

CULTEMA PARTNER'S FINAL PAPER

Partner: PP9 – VEEÖEB

Authors

Alexander Schmiderer

Julia Nöbauer

Gernot Tilz

Paul Randig

December 2013



Project funded by the EU under the framework of the South East Europe
Transnational Cooperation Programme (SEE) and
Land Steiermark, Fachabteilung Energie und Wohnbau

Introduction: Cultema partnership: common needs and shared strategy

Chapter I The target region and the current strategy for cultural heritage enhancement

A Region Eisenstraße

1.1 Geographic features

The Styrian Eisenstraße (Iron-Street) represents a uniform geographical and historical growing region and forms a homogeneous and cohesive whole in an economic and social view on a length of about 100 kilometres.

The region Eisenstraße is located in the northern part of Styria – in the so called Upper Styria and encompasses 23 municipalities, which are all north of Leoben, the second largest town in Styria:

Niklasdorf	Altenmarkt	Radmer
Proleb	Gams bei Hieflau	Hieflau
Leoben	Palfau	Landl
St. Michael	Wildalpen	Weißbach an der Enns
Kammern	Gußwerk	Trofaiach
Mautern	Eisenerz	Gai
Kalwang	Vorderberg	St. Peter - Freienstein
Wald am Schoberpass	Hafning	



Indication of source: <http://www.eisenstrasse.co.at>

The centre of the Eisenstraße is the Erzberg, where iron ore mining started 1200 years ago and is still active. Therefore the Eisenstraße is marked by his rich history, extraordinary art treasures, cultural and natural heritage and the natural contrasts between gently hills and imposing mountains with torrents and tranquil lakes. These region offers nature in its purest form and very good conditions for all kinds of sport for all seasons. The existences of caves, which are an attractive tourism-attraction, are another remarkable geographic feature.

Climate conditions:

The mountain range of the Kaiserschild between the Radmer and Eisenerz has a shielding effect, because the precipitation declines from Hieflau to Eisenerz and the big amount of snow in the Eisenerzer Ramsau can not only be attributed to the increased rainfall, but also to the relatively cold tasin-position.

The climate in Eisenerz is moderately cold in winter (January -2.8°C) and also nippy in the summer-months (July 16.5°C , annual average 7.2°C). In the Eisenerzer Ramsau the temperature are more extreme: minima below -30°C should not be a rarity, and the number of frost days is significantly increased.

In the region Eisenstraße there are only a few days with mist and also just as little wind. For the sunshine duration it can be observed and advantage in the fall.

1.2 Socio economic characteristics

1.2.1 Demographical structure and development

The population in the region declines, also in the industrial zone – only in the city of Leoben a reversal becomes apparent. The municipalities around the Präbichl lost about 20% up to 30% in the last 20 years. There are large declines in Hieflau, Eisenerz and Vordernberg and in these cities we have also a dramatically increase of old people (between 31% and 37% of inhabitants over 60 years). The birth records for the whole region are negative – that means that it's a shrinking region.

1.2.2 Social aspects, labor market

Related to the labor market we notice a rising unemployment rate compared to a high income of the employed person in the statistical comparison with whole Styria. It is still a lack of the dynamism of the labor market because the number of commencements of employment decreases. The largest proportion of vacancies still comes from the field of metal, electrical and trade. Particularly in demand are still engineers.

1.2.3 Education and health infrastructure

There is a high density of further education and training institutions as well as different health-facilities.

Leoben, the second largest city in Styria was for centuries determined by the iron trade and today it is the center for culture, economics, technology and education with the University of Leoben. This University is the only school of mining and metallurgy and has an excellent international reputation which offers over ten different disciplines with different subareas. All fields of study are implemented, which serve the value chain from raw material up to the finished component, including environmental protection and logistics. The combination of basic research with applicability for the industry is unique. The education level of the students is high and accepted worldwide. The Montan-University arised from a k. u. k. mining college, which was funded by Erzherzog Johann in the year 1835 in Vordernberg – near to the Erzberg.

In addition to the University there are different kinds of schools, from primary schools up to professional schools and various research establishments. Mentioned negative is the circumstance, that these establishments are mainly focused only in one part of the whole region Eisenstraße – in Leoben and its commuter belt.

1.2.4 Economic development

The economic focus of the region is in the area of raw materials (steel, stainless steel, metals and plastics) together with the manufacturing sector (commercial, industrial). Therefore the industry is the supporting sector of the regional economies in the region.

The region can be designated as an old industrial and mining region, but the image of the region, however, has changed and the mining as well as the iron and steel industry no longer dominate the region in that strong dimension age of the region. These tendencies were inter alia sharp decline in importance of the secondary sector, a decline in jobs at the largest employer (Erzberg) of 5.000 to approximately 250 employees, a few alternative jobs in the region and location problems due to the historically developed mono structure of the economy. Due to this the region has to grapple with the generally poor economic situation, the migration trends, the over-allocation of infrastructure and unresolved problems of conservation of the infrastructure facilities, the small proportion of young people in the total population and the growing aging. This also results in social problems, such as a lack of innovation and a resigned mood of the population.

The tourism development in the region Eisenstraße is on a low level. Bearers of the tourism are the Erzberg, the Präbichl and the city of Leoben, which has the most overnight stays in the region. The tourism strengths of the region are the topographic circumstances with its various landscapes (mountains, rivers, agriculture) and the wood for outdoors leisure, as energy source and for the industry, the history of a mining area and the good location in the “heart of Austria” with a differentiated regional environment.

The high skill level of the workforce in mining areas is a major regional power in the region. The economic strengths of the region, in spite of massive job degradation, are the areas mining and metal processing industry. Due to the use of new techniques and machines, this area still represents an economic mainstay of the region. The agriculture is a regional strength of the region. The few farms seized innovative ideas, so that the people employed in agriculture not only secure their existence, but also interact with the innovative approaches and willingness to cooperate.

1.3 Territorial aspects

The Styrian Eisenstraße is one part of the Austrian Eisenstraße, which means the region in the triangle Lower Austria, Upper Austria and Styria. The historical center is the Styrian Erzberg. Its economic importance shaped the surrounding region in the past.

Today the demographic and economic development shows a clear north-south gradient with different interests from re-design to high-tech. Because of that there are variant zones in this region:

- Industrial zone (Leoben, Niklasdorf)
- Commuter belt (St. Peter, Proleb, Hafning, Trofaiach)
- Backup area (Gai, Radmer, Vordernberg, Eisenerz, Hieflau)
- Transport axis to the north (Gaishorn, Treglwang, Wald, Kalwang, Mautern, Kammern)

1.4 Policies and current strategy in the region

1.4.1 National and European policies and strategies

A) EU-project ReSource

This project concerns the using of mining potentials for sustainable development of former mining towns and - regions in Central Europe. It is an initiative of small and medium urban embossed regions of Central Europe, where the mining industry is ending or is gone. The goal is to restore the competitiveness of these structurally disadvantaged areas and to encourage sustainable development. The project was started in early 2009 and was handled by the EU project "Central Europe" and was finished in March 2012.

B) Austrian program for rural development 2007-2013

Rural areas have an above average importance in Austria. Around 78% of the population lives in areas that can be described as rural. These areas are important because of its areal extent but also in terms of its functions as residential, commercial and recreational areas. Therefore the program "Austrian program for rural development 2007-2013" started in the year 2007 with four man focuses:

- 1 Improving of the competitiveness of agriculture and forestry
- 2 Improving of the environment and the countryside
- 3 Improving of the quality of life in rural areas and encouraging diversification of the rural economy
- 4 Implementation of the three major objectives of rural development according to the Leader method

Leader is an EU-program for the promotion of rural areas. The key objective is to preserve the rural in its ability to function as a living and working space, and to develop these areas, while preserving and supporting regional identities.

1.4.2 Regional and subregional policies and strategies

A) Leader Region

The Styrian Eisenstraße has the status of a Leader Region since 2002. The main focuses in the period 2002 to 2006 were the foundation of the museum-interconnection, the revival of mining traditions and the theme "Hiking and tracing at the Styrian Iron Road" as well as the restoration of the castle Friedhofen and establishment as a regional cultural center.

By the end of 2007 the Styrian Eisenstraße was recognized as a Leader region for the new program period from 2007 to 2013. The challenge is to overcome the differences in the demographic development, the historical development as well as the current content development concerns.

As development strategy a multi-stage model with 6 main themes and 13 lead projects were formulated. The projects to be supported will be embedded in this strategy. The chosen strategic positioning is

- **High Tech** – Materials and Resources of the Future - Learning from the Nature
- **High feeling** – Awareness of Life of the Future – Self-Experience with the Nature

The desired results are:

- A strengthened research and corporate landscape around the themes materials and resources
- A stabilization of population growth compared to the neighbour-regions
- Expansion of the attractiveness of the event mountains (Erzberg, Präbichl, Elfenberg)
- Extension of the offer for adventure and recreation
- More attractive cultural program
- The region becomes widely known as a recreational area

Actual projects:

- 1) Alp-gastronomy Handlalm
Feasibility study for a restaurant in the idyllic Handlalmgut on the mountain Präbichl.
- 2) Railway Erzberg/Adventure Erzberg
Increase the frequency, sustainability of the railway, museum "Glaslbremse", new tourist packages
- 3) Mountainbike-network Vordernberger Valley
Establishment of a cross-community network of mountainbike trails with tours of various lengths and difficulty levels in the communities Trofaiach, Gai, Hafning, Vordernberg.
- 4) Adventure Trails Palten Liesing and Kammern
Establishment of adventure trails
- 5) Museum-Association
The Museum Association is regarded as an Austria-wide model example.
Project 1: museum education, advertising, events, detailed concept for a mining museum
Project 2: investment measures in 10 museums
- 6) Magazine for the region
A magazine ("FE-magazine") which is distributed to every household in the district of Leoben.
- 7) "Bergmannschach"
Open-air theater
- 8) Fohlenhof
Preliminary study and prepare for the exploitation of the object "foal-house" in Kalwang as a regional pilot project in Liesingtal

- 9) Management of the natural hazards around the Erzberg
To evaluate the risk areas and to create an appropriate control scheme including setting priorities for the protection of these areas.
- 10) Recycling Academy
University course on "recycling" started at the Mining University
- 11) Center in the mountains ("research @ ZaB")
Feasibility study for an in-situ research and training center for the construction and mining industry at the Erzberg is currently done. Now there are discussions with potential investors and funders regarding a realization.
- 12) GenussReich
The best producers and farmers in the region have come together, who feel the culinary heritage of the region and feel committed to connect the centuries-long tradition of culinary delights with a lot of creativity.
- 13) Biomass district heating system St. Michael:
Establishment of a biomass district heating system of the new municipal office and two apartment buildings.
- 14) Protecting forest Lassitzen:
Development of protecting forest areas which were heavily damaged
- 15) Brass Academy:
The theme Brass in conjunction with historic mining regions as an ambassador of the iron road according to cultural strategy of the iron road
- 16) Alpine-Farming-Competence-Center Mugel:
Theming of the subject "Alpine Farming" in connection with the construction of a shelter
- 17) Culture-management Styrian Iron Road
- 18) Styrian Master Street:
Preservation of the high-quality crafts of the region, marketing, and innovation.
- 19) Forest road Erdegg:
Development of Erdegg for processing of timber pests

B) Association “Steirische Eisenstraße”

The association Styrian Iron Road **was opened in 1986** and it is a registered charity. His activity is to promote the economic and cultural development in the area, **taking account** of the mining historical heritage. The fundamental importance of the region's **industrial development** of Styria and Austria should be made based on the mining-**rich** historical monuments, traditions and skills of the population treated and attractive to a broad audience in an accessible format.

C) Ore & Iron Regional Development Ltd

This Regional Development Ltd. was founded in 1999. Enterprise objects are the establishment of a framework for tourism development in the regions Eisenerz, Leoben, skiing area Präbichl and the region Eisenstraße, the advancement of local development in this region with concentration and combination of tourist services in the areas of accommodation, cuisine, sport, leisure and culture, the best possible integration of the domestic economy, job security and the development and expansion of skilled jobs as well as the implementation of the regional development concept and funding settlement.

1.5 Best cases of cultural assets restoration and reuse

In the Eisenstraße region the following examples show good examples of successful revitalisation and reuse of old historical buildings:

Radstatthof, Mooslandl

The Radstatthof is a one of the best preserved sgraffito houses of the Eisenstraße region, dated on its rear side with 1594. The two-storey farmhouse shows stone-framed windows with different sizes and format, an arced portal and typical sgraffito décor from the 16th and from the 17th century. Already in 1420, the owners had the right to sell wine and house carters. Related to the Radstatthof were a pasture in Schwabeltal, a forge, a wheelwright, a wood



procurement and transit rights. The farmhouse in its present form was first documented in 1135 and renovated in 1964/1965 and 1984. It is owned by the Family Vögele which get the price “Steirisches Wahrzeichen” in the year 2010 according to a model like revitalisation, funded by the Styrian Revitalisation fund and the Bundedenkmalamt.

Großhaus, Radmer

The former „Jagdhaus“ of Emperor Maximilian is located in “Radmer an der Stube”, a side valley with more than 2000 years of mining history along the Eisenstaße. The house - called “Großhaus” - was built in 16th century and adapted to different functions (forestry house, tavern, dwelling for people working in the forest). Complete reconditions have been carried out from 1999 to the end of 2000 in cooperation with the Bundedenkmalamt and the Revitalisierungsfonds by an initiative of the local authority which is also the owner of the building. This revitalisation has successfully stopped the further decay of this dominant building. The two-storey building is architectural characterise by seven axles and above the arched-Rustikaportal there coupled arched windows without crossbar. Both floors are now divided halls with lunette tons on consoles



(Großhaus, Radmer)

Radwerk IV, Vordernberg

The Radwerk IV is located in the village of Vordernberg, about 12km in the south of Eisenerz on the half way to the local capital town Leoben. The building is one of the most important historical iron ore processing plants in the world. It is labeled as

Historical Landmark by ASM International (American Society for Materials) in May 1989 The Radwerk IV is the fourth Historical Landmark of ASM is in Europe (the fifth is the Eiffel Tower in Paris).

