

Local Action Plan of the Warsaw CHL (Praga)

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Executive summary

Praga is going through a rapid and extensive transformation, more intensive than had been expected by various actors (authors included) in last few years. Variety and activity of actors is its strength, however it results also in fragmentation of activities and heritage disappearance. There is a major challenge resulting from lack of the common and expressed values, especially heritage-related ones.

OW SARP and the authors of the Praga LAP individually has been involved in advising the municipality about the regeneration programme since 2014. The outcome of this cooperation was the publication

(<https://sarp.warszawa.pl/wordpress/wp-content/uploads/2014/11/Rekomendacje-OW-SARP-Praga-PN.pdf> , only Polish version) which supported the recommendation introduced into an official document

(http://rewitalizacja.um.warszawa.pl/sites/rewitalizacja.um.warszawa.pl/files/zalaczniki/artykul/zalozenia_do_zpr_na_lata_2014-2022_wersja_angielska_0_0.pdf). OW SARP as an association is usually involved

in promoting good practices and high standard of architecture and urban planning. For some years now OW SARP aims also to present more interdisciplinary approach, involving specialist from urban studies and social sciences and extending the participation of general public. OH provides the opportunity to engage in more direct and more experimental actions. Praga Lab expected achievements are:

- identification of the heritage values (tangible and intangible) in Praga;
- introduction them into a public narration about that stigmatized area and making municipality, investors, inhabitants and general public (more) aware of them;
- creation of the new image of Praga as part of the “city of making”, productive and creative area with a long tradition of such activities;
- making Praga policies and entrepreneurship initiatives more heritage-oriented;
- empower the tangible (architecture and urban structure) and intangible (skills, jobs, networking) heritage of Praga.

1 Mission, Objectives and Strategies

1.1 Mission statement – for the entire project period

Praga is undergoing major revitalization program. This creates numerous opportunities and threats for the heritage including adaptive re-use, strengthening of local community, and unfortunately also gentrification and loss of identity. We see Praga as a district of active stakeholders including local citizens and strong community. The source of its contemporary identity is

tangible heritage (urbanity and authenticity) and intangible heritage, especially work-related (traditional craftwork and production, art, blue collar jobs).

We identified WORK and especially production-related heritage as the main value in Praga. Therefore, mission of the LAB PRAGA is to connect and include the values of such heritage to existing and planned municipal processes targeting the development of local economy, and especially at the circular economy and sustainable development. It is also to empower bottom-up activities which are related to such heritage.

According to the OpenHeritage values we also identified PEOPLE and PLACES as the main assets of Praga and argue that their potential cannot be realised due the identified challenges and bottlenecks (see: Objectives and Strategies). To put it in a nutshell, our mission is to help to unleash this potential.

