot actions was highly beneficial. Another topic, like media design or movie making, would have been on the one hand a good service for the community but on the other hand it would have made a implementation and successful advertisement very difficult.

The main element, which we would like to change for our future implementation, is definitely the partially physical exclusion of the broad public at the pilot actions one and two. We were happy that it was finally possible to gather additional visitors in a physical way at the industrial heritage day on the 13th of September. Hopefully we will be able to invite to bigger events introducing the cultural and creative contact point in the Huthaus and the whole area of “Historischer Hüttenstandort Muldenhütten” to a broad public audience in 2021.

During the four peer reviews in Hungary, Slovenia, Italy and Croatia we learned a lot from our partners and their passionate activities and measures. The different ways of reutilization gave us new perspectives and ideas for our own revitalization, which always slightly behind schedule. Additional to that we were amazed and impressed by the fact how the project sites were already integrated in the life of the community. Especially the project site in Hungary impressed us in that case. You could say that the project site or more specifically the part of the property, which was going to be revitalized, is in the centre of the local community. Such a location plays a major role for establishing new structure and/or facilities within the community. This is something we definitely underestimated in the beginning of the project REFREsh. We were expecting less problems and difficulties in revitalizing a part of an unused building. Despite this fact we were still able to achieve a successful implementation after a lot of marketing and integrating the newly born facility in already existing structures.



7. Legislation and regulation

The only legal and regulatory difficulties we had during advertising, planning and hosting the three pilot actions were the regulations and restrictions related to covid-19 as well as some restrictions regarding the entry authority of specific buildings within the surrounding area of “Historischer Hüttenstandort Muldenhütten”.

After the corona outbreak started the related national and regional restrictions regarding the hosting of events as well as the insecurity regarding traveling made it very difficult for us to plan the three pilot actions. The insecurity and first restrictions appeared as we were starting to plan and prepare the first pilot action, the transnational photo exhibition. In Skype meetings with the REFREsh partners and internal meetings it became clear that traveling abroad to visit the partners pilot actions or hosting own events with international guests is highly unrealistic. Additional to that the hosting of events including a public audience were also not possible, because of an internal stop of all events by SAXONIA and later on the national and county wide restrictions. After the situation became more transparent we were sure that we would be able to host the pilot actions in a digital form or in very small groups of participants, but still it was unsure if that would go along with the REFREsh requirements and regulations. After finding an agreement and alternative together with the partners we were fortunately able to host the events within the sixth semester.

The second difficulty we had is about the entry authority of specific buildings within the surrounding area of “Historischer Hüttenstandort Muldenhütten”. During the planned industrial heritage days we hoped for an open door character for the whole area. But due to safety issues in specific buildings of the area “Historischer Hüttenstandort Muldenhütten”, it is not possible to let the public enter these building without a guidance to guarantee safety. In additional measure besides REFREsh we tried to secure the buildings for public entry, but the buildings and their conditions are making this a very ambitious and highly cost-intensive activity. This is why a guided tour will be offered for visitors at the industrial heritage day to explore the area surrounding the Huthaus. We hope that in the near future the safety in these specific buildings can be guaranteed like in the Huthaus and we can grant access freely for any interested person. Till then the access to these building will only be granted with a guided tour to follow the national law.

Furthermore the three pilot actions were not contributing to national or regional regulations.



8. Contribution to equal opportunities and non-discrimination

The three pilot actions were contributing to equal opportunities and non-discrimination in the way that they did not exclude any group of people at these events. Of course the public were excluded at pilot action one, the transnational photo exhibition, and pilot action two, the dialogue forum, in a physical way. But thanks to the produced video regarding these pilot actions anyone was able to get an insight and participate in a digital way. Additional to that the videos of these pilot actions are offering subtitles, which are available in english and german to allow and support a transnational and barrier free participation.

Furthermore the pilot actions are available for everyone regardless age, gender, cultural or ethnical background. Especially the pilot action three, the geocache, is easy to access due to its permanent availability over the app “Geocaching”. Additional to that the videos of pilot action one and two are easy accessible for everyone over the online platform youtube. Because of the situation related to covid-19, we had to exclude the broad public in a physical way from pilot action one and two. Apart from this the small invited group of participants for pilot action two, the dialogue forum, was chosen only on the professional position and the already existing inclusion of a stakeholder into ideas, projects and REFREsh. Also the available videos for these two pilot actions are including everyone permanently thanks to the english and german subtitles.