As the most Radwerk-plants the Radwer IV has a long history with several owners and economy areas. The most important owners were the city of Leoben, Donerberger (16 th century) and in the late Period Schwarznberg and Mayer-Melnhof. The preservation of the buildings started already in 1928 by Dipl.-Ing. Dr. mont. H.C. William Schuster (1895-1976) who supported efforts to obtain Radwerk IV as a museum. In 1928 the state conservator for Styria stated that "...to qualify as an object of historical and cultural significance (monument)". Some preservation started in 1938 and in accordance with the last owner (state owned ÖAMG) since 11 December 1957 the association "Friends of Radwerkes IV in Vordernberg" is the owner of the entire blast furnace. On 16 May 1959 opened the Radwerk IV as for Austria unique museum of metallurgy. In the last two decades the object was revitalized in an exemplary way in close relation to the Revitalisation fund of the federal state of Styria and the Montanuniversität of Leoben



Foto: Eisenstraße

B Region Murau

1.1 Geographic features

The region Murau is part of the Region Upper-Styria West.



Indication of source: www.raumplanung.stiermark.at

Murau is a peripheral, in **the north, west and south by mountains bordered** region. It covers an area of 1385 km² and has about 29.243 inhabitants. Murau is one of the biggest districts in **Styria and has** currently has 34 municipalities. There are two historical **grown cities**: Murau with 2.124 inhabitants and the smallest city of Styria, Oberwölz with 996 inhabitants.

The Murau region is characterized by a rural, remote area with an intact cultural landscape in several areas and a fantastic landscape and villages with still authentic central areas. Also characteristic are big farmer houses with styles very typical for the region. In the higher areas a lot of alpine pastures are still active and an attraction for tourists. Very typical for this region is the everywhere present wood (spruce, larch, stone-pine). The region has one of the lowest populations per square meter in central Europe. The landscape is quite intact and "friendly" because of the sunny side of the Alps and there is nearly no mass-tourism except some ski resorts but still a lot of typical architecture preserved and adoptable for touristic purposes.

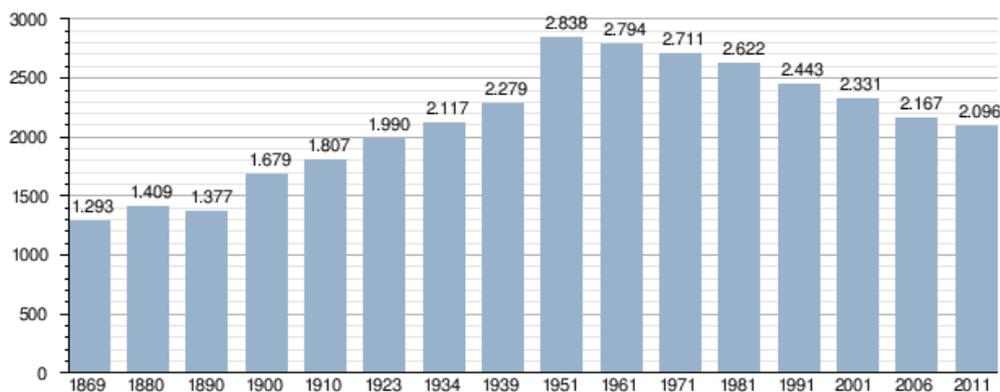
The region Murau is a peripheral mountainous region in the Upper Mur Valley in the western Upper Styria, surrounded by the Wölzer Tauern in the north, the foothills of the Nock Mountains and the Gurktaler Alps in the south/west and the Seetaler Alps in the east. The region is dominated by the "Alpine Climate" which can be distinguished in subalpine and alpine. The climate of the Upper Mur Valley and the side valleys is dominated continental. It can be characterized as winter cold, moderately warm summer climate with a low precipitation in winter. The region is one of the driest compared with the other landscapes of Styria which is mainly due to the shielding by the Alpine ridge.

1.2 Socio economic characteristics

1.2.1 Demographical structure and development

In Murau we recognize an exceptionally strong decrease of the population. In addition, the district has an increasing aging population.

City of Murau:



Quelle: Statistik Austria

Related to the birth rate, Murau is situated on place 7 of 13 in Styria with a rate of 7,9 per 1000 inhabitants.

1.2.2 Social aspects, labor market

The rate of unemployment is lower as the Styrian average, which means, that there are less people unemployed than in other Styrian districts with an appointive rate in the tourism which lies above the Styrian ordinary. Characteristic for the regional labor market situation is the increasing commuting ratio.

The income of the employed people is slender and it nearly brings up the rear of the whole Styria. But contrary to this circumstances are the lower costs for life.

1.2.3 Education and health infrastructure

In Murau there is the State Hospital Stolzalpe, which is also the largest employer in the region with a rehabilitation center for orthopedics and neurosurgery orthopedics specializing in the treatment of orthopedic diseases and operations. This hospital includes also a health and nursing school, which is an important education center for young and also older people in this region.

Another important part in the education of young people in this region plays the apprenticeship in the area of the industry or handcraft.

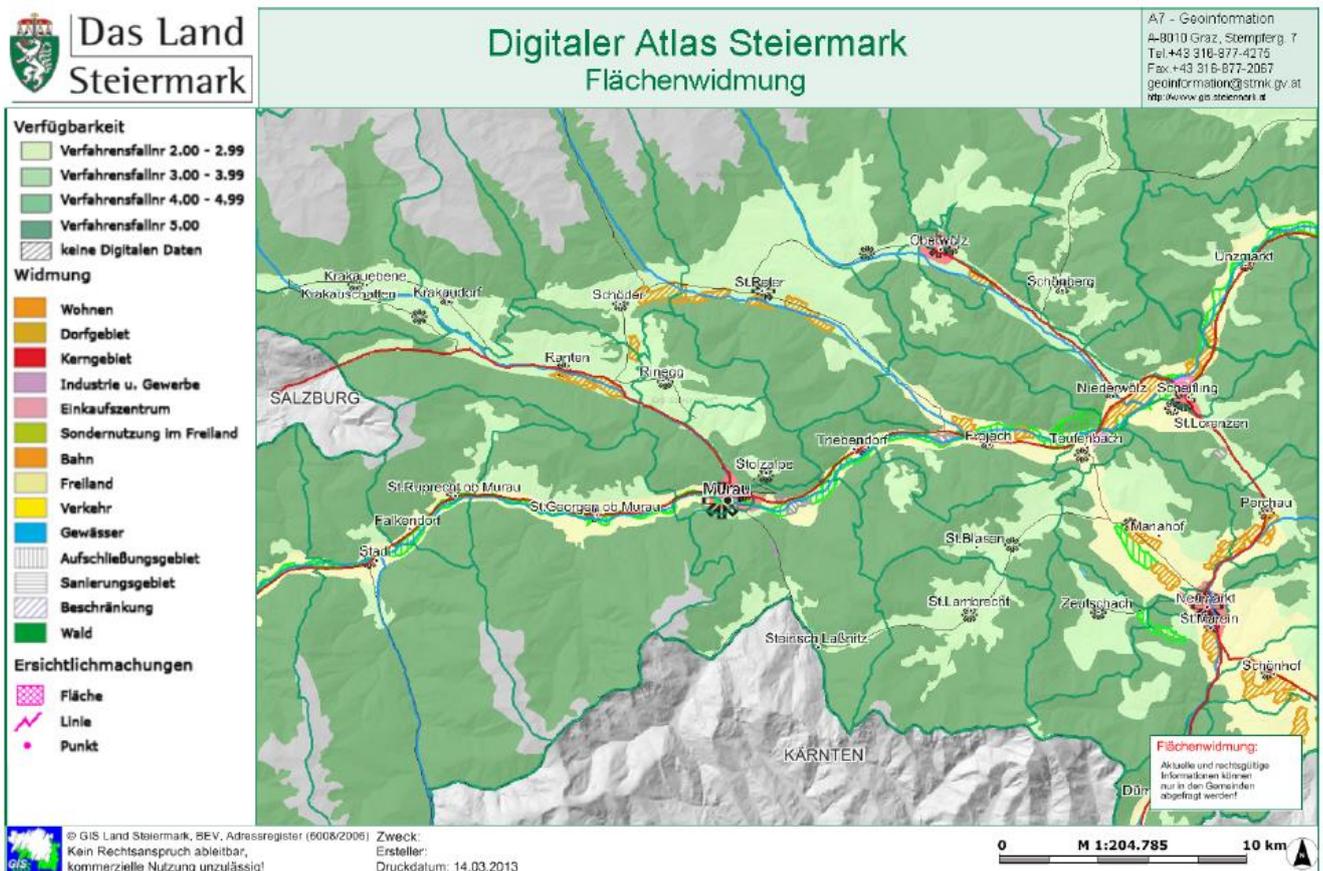
1.2.4 Economic development

Agriculture is still relatively important in Murau. The agricultural rate is higher than the Styrian and Austrian average. Linked to this also the wood represents an important component of the regional economy.

Also the tourism is an increasing area in this region – the number of overnight stays is rising in the last years.

1.2 Territorial aspects

Settlement and work focuses are Murau, Neumarkt, St. Peter, St. Lambrecht and Oberwölz. With regard to the economic structure, the region represents an agricultural area with summer and winter tourism. The few industrial enterprises have a small structure and the largest employer is the State Hospital Stolzalpe. The region is characterized by a low productivity, a low labour supply and thus high mobility of commuters (OIR 1996). Summarized it can be stated that Murau could be considered as problem area because of its peripheral location and the existing structural and economic conditions. It will be important to give inputs to stabilize the agriculture and to develop the entire regional economy. A collaboration and networking of agricultural activities with tourism can revive the region as an important tourism sector, secure jobs and boost the regional economy.



The land use plan shows that Murau is one of the most densely wooded areas in Styria. This can be seen as a great potential of this region. The region is also characterized by small villages and yard-sceneries which shape the cultural landscape. The towns are located along the transportation routes, which are primarily determined by the Mur-Valley and the major mountain passes (Sölkpäss, Neumarktersattel, Flattnitz, Perchauerstattel). In some areas you can find urban sprawl, but the historic settlement patterns, however, are partly preserved caused by the disaffection and the partly foresighted regional planning.

1.4 Policies and current strategy in the region

1.4.1 National and European policies and strategies

A) EU-Regional Management Upper Styria West

The facilities of this Regional Management have the function of regional development agencies with the focal points of the project development and networking of regional actors. It is an instrument of an integrated, process-oriented, activating and long-term regional policy.

The model for the region Upper Styria West is "livable space - industrial space" based on the 6 key themes:

- Quality of life leads to attractiveness
- Demographic change theme
- Gaining the public perception
- Integration of habitat space and industrial space
- Future: materials
- Industry definition in the 21st century

B) EURUFU

EURUFU stands for European Rural Futures and the key theme is the demographic change. It is project with the goal to link European regions with similar problems and subsequently initiate pilot projects. Besides project work, the following points are still in the foreground:

- Awareness of the regional actors
- Active participation of demographic change
- Reduction of population decline and promoting conditions for a long-term trend reversal
- Adaptation of the infrastructure to a changing population structure
- Knowledge transfer at European level

1.4.2 Regional and subregional policies and strategies

A) Kraft. Das Murtal

"Kraft. Das Murtal" – "Force. The Murtal" is an initiative of the industry and the manufacturing industry. Nearly 60 leading companies and partner organizations are working together to strengthen region. The initiative shows the potentials of the region and assists in the regional development. The major objectives of the project are:

- **Building of a sustainable image**
- Increasing the attractiveness of the employer
- Anchoring of **the network industry and trade/services as a competitive factor**
- Strengthening regional responsibility of industry and production economy
- Creation of an industrial-tourism offer

B) Holzwelt Murau

The Holzwelt Murau was formed in October 2004 through the merger of the Styrian Wood Route, the Wood-World Austria and the Wood-Time Murau Ltd.

Based on five priorities (renewable energy, wood, local crafts, recreational tourism-recreation, arts and culture), an integrated regional development should be developed with the "Styrian Wood Route" as the tourist lead project (trips, tours and excursions, Wood Road Race ...).

C) Bioregion Murau

Today in Murau more than a quarter of all farms are managed organically. A few years ago, the idea of the project "Bioregion Murau" developed, which has since developed into an important regional political project. This pilot project is funded by the 16th Department of the Province of Styria.

Sustainable economic and regional circulation thought are the top priority. The Association of the Bioregion sees itself as regional political project, in addition to the agriculture, forestry and the commercial, economic and tourism involved in the sense of a regional development. The ambitious goal is to position Murau as bioregion, to strengthen the rural direct marketing and as a major project to use only biomass fuels (=wood) for heating systems by the year 2015 in the bioregion Murau.

D) Holzwelt Kultur

The Wood-World-Culture is the brand for the culture in the district Murau. As the Leader-Project "KUKnet Murau" the integration of art and culture in the district Murau started in February 2011.

E) Murtal Card

The Murtal Card is a "customer loyalty program", to increase and obtain the purchasing power within the region.

Major objectives of the Murtal Card are:

- Countermeasures to the migration of the purchasing power of urban centres to shopping malls in the suburbs
- Support of a targeted marketing for regional operations
- Improvement of long-term customer loyalty, especially about SMEs

1.5 Best cases of cultural assets restoration and reuse

In the Murau region the following examples show good examples of successful revitaliation and reuse of old historical buildings:

Castle „Wedamschlössl“

The Renaissance castle was revitalised in the late 1990's with the help of the styrian „Revitalisierungsfonds“. From the technical point of view the revitalisation work is a professional work, done by local handicraftman and materials. The usage for the building is focussed on art and the use as a culture café.