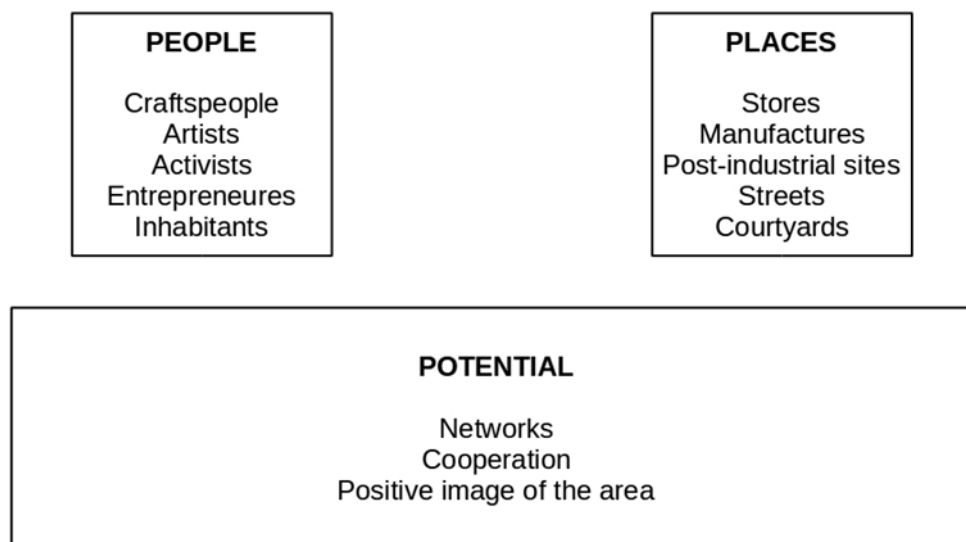


Figure 1. Praga – People, Places, Potential

1.2 Objectives and strategies

In LAB PRAGA we address three main challenges:

- LACK OF KNOWLEDGE of Praga heritage or its undervaluation and resulting misuse
- LACK OF CONNECTION between the existing values, assets and activities
- LACK OF RECOGNITION, stigmatization of the area and its inhabitants.

Main objectives of PRAGA LAB are threefold:

- **MAP** - to map, and as a consequence connect and empower all the actors interested in protecting heritage values and developing contemporary ones for the benefits of the local socio-economic development (people). We also

plan to map work-related architectural and spatial heritage of Praga (places)

- **PROVIDE** – to create, test and share tools and models that will aim to empower members of the local community and NGOs in the redevelopment processes.
- **PROMOTE** - to evoke consciousness of the special architectural and social heritage of the area, encourage economic activities based on the existing built and human capital (stores and craftsmanship).

We also plan to support public and private bodies including NGOs as well as individuals (artists, craftspeople) to overcome the bottlenecks and institutional barriers to be rooted in Praga and to empower its heritage.

We want to:

- Research and map the area.

Despite numerous programs already carried in Praga there is a lack of an accurate information about the scale and number of entrepreneurs (including artists selling their work and craftwork), who support and benefit from local heritage. There is also insufficient information about architectural heritage, especially work-related.

- Promote local creative and productive sector (possibly under the logo/slogan Made in Praga. It is used in further text but it is yet to be seen if it will be proposed to the broader public in this form)

There are numerous artists and craftspeople who would benefit from combining entrepreneurship with heritage.

- Make people proud of Praga heritage.

Despite already running revitalization projects this district has negative connotations up till today including crime, alcoholism and poor education.

Our strategy consists of four core activities:

- **Research** – investigate and map the area, processes, projects;
- **Information/Dissemination** - share not only the results, but also inform about current steps and planned events in order to involve stakeholders at the early stage of functioning the LAB PRAGA.
- **Network** - create the network of stakeholders both public and private, who will support the project and ensure long-term sustainability of the lab. Get public and private institution on board by signing agreement for cooperation.
- **Support** - cooperate and help entrepreneurs who support local heritage.