Furthermore the Huthaus itself is able to be entered with wheelchairs thanks to the backdoor of the Huthaus, which was widened during our pilot investment. The wide doors at the back can be access with a mobile ramp and are granting an access for wheel chairs. The upcoming events, like a future physical transnational photo exhibition, will be used to invite the broad public without any exclusion or limited group of participants. The SAXONIA is also eager to grant a broad participation of every interested person regardless age, gender, cultural or ethnical background.

9. Conclusions and further suggestions

Three pilot actions, a transnational photo exhibition, a dialogue forum and a geocache, were hosted by SAXONIA to test and examine the pilot investment, cultural and creative contact point at Huthaus, as well as advertise the project REFREsh and the revitalized site Huthaus. The pilot actions were hosted between July 2020 and September 2020 by SAXONIA.

The pilot actions were a great promotion for the industrial heritage and the region Freiberg. It can be expected that thanks to REFREsh and the revitalization and reuse of the Huthaus as a cultural and creative contact point, new ideas and opportunities will follow for the surrounding historic area “Historischer Hüttenstandort Muldenhütten”. The participants and especially the authorities had many ideas and plans for the area and the region. The SAXONIA is pleased that the pilot actions could show the participants how a reuse of old industrial buildings in the area could look like. Furthermore the area around Huthaus, the UNESCO world heritage site “Historischer Hüttenstandort Muldenhütten” is already targeted by two national funding programs. REFREsh played a major role in the successful proposal of these funding programs and can be seen as the starting point of the development of this UNESCO world heritage site.

The pilot actions and their permanent documentation, which is accessible for the public on the online platform youtube, tested and showed the revitalization and transformation of the Huthaus into the cultural and creative contact point. Many ideas for upcoming events or reuses as well as a broad public interest are representing the sustainable output of the revitalization within the project REFREsh. Furthermore the practice and results of the pilot actions can be transferred to other territories and future stakeholders in Germany or other European or even worldwide regions. Especially the positive permanent advertisement through the videos and the playful integration of the community are ideal outcomes, which should be considered to adapt by stakeholder in other territories.

The good practise of the hosting and organising of the pilot actions was thanks to the good preparation within the previous project tasks and objectives, like the pre-investment concept. This gave us the chance to prepare the events and target the establishment of the cultural and creative contact point. Especially the fact that we had an overall theme, the Huthaus and the “Historischer Hüttenstandort Muldenhütten”, which are UNESCO world heritage sites, gave us an advantage. Combining the marketing and promotion as well as including stakeholders more easily. This element also made the pilot actions more successful. On the other hand the main element, which we would like to change for our future implementation, is definitely the partially physical exclusion of the broad public at the pilot actions.

The legal and regulatory difficulties we had during advertising, planning and hosting the three pilot actions were the regulations and restrictions related to covid-19 as well as some restrictions regarding the entry authority of specific buildings within the surrounding area of “Historischer Hüttenstandort Muldenhütten”. But thanks to digital implementation of the pilot actions and guided tours, which are allowing guests to enter the specific buildings, we were able to deal with the legal and regulatory difficulties.

The three pilot actions were contributing to equal opportunities and non-discrimination in the way that they did not exclude any group of people at these events. Especially the digital availability with english and german subtitles grants a participation of all interested person regardless age, gender, cultural or ethnical background. Furthermore the Huthaus itself is able to be entered with wheelchairs thanks to the backdoor of the Huthaus, which was widened during our pilot investment. The SAXONIA is also eager to grant a broad participation at the upcoming events, which will be hosted at the revitalized Huthaus.

All in all the SAXONIA as a project partner of REFREsh is very pleased with the results of the pilot actions and the successful testing of the revitalized site Huthaus. The experiences and outputs as well the difficulties gave us the chance to learn and improve our strategies for upcoming events and measures.

10. Photos and references



Abbildung 4: Transnational photo exhibition in the Huthaus



Abbildung 5: Creative and cultural contact point office



Abbildung 6: Dialogue forum in the Huthaus



Abbildung 7: Workshop atmosphere in the Huthaus



Abbildung 8: Hidden Geocache (near Huthaus)