Foto: Common Wikipedia



Farmerhouse „Haslerhube“

The so called „Haslerhube“ is one of the last originally preserved so called „Rauchstubenhaus“, a typical farmerhouse with open stove in the so called „Stube“, the central room in the house. The Haslerhube is out of the 17th/18th century and completely built of wood. It was included in the „Holzstraße“ regional development strategy.





Fotos: BDA

Castle ruin „Steinschloss“

The Steinschloss is a former castle with an enormous cubature, located at an altitude of nearly 1200m above sealevel. It is one of the most impressive castle-ruin in Central Europe. The ruin is visible from afar and covers an area of about 6400m². In the nucleus of the castle in 2003 a char-coal layer was found including ceramics from late Bronze Age (Urnenfeld-culture). It is interpreted as a sacrificial site on the top of the stone formation.

The first castle was built by the „Eppensteiner“ in the 10th or early 11th century, the oldest remains were dated at 1100 (Walls in the Katharinen-chapel). IN the early 16th century the castle got its biggest dimension as a fortress to protect against Turkish invasions. The castle felt into ruin after abolition of the monastery St. Lambrecht (the former owners) under Josef II.



The running revitalisation works began in 2001 with intensive revitalisation of big parts of the ruin, also including archaeological work and local marketing activities. Nowadays the castle ruin is an important tourist spot and also an active place for festivals etc.

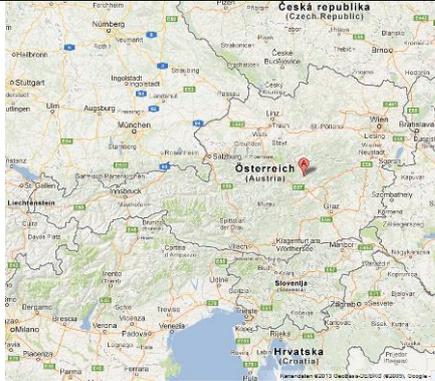
Foto: Gerhard Hörmann

Chapter II cultural heritage systems addressed by Cultema and description of priority assets

2.1 Typological features of cultural assets addresses

Heritage asset	Characteristics	Valorization	Observation
Schwarzer Hof	"Radmeisterhof" – house of the iron one plant owner. Gothic central parts with later Renaissance to late Baroque phases, the current facade is Biedermeier. The house is in fact a small castle of 58x27m and over 1000m ² of area.	The object is very suitable for seminars, exhibitions, accommodation.	The object is in preserved condition after being close to collapse in 2004. A time to time usage for exhibitions, presentation is given at the moment.
Schloss Greifenberg	The castle is from around 1600 in the old parts and from the first half of the 18 th century in the current view. The castle was the administration base for the copper mining in the Radmer valley until the 19 th century. It is owned by the Hohenberg-Family.	The castle would be suitable for a museum in the lower, ground floor parts and for gastronomy and holiday flats in the upper parts.	The castle is the heart of the Radmer valley and should be preserved!
Schmiede Zainhammerl	The smith house Zainhammerl is a baroque smith house with an original preserved smith room including parts of the interior. It is owned by the Baukulturstiftung (VEEOEB).	The reactivation of the smith room for museum purposes in combination with a touristic usage of the rest of the house.	The house shows a big discrepancy by comparing the unspectacular outer view with the variety of cultural parts inside.
Guesthouse Bruggerhaus	The Bruggerhaus is a farm house and former mill and charge-house. The oldest parts are from the 15 th century with enlargement in the 17 th century. The house is under a final reconstruction stage and used as guesthouse. It is privately owned.	The usage as guesthouse is fitting quite good for the old house with about 300m ² area, adoptable to 350 m ² . Additional usage could be in combination with the buildings in the surroundings.	The house shows a good example of a perfect regional development and investment project. The house will be included as a best practice example for a successful investment in cultural heritage objects.

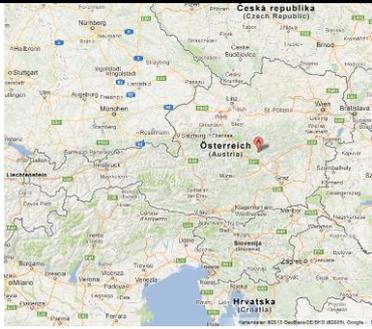
2.2 Priority list and description of the prioritarian assets

<p>Schwarzer Hof</p>		
<p>"Radmeisterhof" – house of the iron one plant owner. Gothic central parts with later Renaissance to late Baroque phases, the current facade is Biedermeier. The house is in fact a small castle of 58x27m and over 1000m² of area.</p>		
<p>Ownership of the property, current use; state of preservation of the goods, action required: recovery, safety measures, commercial use, etc.</p>	<p>The object is owned by the Baukulturstiftung (VEEOEB) and is in preserved condition after being close to collapse in 2004</p>	
<p>Information concerning the presence or absence of other subjects, in addition to owners, responsible for managing the property or services connected to it.</p>	<p>The asset is owned by the private Baukulturstiftung foundation. Within the foundation specific rules were made regarding to the possible and not allowed usage of the building. One rule is, that at least parts of the object have to be public.</p>	
<p>Objectives of enhancement: sale, preservation, maintenance, enhancement, management, promotion, use, management of specific additional services etc.</p>	<p>Preservation and some kind of promotion and using</p>	
<p>Geographical characteristics of the territory;</p>	<p>The Eisenstraße is marked by his rich history, extraordinary art treasures, cultural and natural heritage and the natural contrasts between gently hills and imposing mountains with torrents and tranquil lakes. These region offers nature in its purest form and very good conditions for all kinds of sport for all seasons. The existences of caves, which are an attractive tourism-attraction, are another remarkable geographic feature.</p>	
<p>Level of transport infrastructure (railway, airport, highway, slow mobility)</p>	<p>The next railway station is about 30km away – but there would be an existing railway trough the region – the old train from the iron ore mining, which could be reused, this would be possible, but is not performed for the time. The next highway is also in a distance of about 30km. Eisenerz is reachable per car or per bus.</p>	
<p>Participatory processes already activated / Existing feasibility studies and implementation period.</p>	<p>For the Schwarzer Hof there is already a running participation with local art associations and with Universities regarding to trainee programs</p>	
<p>Other existing surrounding cultural heritage sites to be considered in terms of cultural district or system</p>	<p>There are a lot of cultural heritage sites in the surroundings, for example the old forge Zainhammerl, which is also an asset of the priority list. Beyond this, the whole region Eisenstraße must be considered with its significant cultural heritage.</p>	
<p>Existing reports from owners of enterprises, private investors or other entities already potentially receptive to proposals for participatory actions or public / private co-designing projects</p>	<p>The federal government of Styria initiated the project "redesign Eisenstadt" in 2007 to establish a general strategy for the shrinking population scenario of Eisenstadt. The main topics are methods and strategies of wrecking down parts of the city and plans to reactivate the old town area.</p>	

Presence of other "cultural/tourist attractions"	The biggest tourist attraction in the region is the Erzberg, where iron ore mining started 1200 years ago and is still active. It builds the centre of the Eisenstraße.
Presence of tourist facilities;	There are only little tourist facilities in the town Eisenerz, the next town with more facilities is Leoben, the second largest town of Styria.
Existing constraints on the regulatory level: Constraints / Permits / formalities at the administrative level: YES / NO	The regulations regarding to the monument protection and regarding to the funding rules in case of funding by the "Revitalisierungsfonds" have to be kept in planning, furthermore the rules regarding to the townscape protection.

Schloss Greifenberg		
The castle is from around 1600 in the old parts and from the first half of the 18th century in the current view. The castle was the administration base for the copper mining in the Radmer valley until the 19th century. It is owned by the Hohenberg-Family.		
Ownership of the property, current use; state of preservation of the goods, action required: recovery, safety measures, commercial use, etc.	The castle is privately owned and is a heritage object at risk.	
Information concerning the presence or absence of other subjects, in addition to owners, responsible for managing the property or services connected to it.	No other subjects who are connected to it.	
Objectives of enhancement: sale, preservation, maintenance, enhancement, management, promotion, use, management of specific additional services etc.	The object is to preserve the object with a good idea for promotion and using	
Geographical characteristics of the territory;	Radmer is located between Eisenerz, Hieflau and Johnnbach and is surrounded by the mountains of Upper Styria, for example the Lugauer, Kaiserschild and Zeiritzkampel. It is a beautiful and very quiet Alpine valley.	
Level of transport infrastructure (railway, airport, highway, slow mobility)	Because of the geographical location as an alpine valley, the transport infrastructure is not so good. Radmer is reachable by car or bus. The next highway is about 50km away.	
Participatory processes already activated / Existing feasibility studies and implementation period.	Discussion of a using in combination with other existing surrounding cultural heritage sites	
Other existing surrounding cultural	In the Radmer there are also other cultural heritage sites like the former imperial hunting	

heritage sites to be considered in terms of cultural district or system	house "Großhaus" or the former underground shelter "Paradeisstollen" and of course the whole region Eisenstraße must be considered with its significant cultural heritage.
Existing reports from owners of enterprises, private investors or other entities already potentially receptive to proposals for participatory actions or public / private co-designing projects	No existing reports
Presence of other "cultural/tourist attractions"	One tourist attraction is the former underground shelter "Paradeisstollen" which is used as an exhibition mining plant or the nature in its purest form and very good conditions for all kinds of sport for all seasons
Presence of tourist facilities;	Almost no tourist facilities
Existing constraints on the regulatory level: Constraints / Permits / formalities at the administrative level: YES / NO	The regulations regarding to the monument protection and regarding to the funding rules in case of funding by the "Revitalisierungsfonds" have to be kept in planning, furthermore the rules regarding to the townscape protection.

Schmiede Zainhammerl	
The smith house Zainhammerl is a baroque smith house with an original preserved smith room including parts of the interior.	 
Ownership of the property, current use; state of preservation of the goods, action required: recovery, safety measures, commercial use, etc.	It is owned by the Baukulturstiftung (VEEOEB) and is in a preserved condition.
Information concerning the presence or absence of other subjects, in addition to owners, responsible for managing the property or services connected to it.	The asset is owned by the private Baukulturstiftung foundation. Within the foundation specific rules were made regarding to the possible and not allowed usage of the building. One rule is, that at least parts of the object have to be public.
Objectives of enhancement: sale, preservation, maintenance, enhancement, management, promotion, use, management of specific additional services etc.	Preservation, maintenance, promotion and using as a residential house and exhibition forge.
Geographical characteristics of the territory;	The Eisenstraße is marked by his rich history, extraordinary art treasures, cultural and natural heritage and the natural contrasts between gently hills and imposing mountains with torrents and tranquil lakes. These region offers nature in its purest form and very good conditions for all kinds of sport for all seasons. The existences of caves, which are an attractive tourism-attraction, are another remarkable geographic

	feature.
Level of transport infrastructure (railway, airport, highway, slow mobility)	The next railway station is about 30km away – but there would be an existing railway trough the region – the old train from the iron ore mining, which could be reused, this would be possible, but is not performed for the time. The next highway is also in a distance of about 30km. Eisenerz is reachable per car or per bus.
Participatory processes already activated / Existing feasibility studies and implementation period.	No
Other existing surrounding cultural heritage sites to be considered in terms of cultural district or system	There are a lot of cultural heritage sites in the surroundings, for example the Radmeisterhof “Schwarzer Hof”, which is also an asset of the priority list. Beyond this, the whole region Eisenstraße must be considered with its significant cultural heritage.
Existing reports from owners of enterprises, private investors or other entities already potentially receptive to proposals for participatory actions or public / private co-designing projects	The federal government of Styria initiated the project "redesign Eisnerz" in 2007 to establish a general strategy for the shrinking population scenario of Eisenerz. The main topics are methods and strategies of wrecking down parts of the city and plans to reactivate the old town area.
Presence of other "cultural/tourist attractions"	The biggest tourist attraction in the region is the Erzberg, where iron ore mining started 1200 years ago and is still active. It builds the centre of the Eisenstraße.
Presence of tourist facilities;	There are only little tourist facilities in the town Eisenerz, the next town with more facilities is Leoben, the second largest town of Styria.
Existing constraints on the regulatory level: Constraints / Permits / formalities at the administrative level: YES / NO	The regulations regarding to the monument protection and regarding to the funding rules in case of funding by the "Revitalisierungsfonds" have to be kept in planning, furthermore the rules regarding to the townscape protection.