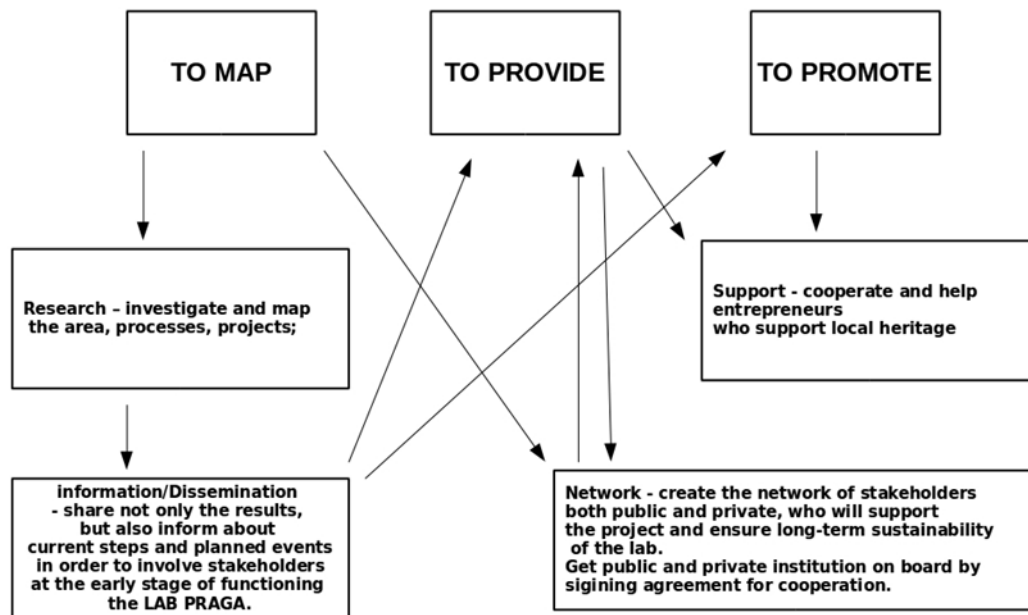


Figure 2. Objectives and Strategies

2 Participation and Decision-Making Processes

As the decisions influence mostly institutional aspects of the Lab area they are to be made by the Praga team in cooperation with other actors. The general line of the decision-making process is following:

- gathering feedback and information from existing documents, research, interviews with the members of the heritage community, etc.
- proposing the actions
- consulting the proposed actions with cooperating members of heritage community (through discussions, meetings)
- final decision made by the OHPraga team / relevant actor.

In various situations the cases follow various patterns, eg:

- call, workshops, tenders and similar activities– decision about the choice of participants/ grants funding is to be made by the Committee/Jury consisting of the Praga team and invited representatives of pertinent groups/institutions.
- dissemination – Praga team and invited curators, researchers.
- in time some (eg. after the first year of lab operation) members of aforementioned Committees/Juries may be invited to create long-term Advisory Board, consisting of experts (from various sectors) in pertinent fields who

The leadership positions in the CHL management are the following:

Made in Praga – Advisory board and Praga team leadership. In the following years we hope to establish an independent Advisory Board and possibly the institutional framework for the entrepreneurs, artisans and artists.

Call – Committee for the choice of the beneficiaries. Later beneficiaries themselves are leaders of the proposed initiatives.

The first Advisory Board will be operational for the 3 years of the Lab. During this time the procedure for the changing/ perpetual membership in the Advisory Board will be established.

Our main goals of recruiting new members and the recruitment strategies are:

1. Direct invitations (established specialists in the field; municipality representatives)
2. Tenders for the beneficiaries, cooperation.
3. Creation of open-source interactive application – registration as a user

All processes and procedures will be explained and presented to the heritage community and general public via the website, social media, public meetings and debates.

Praga inhabitants consist of several marginalized groups and are stigmatized as a community. Our goal is to help them to overcome this barrier and to help to create a different image of Praga. More specific minority problems will be addressed as they appear (if they do).

3 Heritage community

The target group and main stakeholders of the project are presented in Table 1.

Heritage means different things to these communities and stakeholders. The main differences in heritage meanings among these groups, and their contribution to achieve the goals of the project are summarized in Table 2.

Table 1. Main stakeholders of Praga Lab

Target communities	Size	Socio-economic status	Access to political power	Related to...
Local entrepreneurs and creative sector				
New Wave	TBC This group is currently under the investigation of BRG in the project Forget Heritage. Results should be shared by the end of this year.	This is a modern phase of craftsmanship/artisanship in Praga. They represent a new approach to design and micro-scale manufacturing. Usually free-lancers (sometimes with the main source of income generated by more mainstream job), micro or SM entrepreneurs. It is a mixed group, but often economically struggling. Generally younger generation – in their 30 and 40, seldom late 20. Not necessary originally from Praga and living here from generation, but enthusiastic about the area coming here because they appreciate the atmosphere, culture, values. In many cases also located here because of economic reason – lower rents.	low	Other free-lancers/seeds Artists Museum of Praga To some extent to: Students Activists Occasionally to local craftspeople.
Other free-lancers/seeds	TBC	Similar status to the New Wave. They may differ in type of occupation (i.e. less manufacturing based: other free lancers) or in the stage of their entrepreneurship (seeds).	low	Other free-lancers/seeds Artists Museum of Praga To some extent to: Students Activists
Artists	TBC	Highly mixed group	low	Other free-lancers Students Activists Museum of Praga
Local SMEs	TBC	Only part of the local SMEs comes within the framework of the project. They are in fact more mature version of two first groups, with expertise and economic stability already gained	Low/medium	
M/L	3-5	Examples:	Low/	Inhabitants (employees,