Guesthouse Bruggerhaus	
The Bruggerhaus is a farm house and former mill and charge-house. The oldest parts are from the 15th century with enlargement in the 17th century. It is situated in the region Upper Styria West in the “heart” of Austria.	 
Ownership of the property, current use; state of preservation of the goods, action required: recovery, safety measures, commercial use, etc.	The house is under a final reconstruction stage and used as guesthouse. It is privately owned.
Information concerning the presence or absence of other subjects, in addition to owners, responsible for managing the	No other subjects who are connected to it.

property or services connected to it.	
Objectives of enhancement: sale, preservation, maintenance, enhancement, management, promotion, use, management of specific additional services etc.	maintenance, enhancement, management, further promotion and using as a guesthouse
Geographical characteristics of the territory;	The Murau region is characterized by a rural, remote area with an intact cultural landscape in several areas and a fantastic landscape and villages with still authentic central areas. Very typical for this region is the everywhere present wood (spruce, larch, stone-pine). The region has one of the lowest populations per square meter in central Europe. The landscape is quite intact and "friendly" because of the sunny side of the Alps.
Level of transport infrastructure (railway, airport, highway, slow mobility)	The next railway station is about 15km away, the highway is in a distance of about 50km and the next small airport in a distance of 90km. There exists a bus-route with a station near to the house and a lot of bicycle lanes and horse routes.
Participatory processes already activated / Existing feasibility studies and implementation period.	No
Other existing surrounding cultural heritage sites to be considered in terms of cultural district or system	There are only a few houses in the surrounding, which are official class listed monuments, but there is still a lot of typical architecture preserved and adoptable, for example for touristic purposes.
Existing reports from owners of enterprises, private investors or other entities already potentially receptive to proposals for participatory actions or public / private co-designing projects	No existing reports
Presence of other "cultural/tourist attractions"	Characteristic are big farmer houses with styles very typical for the region. In the higher areas a lot of alpine pastures are still active and an attraction for tourists..
Presence of tourist facilities;	There is nearly no mass-tourism except some ski resorts but there are several houses which let rooms or offer farm holidays.
Existing constraints on the regulatory level: Constraints / Permits / formalities at the administrative level: YES / NO	Regulatory level of the Styrian revitalization fund

Chapter III SWOT analysis concerning priority assets in the perspective of the investors

SWOT-analysis "Schwarzer Hof"

STRENGTHS

- central town location
- structurally and historically monumental building
- Next to the building is the largest contiguous green space in the old town
- Ownership allow wide use options
- Building size - extensive possible uses
- Listed building - support of the revitalization with public money

WEAKNESSES

- General demographic situation
- Building size - high minimum investment
- General condition
- Lethargy of the population

OPPORTUNITIES

- Through the flexible architecture, there is the possibility of different concepts for use
- Integration of the courtyard into an overall concept
- Use integration of the adjacent garden
- Integration into the major project "Zentrum am Berg", Erzberg

THREATS

- Difficulty of finding the right way use due to the general vacancy in Eisenerz
- Long-term risk: General decay of the building if there is no suitable using
- Further migration
- Extinction of the old town

SWOT-analysis "Old Forge Zainhammerl"

STRENGTHS

- Unique and largely in its original substance preserved baroque forge room
- Prominent location along a busy road trip of tourists
- Ownership allow wide use options
- Listed building - support of the revitalization with public money

WEAKNESSES

- General demographic situation
- Lethargy of the population
- Inconspicuous exterior of the building
- Limited economic use of museum-use

OPPORTUNITIES

- Possibility of setting up of the first forge-museum in Eisenerz
- Integration of the outer surface in the concept
- Connection with the possible resurgence of old crafts
- Revival of blacksmithing for individual productions

THREATS

- Lack of funding
- Further migration
- Extinction of the old town
- Proceeded industrialization - no need to craft

SWOT-analysis "Schloss Greifenberg"

STRENGTHS

- Unique location in a spectacular mountain landscape
- Proximity to the mine Radmer with more than 5000 visitors a year
- Well-reputed owner
- Listed building - support of the revitalization with public money
- Community support
- Good starting point for hiking destinations

WEAKNESSES

- Very poor structural condition
- Very remoted area
- Size of the building

OPPORTUNITIES

- Tourist use in connection with the copper mine
- Tourist recovery of the Radmer

THREATS

- Lack of funding
- Further migration
- Dismissal from the monument because of the poor condition
- Decay due to the size of the building

SWOT-analysis "Guesthouse Bruggerhaus"

STRENGTHS

- Charming old building
- Very good reorganized condition
- Customizable use for small and big tourist-groups
- Winter and summer tourism
- Possibility of expansion without losing the charming image

WEAKNESSES

- Tourist underdeveloped region
- Limited extension option on the property
- Lack of good restaurants in town

OPPORTUNITIES

- Role model for other similar properties in the region
- Tourist development of the town
- Expansion within the town
- Involvement in the local design and heritage conservation

THREATS

- Lack of sensitivity of the stakeholders in relation to tourism development in the region
- Successful use depends on the commitment of the owner

CHAPTER IV results of the participation of territorial stakeholders in the definition of the priority assets development and enhancement

4.1 Process and methodologies adopted to involve stakeholder

The public participation process means to make the local citizens sensible to specific developments in their region and to set up methods and projects, to enable the citizens to take part in the developments or to prevent possibly harmful developments.

Especially in our working region of the Eisenstraße a lot of work was done concerning the shrinking of the town Eisenerz (and the whole region) and the problems related to that. The region of Murau is a shrinking region too – but due to other circumstances, and with a completely different regional history. History has shaped the two regions and their structures and therefore we now find two very different regions. The iron ore mining town Eisenerz is located at the foot of the Styrian Erzberg and has long been the heart of the Austrian iron industry. The economic, political and cultural history of the region and the city is still inextricably connected with the iron-ore. In the region Murau however, one finds a region that is dominated by agriculture and wood, but in history also mining and steel manufacturing was very important.

In the region Eisenstraße there are many listed buildings. These buildings are often abandoned and / or with no use. Therefore, the goal in this region based on the cultural heritage lies in the development of a new use of the building, taking into account the present structures and thus also the preservation of the building.

Therefore (and also because of the many preliminary studies involving various populations) the target groups are political leaders, project managers, sponsors and the owners of the buildings as well as good networkers.

Due to the defined target group, an access in form of interviews was chosen because there are no big groups of stakeholders but rather individuals with individual decisions. Furthermore formation of good networks and contacts is an important goal for the preservation of cultural heritage.

In the region of Murau, there are relatively few listed buildings and in the population barely awareness or knowledge of historic buildings is visible. Therefore, the aim is to raise awareness of the value of old buildings and the value of buildings for the people in the region due to the comprehensive utilization possibilities. Access is via best-practice examples and involvement of the population in a general process for the design of the area. This process should also have the consequence that this awareness leads to a receipt and also to use, and above all appreciation of the own history and its buildings.

The target groups are therefore the political level in the communities, tourism managers, the general population and the youth as a specific segment of the population. Access to this target group is quite possible on general focus groups.

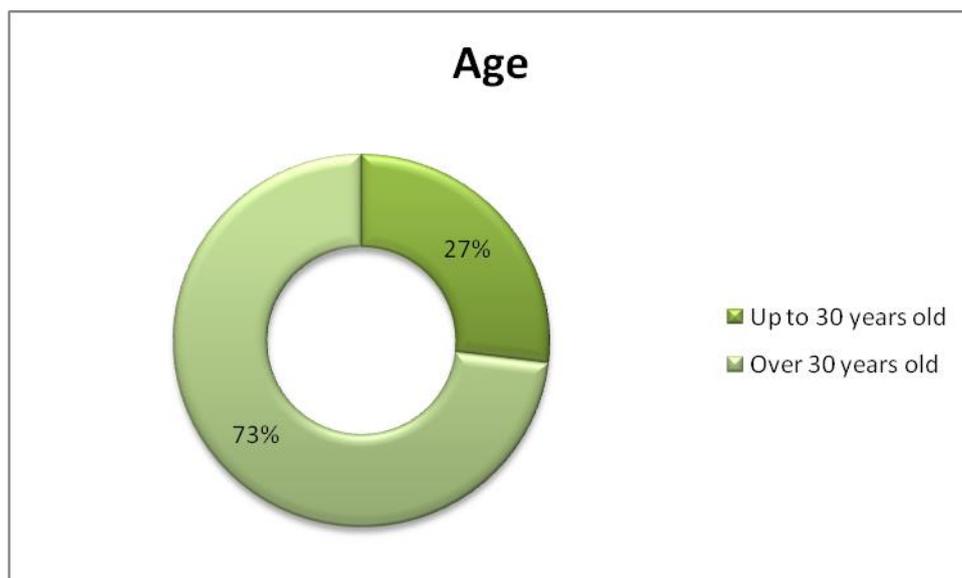
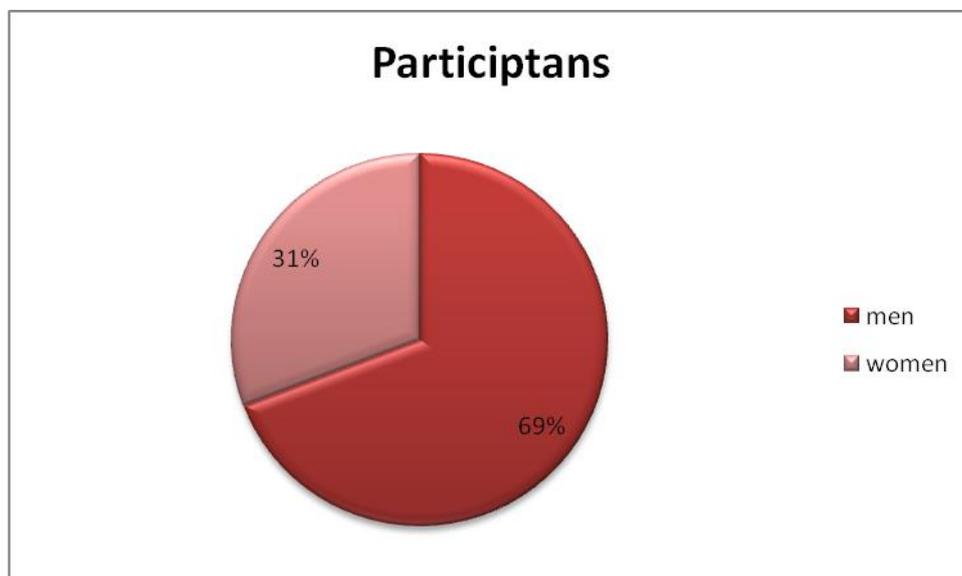
For the focus groups, existing structures were used to ensure a high level of participation and participation motivation. Thus, the focus groups were integrated in the municipal council and the tourist office in conjunction with another meeting agendas and daily points and at the invitation of the Chairperson. The

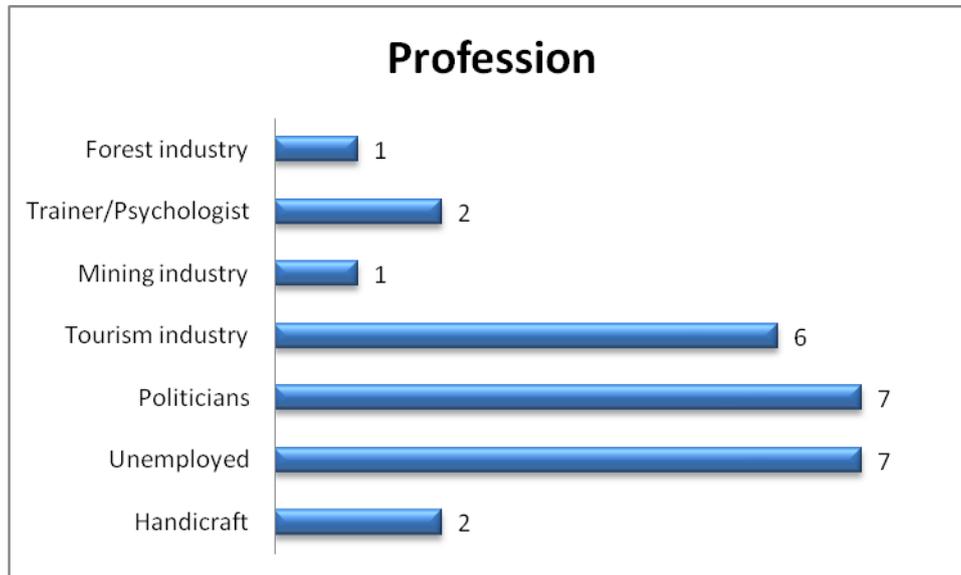
focus group of young people was held during one of the revitalising workshops "Alte Bauten – junges Leben" - "Old Buildings - Young Life ".

For the interviews, the participants were mostly contacted directly or appropriate networks or contacts were used.

The motivation of the respective stakeholder participation posed no obstacle. The implementation of focus groups in existing and planned events proved very positive approach, since it made no further use of time and resources of the participants and thus the motivation was positive.

Also in the recruitment of persons for interviews we encountered motivated and committed individuals and groups.





In planning the workshop very much attention has been paid to the individual design in terms of the target group. To achieve good results, it has been considered in advance how you can pick the people participating and how to make an introduction to the topic as best possible.

Therefore, all documents and materials have been adapted to the respective stakeholders.

For each focus group and each interview an interview guide was prepared. It was often based on the guidelines provided, but always self-defined and changed. The presentation of the CulTEMA project was also content of each event.

To prepare the customization topics, presentations were partially built on specific topics such as townscape and landscape. Also, references and sketches were an important part of the focus groups and interviews.

4.2 Results of participation in terms of input for priority assets enhancement

We can distinguish between three focus groups (on both topics - LDPP improvement and governance) and four different interviews with individuals or small groups. The contents of the interviews dealt with the governance and the use the priority assets and also shed light on background and causes of the various subject areas.

Priority in the use of assets or results of some further ideas could be obtained in both regions through the interviews and focus groups.

The integration of two assets of the Eisenstraße in the project "Zentrum am Berg" is for discussion and the appropriate contacts were made through the interviews. The interviews further showed the great approval with the selection of assets, especially in relation to the development of the city in terms of its history.

The structure and experiences of the MHVÖ, the Historical Mining association shows good opportunities within the region. Integration into this kind of structure or cooperation with the Historical Mining

association would be possible for the forge Zainhammerl and the castle Greifenberg in combination with the mine and will be pursued and processed in the framework of the project Cultema.

Another asset in the region Eisenstraße, the Castle Greifenberg in the Radmer, the way towards a possible preservation of the building was laid and ideas for potential use in conjunction with local conditions were collected by the interview with decision people.

In the region of Murau, the focus groups led to a new concept approach in terms of the use of regional structures and the preservation of the cultural landscape. A public participation process could be started, and the stakeholders are aware of the benefits of sustainable tourism for the region, and especially the preservation of the cultural heritage of the region.

The unusual access to potential stakeholders about the handicraft and about the youth population has fit in the course of the focus group and the interviews and proved to be very correct. The assumption that these individuals are important influencing factors on the preservation of cultural heritage, has confirmed.

The important factors: antecedents, learning how to do it and experience of good examples could prove their important role in these events.

4.3 Governance innovative elements

- Townscape community
- Conservation - take education and anxiety
- The importance of protecting town and countryside, possibility of the municipality to safe this, legal basis to meet
- Awareness of resource use
- Make known Revitalization Fund, use of Revitalization Fund
- Structures to revitalize the participation of volunteers, unemployed, mentally ill - meaningful fulfilling work, stabilization by doing
- Alpine Convention

Chapter V Results of potential investors consultation process

Project reference: activity 5.2- deadline for filling in this chapter: march 2013

See participation procedure proposed by PP7 union camera in Bucharest and see the PP2 guideline for market analysis

5.1 Process and methodologies adopted to involve stakeholder

5.2 results of participation in terms of input for priority assets enhancement

5.3 market elements to be addressed by LDPP

Chapter VI local development pilot plan: sustainable scenarios and business models

6.1 Scope of the LDPP

The focus in our local development pilot plan is on the following core themes

- (1) Creation of the necessary environment through policy and management
- (2) Awareness through lectures , demonstration projects , field trips to pattern reconstructions and in regions with functioning development strategies
- (3) Special focus on the young generation to bring them back into the villages. The emphasis is placed on the reduction: Reduce, ease of building refurbishments, and lower costs of living through models that allow more time to enjoy life.

That resulted in a more efficient result in economic systems (infrastructure costs, mobility costs, housing support costs, etc.)

Ad (1) Providing the necessary framework

The restoration or non-restoration, the way the design of the built landscape with the built structures are inextricably linked to the conditions which affect them. These are (no claim to be complete):

- a. Spatial planning framework (definition of settlement areas, dedication policy, levels of responsibility)
- b. Designing the promotion policy on new construction, renovation or adaption of buildings
- c. Design of the legal framework in terms of new construction or renovation (“Building Code”)
- d. Implementation, application, interpretation and enforcement of the applicable legal framework conditions

Like any legal rules also those which the planning and construction concern are only meaningful in the corresponding effective implementation and execution.

Especially in the field of spatial planning and sustainable development of rural areas and the built cultural heritage, there are legal bases on different hierarchical levels and areas of responsibility. The Alpine Convention is mentioned here as an example of a European framework in the form of an international treaty. The Alpine Convention is divided into so called „Implementing Protocols“, which are related to different subject areas.

- * Spatial planning and sustainable development
- * Conservation of nature and countryside
- * Mountain farming
- * Mountain forests
- * Tourism
- * Energy
- * Soil conservation
- * Transport

In addition, two additional protocols have been adopted, respectively on Solution of litigations and on the Adherence of the Principality of Monaco to the Alpine Convention.

The implementing Protocols would have to be implemented by the national states into national and regional laws, but for example in the case of spatial planning that was performed woefully inadequate in Austria to date. Another example is the Styrian building law, which calls for the inclusion of buildings in the streets, towns and countryside in § 43. The jurisdiction is currently the mayor of the respective municipality. Experience shows that the observance of § 43 is often executed insufficient, because compared to different technical parameters, the interpretation of a fulfillment or non-fulfillment could be different or subjectively biased. This example keeps in mind that, as in other spheres of law, a certain common practice and the acting (or not acting) people ultimately are responsible for the practical politics.

To take account of these factors, the following steps as part of the LDPP were performed within Cultema:

- a. Clearance of the possibilities for implementation of specific points of the implementing protocols of the Alpine Convention in the Styrian provincial legislation. Talks with the leaders in the field of spatial planning and construction of the Land Government of Styria brought some concretions in terms of implementation in Alpine Convention guidelines as well as a general impetus to increased preoccupation with this subject.
- b. The theme of the Alpine Convention and § 43 is furthermore part of public relations in the course of lectures by the Styrian public education work in cooperation with Cultema (see also the following point (2)).

Ad (2) Measures for awareness raising, public relations, sensitisation

Refurbishment of old buildings are closely connected with cultural education, the employment with the own identity and often emotionally charged. This is a recent trend to build new “ready-made” buildings - according to individual desire. A paradox, which can be explained only by the coherent mixture of individual, hedonistic desires in a confirmed consumer society. The additional factor of the business, which is gained by building material manufacturers, construction companies and up to furniture stores and enables corresponding marketing, cannot be sufficiently demonstrated. On the other hand, there are growing places that cultural landscapes built up over tens of generations. However, these social values, cultural goods have no lobby, they belong to all and yet no one. This is also precisely the problem which has been investigated extensively in our LDPP as part of awareness raising, public relations and showcases. The regional development plan is in this area in a cooperation and synergy with the Land of Styria. These include the lectures in the course of the series „townscape – figure or destroy.“ This series is performed by the Styrian “Volksbildungswerk” since 2012. Dr. Schmiderer is one of the main speakers and includes the entire active part of LDPP.

As mentioned above, the revitalization and use of the built environment has not an economically significant lobby (which is grotesquely lead back on its efficiency). This is where the public sector applies in the form of the land Styria and Cultema. The transported themes in the course of LDPP focus on the following:

- * Raising awareness on the concepts
- * Demonstrating the processes of change
- * Impact on the economy and every individual
- * Resource consumption and efficiency
- * Embodied energy of material
- * Infrastructure costs
- * Consequences of the continuation of the present action in relation to the consumption of resources (energy, materials, soils, lifetime)
- * Identification of alternative concepts and particularly noteworthy: The value of old buildings with their traditional designs and construction methods

Ad (3) Special focus on the younger generation , to bring them back to the villages

Only buildings which are used have a future in the longer term. Therefore, in our local development concept a key point is the study of the revival of historical centers and their buildings. Currently the model of the renovation of old buildings, especially in town centers, is used only by a minority of young applicants for a building permit and families compared to the option of a new construction in the single-family settlement. If the model of the growing place should continue and exist in the future, the younger generation must be brought to the centers. A look to countries such as Italy or France, where in many

villages and towns the life is flourishing in the cores, shows, that this is an emotional topic, a basic adjustment on life and the so-called "mentality". To awaken that spirit is the duty, the categorical imperative of "experts" and "planners". As part of the townscape lectures, special emphasis is therefore placed to this area. Politically, the first signs are already visible in the province of Styria, such as the purchase of funding for historic buildings by municipalities. But other subsidies, such as subsidized housing, still go exactly in the opposite direction. Old houses have to look attractive for young families - that is the creed.

6.2 Identification of sustainable scenarios and the preferred ones

In the course of Cultema the VEEOE B investigates different scenarios and one is examined in more detail with regard to concrete, economic re-use opportunities. In the pilot regions Murau and the region Eisenstraße following strengths and weaknesses of the regions as well as the opportunities and threats are typical.

- a. In the region Eisenstraße there is still the mining of iron with the scientific and tourist escort services. The combination of these resources with the historical building stock ensue uses in the fields of tourism, lodging and seminar and training centers. One of the key projects in this regard is the so-called "Zentrum am Berg" ("center on the Mountain"), which uses the underground mining voids for training purposes in the mining and security. For the necessary facilities also the asset "Schwarzer Hof" was envisaged and a diploma thesis was estimated. Politically, however, another building complex was preferred and in addition to this, the diploma student was unfortunately overwhelmed with the task. Therefore, the planning in this area has been set up to date.
- b. Model of the use of historic buildings as a holiday and / or second home in combination with self-performance during the revitalization. Furthermore an analysis of a foundation model, which makes the buildings available for potential long-term tenants for the building renovation.

The use of historic buildings for tourist and semi tourist use (second homes and shared residences) is at first sight in many cases a model of charm:

- a. The buildings are often in attractive locations, whether in an old town, next to a stream or in the form of a farm in this scenic location
- b. People who are interested in such holiday homes or apartments, are usually above average wealthy or culture affine
- c. Historic buildings often have variable spacious floor plans, which are specially estimated on holiday.

With all the above advantages, the obstacles which are opposed to these models must not be forgotten:

- * The buildings are often too large for one prospective

- * The refurbishment is, due to the size, not financially viable for one party alone
- * The temporary use of a large building or part time inhabited smaller objects brings a certain amount of maintenance and function with it
- * The revitalization of the objects is for the prospective logistic reasons often difficult to supervise, therefore, often not feasible as desired and connected with additional costs due to increased amount of skilled craftsmen and logistics costs.
- * The acquisition of and access to historic properties often occurs in the regional, not publicly visible range in a certain „scene“. Newcomers often have no knowledge of the potential interest and purchasable real estate objects.

Different ownership and financing models are conceivable for the above model, which are considered critical in the following sequence.

a. Nonprofit Model:

In the nonprofit model, the buildings are in the ownership of a charitable institution. This could be established in the form of an association, a foundation or another entity. In order to preserve the continuity which is necessary for the long-term ownership and rehabilitation of historic buildings, the statutes must be equipped in such a way, that reliable basic structures are maintained for a long time. A prominent example of a successful organization of this kind is the National Trust of England, which is already more than 100 years old. The National Trust was founded in 1895 with the aim to preserve buildings and landscapes of historic interest. They wanted to protect buildings and land by the private ownership of any destruction or development by the state. More than 100 years after its founding, more than 350 mansions, parks, castles, nature reserves and historic pubs and over 1,000 kilometers of coastline and 2,500 square kilometers of forest and land belong to property of the National Trust. The buildings and land are often derived from the estate. The previous owners wanted to ensure that the property or natural areas will be carefully preserved. In the statutes of the association is also stipulated that the buildings, real estate and land must not be sold. The money for the renovation and preservation of the property of the Foundation comes from membership fees including the 3.7 million members, donations or from the ongoing operation of the building, which are operated as pubs, souvenir shops and cottages. A lot of the work is done by the over 60,000 volunteers. The National Trust is the largest organization in Europe for cultural and nature conservation, the President of the Association is Prince Charles.

The enormous growth of the National Trust and its anchoring in the population are a continuously developed specific feature of England with its cultural and political landscape. Therefore, the model is not 1:1 implementable to other countries or regions implementable. Recently, however, there are two similar models that demonstrate the possibilities and limitations of a new-funding of such an institution:

i. *German Foundation for Monument Protection*

The German Foundation for Monument Protection is a private, non-profit foundation with over 200,000 supporters. The Foundation was founded in 1985 and is headed in the number of the current President. Since 1985 the Foundation has supported more than

4300 restorations and used more than 500 million euros for it. The Foundation is represented by curators and clergy.

In contrast to the National Trust, the buildings are not owned by the Foundation, but the foundation promotes the revitalization of private properties and operates public relations. The Foundation has grown into the largest German Heritage Conservation citizens' initiative and it helps especially where public funds are not sufficiently available. The work of the German Foundation for protection of monuments is therefore built on two pillars:

- The advancement of the preservation and reconstruction of cultural monuments through project funding
- The awareness raising of the need for conservation through public relations

ii. *Foundation "Holiday in Monument"*

Magnificasa - Vacation in a Historical Building - connects the monument with the tourism. Historically valuable objects are adopted by the association and then carefully renovated and rented as holiday accommodations. This idea comes from the Foundation „ Holiday in Monument" which was founded in 2005.

The objects of the association are distributed over the entire Switzerland and currently there are 18 completed apartments and more are being renovated. In order to finance the re-building of the objects, which are the property of the Foundation, the responsible are dependent on donations. After renovation, the building can partly pay for itself by the income from the rental.

The *Gemeinnützige Österreichische Baukultur Privatstiftung* is the Austrian equivalent of the National Trust. The primary objective of this trust is the conservation of cultural assets, historic buildings, industrial monuments and fermentation, further research and scientific documentation of the acquired objects, the promotion of old craft techniques and awareness in the population. This foundation was established in 2000 and as the deed of fixed hold the purpose of the Foundation is the conservation and management of historically important monuments in the sense of favoring the nonprofit community: the care of our architectural heritage.

The foundation is designed as a national organization, located in the territory of the Republic of Austria. Based on the financial support of interested sponsors and the use of volunteers, the focus is on the conservation and care of those cultural monuments dedicated to get off by adverse circumstances or threatened destruction. These buildings are adopted by the Foundation and the responsible makes them open to the public. Thus, the foundation does not compete with the important cultural assets that are owned by the church, the state, the country or are in the ownership of many dedicated individuals which are kept and perfectly preserved, but sees itself as the guardian of those cultural monuments, which would inevitably threatened by decay without the acquisition by such an institution, because the original owner - for whatever reason - are no longer able to guarantee permanent preservation and care.

The Foundation is funded by contributions from the members of the association, through donations from individuals, companies and through project-based funding of public places. The funds will be used exclusively for research and restoration of their properties. The goal is to save this building and repair

through gentle use without major changes to the substance, otherwise these buildings are gone forever, and thus the culture of past centuries. Currently there are five objects owned by this Foundation.

Experiences and evaluation of non-profit models:

As has already been described in part, nonprofit organizations offer advantages and disadvantages

- * The weight of an organization like the National Trust provides access to political and economic circles, as they are very difficult otherwise
- * With a certain size (such as the National Trust), such an institution is an inherent part of politics, culture and self-image of the country
- * Many funding / grants are only targetable with the non-profit status
- * Large appliances, such as NT, run the risk of inefficiency and increasing bureaucracy and the potential advantage of acquisition.
- * The interwoven with politics and society can also cause that the organization is being exploited or restricted in their freedom of action.
- * The factor „property“, which is used for entrepreneurially minded people as drive to form the property, is omitted in such models. For this reason, of course, also the model of self-power lacks, which can be compensated by volunteers and volunteers in part.

b. Private-sector model:

The first step of the private sector access is a historic property owned by a natural or legal person seeking an economic objective with the management of the object. Furthermore also the use as a residential property falls within this range.

- The motivation of designing and developing of one's own is a basic principle of a functioning market economy
- A high efficiency in the renovation is possible if the appropriate expertise and entrepreneurial thinking is present
- However, a high capital outlay for the acquisition of a property is often necessary
- Some funding are not gain able for private owners
- Without broad knowledge and good advice an efficient revitalization is inefficient or impossible.