entrepreneurs		Koneser Mall Warszawa Wilenska	medium	clients). Broader public (tourists, people commuting through the Station Warszawa Wileńska, visitors of Koneser).
Public administration including				
BPL		Municipal Office responsible for the municipally-owned premises in Warsaw	high	ZGN (supervising ZGN) BRG (in economic matters) BAiPP (in urban planning matters)
BRG		Municipal Office responsible for the economic policies in Warsaw	high	BPL (in economic matters) BAiPP (in urban planning matters) Creativity Center Targowa (supervisor for the CKT)
BAiPP		Municipal Office responsible for the urban planning and architecture	high	BRG (in economic matters, especially related to the Revitalization Programme) BPL (in matters regarding the municipally owned premises)
ZGN Praga North		Municipal body responsible for imminent and day-to-day management of the municipally-owned premises in Praga North	medium	BPL (its supervisor) Local government, district level (local decision-maker)
Local Leaders (liderki obszarów)	2 One for Praga-Północ One for Praga-Południe	Working in the programme na_prawa Warszawa and project Revitalization – a common cause „Rewitalizacja – wspólna sprawa” which is managed by the city of Warsaw in the frames of EU project	medium/ high	The City of Warsaw – programme Actions – local government
Local government, district level			Medium/ high	ZGN (supervising) Activists (debates; applications for actions and/or funds; conflicts)
Public institutions including				
Museum of Praga	up. tp 50 thousand visitors/ year	Local branch of Museum of Warsaw	medium	Inhabitants (general public, the museum Activists (partners and

				participants in programmes and public debates° Artists (involved in artistic programme) Local entrepreneurs (mostly traditional craftsmen)
Creativity Center Targowa CKT 56 I 80 (in the p	Over 20 startups and new companies		medium	Managed by BRG
Local communities/ heritage related communities				
Activists	Up to 30	Mostly well-educated people very often not professionally linked to Praga heritage but quite often passionate about it. Very often the activists are also inhabitants of Praga District interested in the general and local urban issues/problems. Good communication skills, broad understanding of how the local government works. Very active in social media.	medium/ high	Inhabitants; local NGO like Stowarzyszenie Praskie Michałów, Towarzystwo Przyjaciół Pragi, Porozumienie dla Pragi, Miasto Jest Nasze etc.
Students	TBC as we plan to approach various universities and fields of studies	Various, but of relevance	low	Depending on personal situation
Inhabitants	Warsaw: 1,6 mln Praga North district 65 thousand	A mixed group with increasing differentiation.	Low to high (some public pressure turned out to be highly efficient in recent years, however generally outside of formal organisations it is low).	Activists (mostly local) Local Leaders Local Gov.