In a favorable combination of factors very successful models are possible. A very good example is "Holidays in Monuments" or the initiative of Martin Macharik in Slovakia, which is very successful with its private-sector model in Schemnitz. Martin Macharik operates a kind of "real estate assistance". This process has begun with the setting of a good example by him. He has bought and revitalized a semi derelict building, which he operates as a hotel today. Out of this good example a

large circle of people has become aware of what he does. So nowadays he searches buildings for private investors in the city and renovate them with a given budget. The target groups for this are wealthy people from Slovakia, who wish to have their second or weekend residence in Schemnitz.

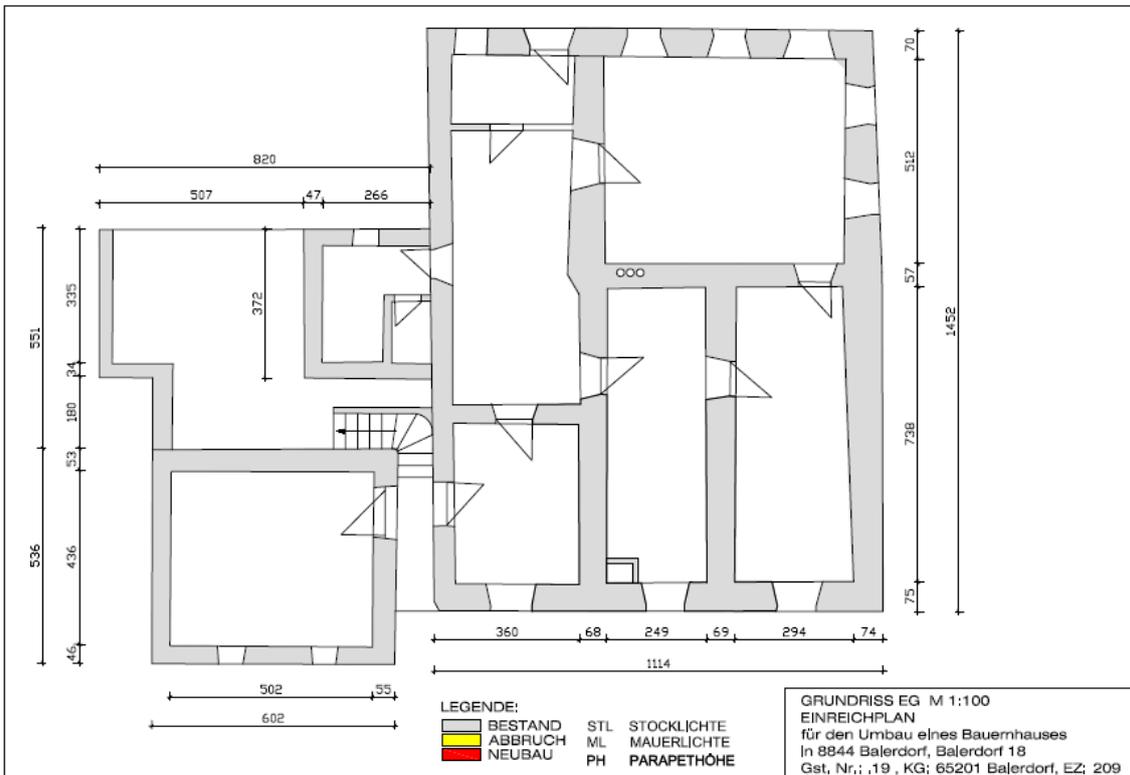
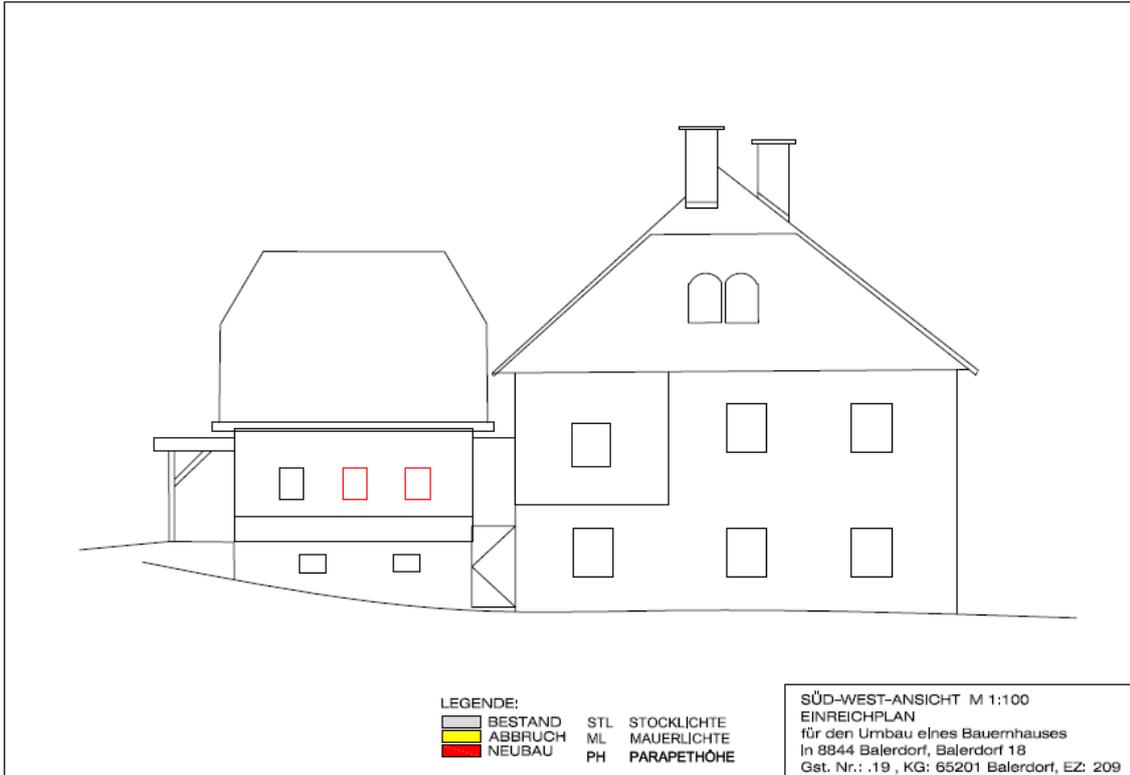
(1) Holidays in monuments – best practice example Bruggerhaus

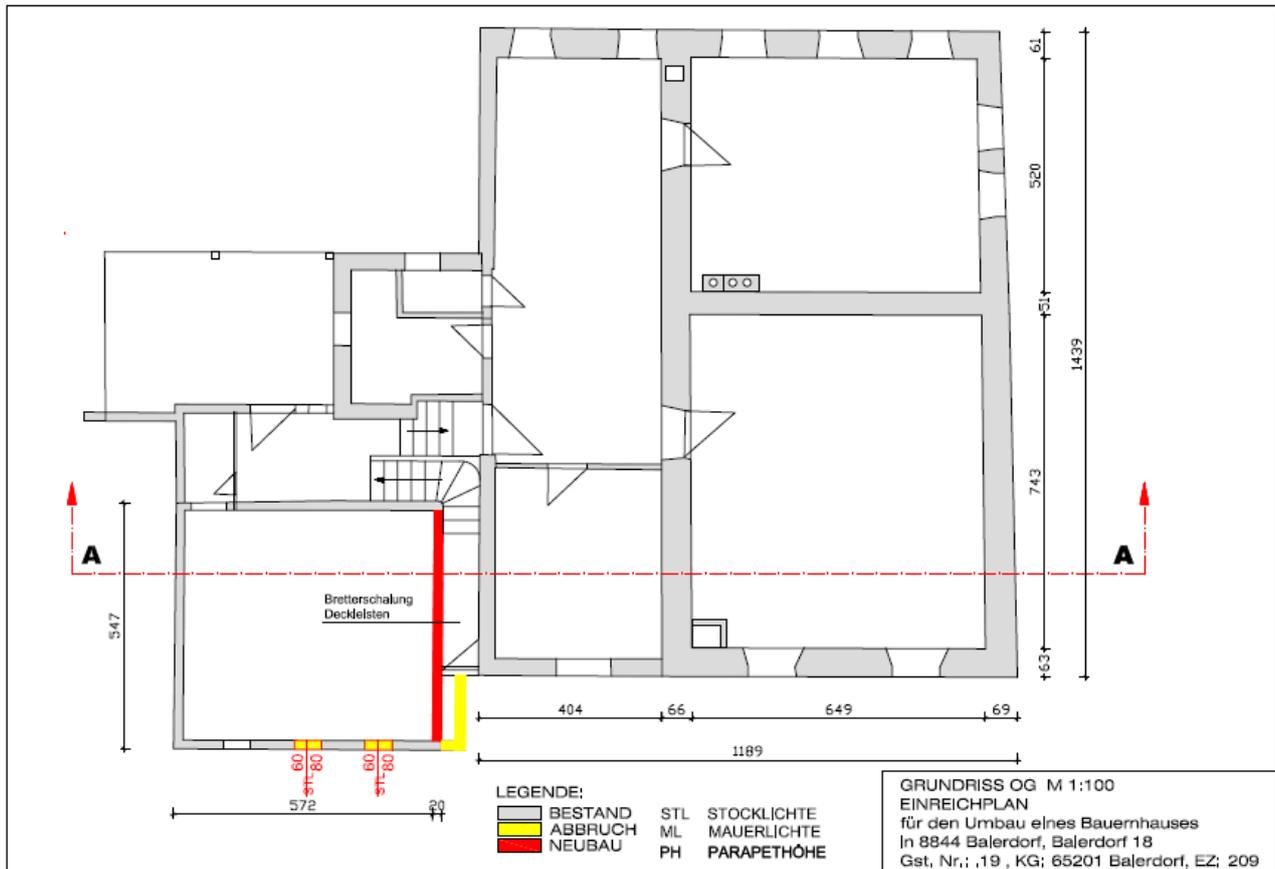
This asset is an old rural building which has different functions in his history on the southern side of the styrian Sölkpass. The core part of the building was built around 1500; enlargement and changes were done in renaissance and baroque times. A complete revitalisation was done between 2010 and 2013. The building with more than 300m² was developed to a very authentic and comfortable guesthouse with two flats by the owners in a private-sector model with big success. A former storage cellar has been converted into an exquisite wellness area with sauna and an additional appartement in the old wheat storage will be opened. This usage is fitting quite well for such a heritage building and it shows a good example of a perfect regional development and investment project which is also confirmed by the very good booking rate and the feedback from guests. During the renovation, only natural materials were used, which is an important success factor. The floors are old wood floors or larch, even the new windows and doors were made by regional handicrafts from larch. Plaster and wall color were selected according to ecological criteria. The house is centrally heated with pellets. There is a wall heater and easily tempered bottoms for the perfect living atmosphere.











The concept of the best practice model “Guesthouse Bruggerhaus” has diverse, complex with each other operating success factors.

Infrastructure:

The given site infrastructure is conducive to a corresponding concept of tourism. The village has a restaurant; shops are each in the neighboring towns. Due to the rural position, there are varied opportunities for leisure activities in winter and summer, which are also applied specifically on the homepage of the object and can be downloaded by potential guests as pdf.

The accessibility is possible by public transport, but in frequency greatly improvable. By car, the house is easily accessible due to its location in the heart of Austria from all provinces and even from abroad. Thus a broad audience is addressed.

Location:

The location of the house is in the countryside, but in the center of the village. This town is notable for its intact village center and the authentic built environment. At the same time you can enjoy the peace and nature to the fullest. Preserving the rural character, however, is threatened by a variety of bad planning

and a weak political leadership. Therefore, it is important never to leave this factor out of sight and to invest in its preservation.

Marketing:

The house is being advertised in various internet portals and also marketed via booking platforms. Here, however, always make sure that there is a direct customer care by the owners and the personal conversation never comes up short. Through the initiative "Holidays in Monuments" there is an extension of the brand and an application at a specific audience.

The personal client focus is always on top. The owners respond to every request in person, are available for any questions or requests at any time, always take over the cleaning of the house and are available for guests on arrival on site. This concept results in a simple and flexible model compared to outsourced structures, but at the same time requires a certain diligence and will of the owners.

Concept and financing:

The heart of the concept is the use of what exists. This refers on the one hand on the use of the region itself and the existing regional resources in the concept (leisure, infrastructure, etc.) - which brings the concept of the necessary authenticity and protects against installed patch and inappropriate structures. On the other hand, it comes to the use of regional building materials and also the existing financial opportunities without large debt financing and also to the use of the existing network. Last but not least, it covers the use of the given building structure. The floor plan of a given central corridor house brings a lot of opportunities. The large rooms allow for a flexible utilization while providing an enormous living. The installation of partitions or smaller rooms would destroy this sense of living. The modification and intervention of the take his effectiveness flexible and the cost would arise without bringing a benefit.

When using the materials first the currently marketed 0815-concept is being questioned and by own knowledge or discussion in the existing network only building materials are used , which correspond to the old buildings and are handed down . This yields beautiful, durable and repairable materials that are available in the region.

The heating system in a historic building is an extremely important factor. This is achieved with the combination of tempered walls and partly temperate soils including stoves for a very good feel-good atmosphere. In objects that are used for tourists, a low-maintenance automatic heating (for example a chip heating in combination with the use of solar energy) in conjunction with heated tiled handed down a good solution. So that the guests get the desired luxury of not having to heat up to the opportunity for heating "old-fashioned" and "quaint" at the same time. In all heating concepts, it is fundamentally important to rely on the use of radiant heat.

During the renovation and adaptation of the building the simplicity and reduction is always focused. At the same time things are questioned or supported with private knowledge. It is about the reduction in the total concept - a sort of "healthy shrinking" . The inherent power is in the foreground and through your own diligence and one's own physical work things can be created that would be otherwise not affordable.

Therefore, it is also about a reduction of the necessary financial resources and an avoidance of debt financing.

In summary the recipe for success focuses the conscious and even unconscious well-being of residents in historic buildings. It focuses the enjoyment of nature and space and the possibilities and also limits of the available structures.

c. The combined model:

An interesting variant is the combination of a non-profit owner with a beneficial owner who can turn their ideas and concepts in the context of appropriate use.

Such a model has been studied in the context of the business model, which is represented subsequent.

Through the Foundation property, the advantages mentioned above come in useful and the beneficial owner economizes the cost of acquisition and is integrated in the competence network of the Foundation. There are also those advantages of private property, as above mentioned.

For the region Eisenstraße and the city of Eisenerz following features were examined in detail

- (1) The use of object "Zainhammerl" – see Business Model
- (2) The usage model for old flats in the town with the approach of rehabilitation by beneficial owner
 - Young tenant as a primary residence
 - Potentially interested for a second or weekend residence

Ad (1) Usage model for the object Zainhammerl in Eisenerz

Owner: Austrian private foundation for building culture

Entitled to use: Austrian private foundation for building culture

Building description: The forge building "Zainhammerl" is a classic, baroque center hall house with a built-in forge room, which was built in the form of a north-south barrel-vault in the western part of the building. The building is preserved in its baroque-scale building structure substantially and offers a number of relevant components listed on.

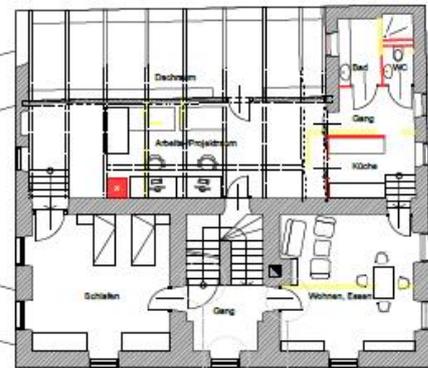
Legende:

Abriss 
Neubau 
verstärkt 
erhaltenswert 

GRUNDRISS DACHGESCHOSS 1:100



GRUNDRISS OBERGESCHOSS 1:100



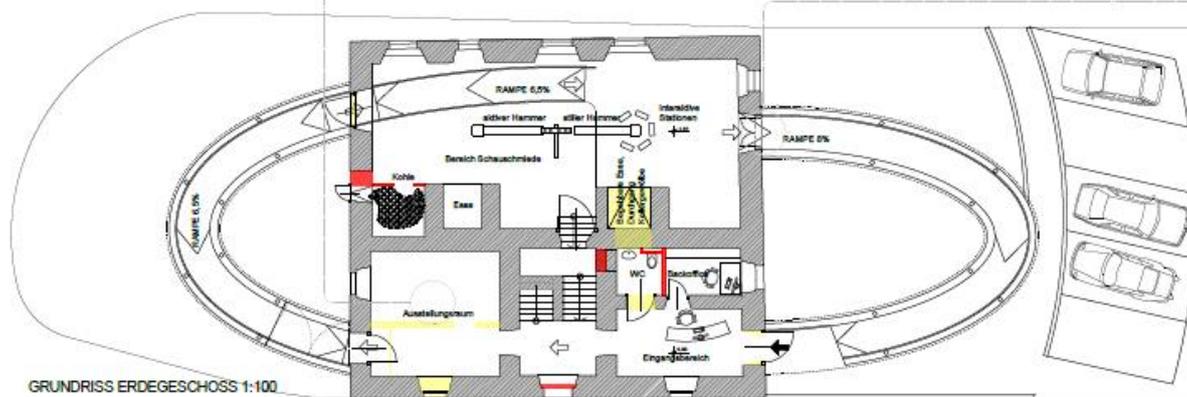
DACHRAUM
KURATORENWOHNUNG
(privat)
PROJEKTBEREICH
(halböffentlich)

BESUCHERBEREICH
mit SCHAUSCHMIEDE

ORGANIGRAMM



GRUNDRISS ERDEGESCHOSS 1:100



Belonging to the building is an open space facing south with access to the forge room and a secondary opening into the parlor on the ground floor. In the north of the building includes a generous garden with approx. 300sqm floor area, from there is the main entrance to the forge room.

The two-story building was last used as a multiparthouse in the final phase of the Eisenerzer mining boom (70s). Four apartments were installed in the building where the originally spacious rooms were divided into many small, unfavorable floor plans. After the turn of the millennium, the house was empty and was released for demolition - despite (or because of) the development plan during the project "Redesign Eisenerz". The special cultural and historical significance and architectural quality were not considered. In the meantime, the building has been classified as a monument by the Federal Monuments Office and the building is a historical monument since 2012. In the course of a diploma thesis at the Technical University of Graz usage models for the building were investigated and a corresponding concept were selected with an appropriate planning. The concept includes a use for the entire building structure, the interventions in the existing building stock was kept minimal, which was possible also due to the well-conceived historic building structure.

The core of the concept is the use of the revitalized forged room which is recruited with forging hammer from the defunct Hackenschmiede in Mitterlobming/Knittelfeld. One of the smith's hearts we put in order so that the professional work of a blacksmith's art is possible. At the same time the forge room is designed so that a regular visit operation is feasible. In the living rooms of the building, the following two areas were integrated:

- A private area for people who want to deal with the issue of forging and metal processing for a limited time.
- A public visitor area, which includes the entrance area with toilets, a storeroom and the interactive forge room.

The revitalization is carried out with financial support of the revitalization funds, the Federal Monuments Office as well as donations. Furthermore volunteer forces and adolescents are used from programs for unemployed. This in combination with a highly efficient, reduced to the minimum of necessary revitalization allows very low construction costs. In the business model, the concept was modified in detail.

Ad (2) New uses for vacant buildings in the historic center of Eisenerz

The theme of the new uses for vacant buildings in Eisenerz was processed in detail by experts of various disciplines over more than two decades. An essential new knowledge seems difficult. Ultimately, projects with greater use of capital, such as "Redesign Eisenerz" brought in top-down approach some selective revitalization, but they are tending away from the citizens and their needs and possibilities.

Therefore, in our LDPP a consistent bottom-up approach was chosen. In times of scarce public funds, falling real incomes and rising unemployment rates, it does not seem to make sense to think in large, public projects or plan. Another factor is the increasingly close policy regarding technical building codes, which

concern most developers in larger projects, developers and public funded projects by country or federal concern (e.g. housing subsidies).

Our development plan is on the resources that are present in almost all human beings and must be awakened only in the correct way. The work by hand and the building are original needs and abilities of the people from whom they are estranged more and more in the industrialized working society. With all the benefits of technical and scientific progress, the time to self-determined life is not more than before. The overall efficiency of the system decreases continuously. Most clearly is the situation in a family that once could live well with one earner and much less state subsidies (child benefits, subsidized housing, supported child care, day school ...).

To get back to the area of construction - a few years ago the rural building allowed a good living with own performance, neighborhood cooperation, etc., and was also economically justifiable. High subsidies and cheap loans currently are pushing this model back - but that ultimately drives the citizens into slavery and dependence. This is our reactionary approach, which permits comfortable living in the old building at affordable prices to those citizens who are willing to pay and have a certain effort.

Our local development concept is divided into the following specific steps:

- a. Evaluation of vacancies in Eisenerz. Selection of buildings those are suitable for the intended use. Primarily a residential use or a combined residential and working use is aimed
- b. Selection of a pilot building and clarification of the following points
 - cost structure
 - Purchase price
 - Ongoing operational costs
 - Estimation of the costs of remediation (as part of the model below)
 - securing an option to purchase the building by a nonprofit support (foundation, association, legal person/company with charitable purpose)
 - application of the concept on real estate platforms and the municipality of Eisenerz
 - clarification of the funding opportunities of redevelopment by the usual housing subsidies, revitalization fund or possibly the Federal Monuments Office
 - discussions with potential users and clarify the following points:
 - Craftsmanship of users
 - extent of the willingness to make personal contributions
 - Willingness to longer-term commitment to the property

- Clarification of a possible purchase option
- detailed planning, including the above parameters
- Contract establishment with an exact definition of the self-performance, cost of materials, the duty for the building attendance and the penalties for breach of contract or non-performance of the services. Determination of the utility bill, the tenancy free time and the possible purchase conditions.

Objectives: The buildings in the centers experience another use, the new building in the periphery is reduced and the population is more brought back to the center. This eventually leads to lower infrastructure costs, compression on the central space with a general revival of the center. In the long term it would be a healthy shrinkage of the city promoted at the center.

Variations: The model is also conceivable to commercial use, and possibly with a reduced self-performance for a holiday apartment use.

Advantages of the old building in this model: Old buildings are well usable due to the materiality, robust and serviceable structures and well- to-learn techniques for self-renovation performance. Another very important point is the high emotional value of historic buildings. When people with appropriate access and love to work on the own home enter in the concept, excellent overall results are expected.

6.3 Business models proposed for preferred scenarios - combined living and working in the forge Zainhammerl in Eisenerz

Cost structure:

The forge was acquired by the Austrian private foundation for building culture for a recognition contribution of € 5.000 -. The main costs are therefore given in the renovation. The starting value for the remediation costs, the costs according to DIN276 were taken. Based on that a calculation of the cost of materials according to the own experiences at the current market price and the use of simple, old building suitable, repairable systems follows. In a further step the possibilities of self-performance were elicited in the individual items or estimated and variations are calculated. In the last step advice- and attendance-costs of remediation and the management costs were included or budgeted as well.

The renovation included forge room costs according to DIN 276 between € 173.000, - and € 224.900, -.

By the model with own performance on the remediation the costs could be reduced to € 109.715,30 to € 140.744,13.

With a grant of € 50.000, - this results in a total sum between € 59.715,30 and € 90.744,13.

Die folgende Berechnung beschränkt sich auf die Kostengruppen 300 und 400 der DIN 276

Rohbau	%	€	Summe	Lohnanteil		Materialanteil	Eigenleistung	Handwerker	Lohn Handwerker
				%	€				
1) Baustelleneinrichtung, Erd-, Kanalgrundl., Dränarbeiten	1,0	1.350,00		45	€ 607,50	€ 742,50	50	50	€ 303,75
2) Mauer-, Betonarbeiten	3,0	4.050,00		40	€ 1.620,00	€ 2.430,00	100	0	€ -
3) Zimmer- u. Holzbauarbeiten	10,0	13.500,00		25	€ 3.375,00	€ 10.125,00	70	30	€ 1.012,50
4) Dachdecker- u. Dachabdichtungsarb.	15,0	20.250,00		40	€ 8.100,00	€ 12.150,00	70	30	€ 2.430,00
5) Spengler	3,0	4.050,00		50	€ 2.025,00	€ 2.025,00	50	50	€ 1.012,50
6) Stahlrohbauarbeiten	0,3	405,00		30	€ 121,50	€ 283,50	0	100	€ 121,50
Zwischensumme Rohbau:	32,3		€ 43.605,00	36	€ 15.849,00	€ 27.756,00			€ 4.880,25
Ausbau	%	€	Summe	%	€	€	%	%	€
1) Heizung	15,0	20.250,00		25	€ 5.062,50	€ 15.187,50	70	30	€ 1.518,75
2) Rohinst. Gas-, Wasser-, Abwasser	5,0	6.750,00		45	€ 3.037,50	€ 3.712,50	80	20	€ 607,50
3) Rohinst. Elektro	3,0	4.050,00		60	€ 2.430,00	€ 1.620,00	70	30	€ 729,00
4) Metallbau / Schlosser	1,7	2.295,00		30	€ 688,50	€ 1.606,50	75	25	€ 172,13
5) Fenster, Haustüren / Rolladen	5,0	6.750,00		15	€ 1.012,50	€ 5.737,50	40	60	€ 607,50
6) Innenputz- / Verkleidung	9,4	12.690,00		75	€ 9.517,50	€ 3.172,50	90	10	€ 951,75
7) Außenputz- / Verkleidung	15,0	20.250,00		80	€ 16.200,00	€ 4.050,00	80	20	€ 3.240,00
Zwischensumme Ausbau:	54,1		€ 73.035,00	52	€ 37.948,50	€ 35.086,50			€ 7.826,63
Innenausbau	%	€	Summe	%	€	€	%	%	€
2) Fliesen, Platten, Balkonbelag	2,0	2.700,00		50	€ 1.350,00	€ 1.350,00	90		€ 135,00
3) Estrich	1,0	1.350,00		15	€ 202,50	€ 1.147,50	90		€ 20,25
4) Bodenbeläge	6,0	8.100,00		35	€ 2.835,00	€ 5.265,00	100		€ -
5) Maler / Tapezierer	0,5	675,00		65	€ 438,75	€ 236,25	100		€ -
6) Sanitärinstallation, En€ontage	2,5	3.375,00		35	€ 1.181,25	€ 2.193,75	80		€ 236,25
7) Elektro, En€ontage	1,1	1.485,00		10	€ 148,50	€ 1.336,50	70		€ 44,55
8) Restarbeiten, Sonstiges	0,5	675,00		40	€ 270,00	€ 405,00	100		€ -
Zwischensumme Innenausbau:	13,6		€ 18.360,00	35	€ 6.426,00	€ 11.934,00			€ 436,05
Zusatzposten - Ausbau des Schmiederaums	%	€	Summe	%	€	€	%	%	€
2) Revitalisierung Schmiedehämmer	35,0	16.000,00		85	€ 13.600,00	€ 2.400,00	70		€ 4.080,00
3) Herrichten der Essen	20,0	8.000,00		80	€ 6.400,00	€ 1.600,00	80		€ 1.280,00
4) Rauchfänge	10,0	8.000,00		80	€ 6.400,00	€ 1.600,00	80		€ 1.280,00
5) Sonstiges	20,0	6.000,00		65	€ 3.900,00	€ 2.100,00	70		€ 1.170,00
Zwischensumme Schmiederaum:	85,0		€ 38.000,00	80	€ 30.300,00	€ 7.700,00			€ 7.810,00
Endsumme Herstellungskosten ohne Schmiede	100,0		€ 135.000,00		€ 60.223,50	€ 74.776,50			€ 20.952,93
Endsumme Herstellungskosten Schmiede			€ 38.000,00		€ 30.300,00	€ 7.700,00			€ 7.810,00
Summe			€ 173.000,00		€ 90.523,50	€ 82.476,50			€ 27.238,80
Sicherheitszuschlag 30%			€ 51.900,00		€ 27.157,05	€ 24.742,95			€ 6.285,88
Summe inkl. Sicherheitszuschläge			€ 224.900,00		€ 117.680,55	€ 107.219,45			€ 33.524,68

Key partners:

- Austrian Private Foundation for building culture as owner
- VEEOE B as a supporting association
- tenant or beneficial owner
- Weiterbauen (technical support of the remediation)
- FA 15 from the government of Styria and the Federal Monuments Office (promotion, professional accompaniment)
- Municipality of Eisenerz - user mediation, promotion, licensing
- Social promoters (community service)

Key activities:

Clarification of the ownership - acquisition of the property by the Building Culture Foundation

Fundamental considerations for a re-use of the forge were made before the acquisition of the object by the Foundation. But the preservation of the building was basically the center due to existing plans for demolition. First construction analysis, especially in regard to historical forges were already carried out in 2011, also a first recording of historically valuable building parts.

A detailed planning for use a model according to the local development plan was carried out by a diploma thesis on the Graz University of Technology as part of the project CulTEMA. The plan shows the possibility of combining a public, interactive museum area with a semi-public area and forge and the private premises of the forge user. In the planning also an entire urban analysis of iron ore is involved.

Basic renovation: After determining the fundamental and remediation goal, the fundamental reconstruction is divided as follows:

- a) Removal of the components from the 20th Century including the structural-physical false floor construction and plastering.
- b) re-establishment of the smith's hearth
- c) construction of the smith-hammers from the Mitterlobming

This first package is funds by the foundation from its own and also public supported.

- d) Based on the building structure of item c) a calculation of costs in accordance with our model from the regional development plan is drawn up (see cost structure).
- e) In parallel, the model is coordinated with the involved institutions and the procurement of the necessary public funds will be secured.

- f) Collateral the further consultation with the social supports for non-profit volunteer work will be coordinated
- g) If the resources are appropriate, now the start of the base redevelopment is already possible.
- h) Following the project is advertised, with the aim to find a specific user for the initial phase of the main use. The profile of the user is to select and apply in accordance with the local development plan. Subsequently, the main phase of the restoration can be made.
- i) The application of the forge, the products and the use of options is included in the regional development plans. For the applications and their products an own website will be offered. As another option, the possibility of a branch of the association VEEOEb is discussed , which makes the possibility of membership for the Zainhammerl, which forms a certain package of services in exchange for the membership fee .

Key resources

Building: The characteristics of the building and its qualities have already been discussed above. Particularly noteworthy is the abundance of preserved components in relation to the relatively small building.

Knowledge: The VEEOEb and its partners have a broad knowledge base with focus on:

- * Engineering know-how with all relevant areas such as historic preservation, artisanal chemical disciplines, building (heating, exsiccation, etc.)
- * Political Network
- * access to public funds
- * knowledge to successfully use models, especially in the tourism sector with extensive experience
- * Mining History knowledge, on the one hand with respect to the contexts of the region (in a large scale), on the other hand, in relation to the refurbishment and re-commissioning of the Zainhammerl including the transferred hammers.

Revenue streams

Revenues that flow from operation

- * Usage charges (rental)
- * Usage charges (events, exhibitions)
- * Government grants
- * Revenue from admissions

Customer segments and relationships

- * Forge: Workplace and Housing with an authentic setting
- * Artist: exhibition opportunity, housing opportunity and cooperation with the farmers
- * visitors and tourists
- * buyers / prospects of smith-products - single production, custom-made production

Value Propositions:

The utilization concept offers the beneficial owner a unique combination of favourable conditions to get in an existing, highly competent network and to use and shape a convenient living and working opportunity.

The visitors / tourists can learn from this model and thus generate new ideas in their own sphere.

The region / the residents of Eisenerz see a model of re-use and so they can generate activities in their environment.

Channels:

- * Local population - word of mouth
- * appearances of the region
- * Craftsman / revitalizing persons
- * Montanists / University of Leoben

6.4 LDPP as a tool for territorial marketing

The exemplary pilot projects, which are emerging as flagship projects in the first phase of the implementation of the development plan already are by itself a support of a "marketing" – better described as a attractiveness of a region, which needs no "marketing". The quality and the concept should tell its own tale and act as a logical, congruent model. Already from the existing experience of the authors following observations can be described:

Owners and renovators of historic buildings, which follow the same approach, have a well above-average sense of "right" solutions and what is called "common sense". The preoccupation leads further to a community of artisans, designers and funders, which form a friendly network of like-minded people.

Apart from this mechanism, measures to disseminate this model are "open door days" (as in the pilot region of Murau already performed), presentations on property portals and ultimately by the grantors (e.g. through the ceremony and event "Styrian landmark" of the FA 15, revitalization funds).

6.5 Promotional material for the LDPP placement

Based on the pilot projects "Zainhammerl" in Eisenerz and the initiative "holiday in the monument" in the region of Murau, new documents and project presentations or technical insertions are performed in appropriate journals with each completed item.

APPENDIX: best cases

Banská Štiavnica

Banská Štiavnica (German: Schemnitz, Hungarian: Selmecebánya) is the oldest mining town in Slovakia. In 1993 the town was included in the World Heritage List of UNESCO.

The city is historically associated with the region Eisenstraße and the University of Leoben. 1735 a mountain school was founded in Schemnitz, which is considered to be the oldest technical university in the world. Around the middle of the 19th Century Schemnitz, Pribram and Leoben were the three major mining academies in Austria-Hungary.

The character of the city was formed by the mining industry and his wealth in the 18th Century. The decrease in the economic efficiency of the mining industry in the 19th Century caused a stagnation of the development of the city and then Schemnitz slowly fall apart.

The historic development of the town Schemnitz is comparable in many areas with the region Eisenstraße and the city of Eisenerz. The zenith during the late Gothic and Renaissance, as well as the close cultural and economic ties have led to a very similar development in many locations in Central and Eastern Europe which were dominated by mining. In the case of the city of Eisenerz and Schemnitz this trend is particularly clear understandable.

In the middle of the 18th century, Schemnitz was the second largest town in Slovakia, but on account of the crisis situation in the 1970s the buildings get decrepit and many people left the town. So in the end of the 20th century the population fell less than 7.000 and the city appeared to be dying.

Since the appointment of a World Heritage Site, there was an exemplary regional development in the very remote town Schemnitz. The level and quality of the performed and revitalization project and the usage models of historical buildings are exemplary. One of the most ambitious project developers is Martin Macharik, which has already been implemented with great personal commitment of much successful revitalization.

In the 80s Schemnitz was a city in a devastating poor condition. Most of the buildings were dilapidated and Schemnitz looked like a ruined city. The way to a lost city was not far, but then stitches were removed somewhere in the background, which made it possible to rebuild the city. Nobody knows exactly the mechanisms and funding which were responsible for this processing, but so the foundation was laid for the further development of the city and its present condition. From a report of the UNESCO World Heritage you can read that the renovation strategy starts in 1978 with the support of the government. But it took 10 years to build an integrated system out of this strategy for a safeguarding and revitalization of Schemnitz.

The basis of the strategy were five pillars

1) The backup and restoration of monuments and the increase the historical importance of the city at an international level

To enable the enormous financial cost of the renovation of the dilapidated parts of the city, a request was made to the inclusion in the World Heritage Site of the UNESCO. This application was successful and so they

could find different funding possibilities by the international perception of the outstanding quality of city. From 1993 to 2008, more than 80 dilapidated properties have been renovated and put to a new use.

2) The construction and restoration of an infrastructure that enables the permanent occupancy

This task was very challenging because the city was not built for the automobile transportation. Even the drinking water supply or sewer system was not effective. But these problems could be solved since the intake in the World Heritage Site. Now Schemnitz has an infrastructure that makes the life in the city very livable.

3) Improvement of social infrastructure

There were established retail and service utilities and other elements of the social infrastructure in the vicinity of the old town because the size and character of the old houses are not suitable for all purposes.

4) Improvement of the economic situation and the administrative status of the city Schemnitz at national level

The improvement of the economic situation has worked very well. Schemnitz has an unemployment rate, which is lower than the average in Slovakia. They created jobs, which are related to the revitalization, the education and also to the tradition of the city.

5) The return to traditions and intellectuals revitalization

The intellectual revitalization had the goal to make the life in the city attractive for young people. Rather quickly two primary schools, three high schools and a university affiliation for the study of sustainable development were established. To return to the tradition the government has been trying to raise awareness of the local people for the respect of the town and its history.

Nowadays you can find a city that is largely revitalized and reconstructed. Few buildings are still in a very bad condition, but these are preserved and will be restored in the future. There are almost no gaps through demolitions and thus results in a coherent and uniform townscape.





But you can still note a striking vacancy in the old town similar to Eisenerz. This problem also exists in connection with the New Town which is on the outskirts and draws the inhabitants. Attractive properties in the old town could move the inhabitants back into the city center. But because with the prevailing prejudices against the quality of living in old buildings (windows, heating,...) and the lack of knowledge about good quality housing, especially among young people and the relatively good condition of the buildings in the new town, there exists no subjectively important reason to move back into the old town. This problem we can also recognize in Eisenerz and in the region of Murau.

So the initiators of the city revitalization set the focus to a different target group. They want high-income persons or families attracted to enjoy a second home or weekend residence in Schemnitz. In this concept the World Heritage Site is a great advantage. Perhaps they manage thereby also a process that promotes the good living in the old town.

In discussions with local initiatives a great will and commitment is palpable. The first very small initiatives have spread. They are no more individual projects, but a large group of flagship projects that attract more and more investors.

A big advantage is that the craftsmen require a rather low hourly wage and thus the focus can be placed on the important human work in the renovation. Through this structure, the total cost of the projects can be kept relatively low, and there is also a material cost saving potential.

Compared to our areas in Austria, there is a very different approach to the revitalization of historic objects. The discussions do not decide between renovation and demolition, they only discuss about the way of revitalization. An outline of the building is very rarely an issue.

The initiators prevented by their commitment and political contacts many questionable projects.

A very good approach is that each object is revitalized only after finding a suitable use. The concept of use is individually adapted to the object and to the investor's needs.

The structure of the projects is that investors contact the appropriate initiators to give them the task of finding a suitable property to renovate and this with an agreed budget. This target group was selected specifically by the investors. They are considering, who can afford to pay for the renovations and how the structure of renovation must be, that it is appealing to the target audience. This, however, is also dependent on the desires of investors and the economic power of the second home owners.

A missing link in these projects is the involvement of the locals and the inclusion of own performance. The renovations are completely outsourced. Another need for improvement in this exemplary project lies in the details. There are used some mismatching overall systems in terms of the materials (for example dispersion paints) and you can find only little real historical appearance surfaces in the old town of Schemnitz. The knowledge of traditional materials and traditional craft skills are no longer present in the extent to which you would expect it in a city with such prehistory.

In summary, you can say that the city of Schemnitz has grown from a ghost town in the 80s to a city with an intact historic townscape. This historic quality that we cannot find very often nowadays and being named as World Heritage site, attracts people and gives the city a priceless value.

Magnificasa

Magnificasa - Holiday in monuments - combines historic preservation and tourism. Historically valuable objects are adopted, carefully renovated and rented out as a holiday home. The model allows a win-win situation: the monuments get a new future, the holiday guests experience a stay in a unique building. The idea is implemented by the Foundation „Holiday in monuments (HIM)“, which was established by the Swiss Heritage Society, 2005.

The apartments are located in formerly vacant historic buildings. The buildings have been carefully renovated using as far as possible preservation of the existing substance, and where necessary supplemented with contemporary elements. These buildings can be found uniformly across the whole Switzerland, divided in seven different cantons. The variety is currently large with eighteen apartments. You can find an old barn or an urban villa, a stone house up to the wooden house in the mountains.

In addition, some monuments are also in progress. The Foundation HIM has several vacant monuments, awaiting renovation and use as a holiday home. When the building is renovated, the ongoing maintenance can be covered with the rental income and saves the monument in the long term.

To finance the renovations, the foundation is strongly dependent on financial support. Therefore, they call for donations - also on the homepage. The amount of donations in 2012 amounted to 280,000 Swiss francs and was lower than expected. Even though in 2012 an increase was recorded in rental income, incomes from the rentals were not sufficient to perform the office cover costs. But this should be fixed by expanding the offer of apartments.

So the Foundation also calls to report appropriate monuments. The Foundation has the goal to set up a wider range of apartments in the next few years. Therefore they are looking for suitable properties that either can be taken by the foundation or rented as a holiday home.

Buildings, which come into question, need basic conditions. The building needs to be monument preservation valuable noticeable even for laymen and impressive by its exceptionality. Those buildings that are at risk and where the use by the Foundation contributes significantly to their conservation are preferred.

There is also the possibility of renting apartments, which are owned by third parties. Only those objects that meet the requirements for location, location, building and feasibility are chosen. The buildings must also have been exemplary renovated. The apartments have to comply with standards on architecture and interior.

This foundation is a good and working example of the use of historical buildings of various kinds in completely different regions.

This model shows that the use of historic buildings for tourism purposes is working fine. The disadvantage of this particular example is the big structure of management and renovation of the buildings of the foundation, which currently leads to an inability to cover the costs.