Mentors	Up to 15?	Experienced entrepreneurs, activists or academics/researchers	varied	Students Local gov. Local institutions NGOs Planned to establish links with local enterprisers and craftspeople, possibly some NGOs
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Table 2. Stakeholders and heritage

Target communities	Heritage meaning	Heritage contribution
New Wave	Various attitudes: No meaning/ Praga is cheaper Authentic atmosphere of the district and the working space as a value Coolness factor	Direct participation in LAB: Pop-ups presenting modern continuation of Praga artisanship tradition Workshops for the general public and/ or other entrepreneurs Documentation for the Virtual Gallery Cooperation based on the skills (eg. Artisanal print of the dissemination materials etc.) Moving into the municipally-owned premises to participate in the creative/ productive model of Praga district and to help to keep the working space and characteristic scale of Praga urban patterns
Other free-lancers/seeds	ditto	ditto
Artists	ditto	ditto
Local SMEs	Various attitudes: No meaning/ Praga is cheaper Authentic atmosphere of the district and the working space as a value Continuation of the intangible heritage (e.g. artisanship) Coolness factor	ditto
M/L entrepreneurs	Hotel Koneser Enterprise built on the heritage value – renovated buildings, marketing based on the authenticity of character and architecture. Mall Warszawa Wilenska: no special meaning	Cooperation in organization of the events Possible co-funding of the chosen activities
Public administration including		
BPL	Part of the revitalization Programme	Introducing the new elements into the public tenders for the tenants of the municipally-owned stores, including “the heritage clauses” (provided by OH team in cooperation with BPL)
BRG	Part of the revitalization Programme	Space in CKT Support for the local entrepreneurs (chosen on the

		heritage-driven basis)
BAiPP	Part of the revitalization Programme	Inclusion of the heritage-oriented clauses in to the main planning document (Warsaw studium)
ZGN Praga North	Often a burden – poor technical state, high expectations form the activists, new challenges related to the revitalization Programme	Cooperation in the tenders with “the heritage clauses”
Local Leaders (liderki obszarów)	Mostly intangible heritage, local relations, social development	Networking, cooperation with stakeholders
Local government, district level	? To be assessed	Political support
Public institutions including		
Museum of Praga	Very reason of existence. Broad and deep understanding of the heritage by the Museum employees.	Organisation of the events Knowledge resource Networking
Creativity Center Targowa CKT	Mixed attitude. Located in a renovated heritage building but preoccupied mostly with the organizational matters related to the modern creative sector in Praga.	Space for the Lab Co-organisation and organisation of the events Start-ups: Workshops for the general public and/ or other entrepreneurs Documentation for the Virtual Gallery Cooperation based on the skills (e.g. Artisanal print of the dissemination materials etc.) Moving into the municipally-owned premises to participate in the creative/ productive model of Praga district and to help to keep the working space and characteristic scale of Praga urban pattern
Local communities/ heritage related communities		
Activists	Broad spectrum of the heritage meaning: Architecture (with some interested mostly in tenant buildings, other in post-industrial etc.) Authenticity of urban life Praga specific identity, based on the architecture and social relations Intangible heritage (music, work, war, etc.) Minority heritage (Russian; Jewish)	Participation in the events; providing expertise and input; could be crucial in dissemination of the outcomes and networking;
Students and universities (foremost local university)	Part of the curriculum Specific interest in architecture, urban patterns or	Support at the events Research within the diploma

SWPS)	social/ cultural topics	
Inhabitants	Practically the only district with the continuity of inhabitants not destroyed by the WWII. Mixture of local pride and self-stigmatization. Shame and everyday troubles related to the poor technical condition of the tenant houses, streets etc.	
Mentors	Depending on the expertise and specialization (e.g. area of expertise; personal interest in post-industrial heritage etc.)	Mentoring for the entrepreneurs and free-lancers/ seeds

The targeted outreach to these communities and stakeholders covers different actions. These are summarized in Table 3.

Table 3. Outreach actions

Target communities	Outreach
New Wave	Direct contacts and snowballs technic Through social media, OW SARP and the Lab websites Through targeted events at CKT
Other free-lancers/seeds	Direct contacts and snowballs technic Through social media, OW SARP and the Lab websites Through targeted events at CKT
Artists	Direct contacts and snowballs technic Through social media, OW SARP and the Lab websites Through targeted events at CKT
Local SMEs	TBC
M/L entrepreneurs	Direct contact with the management staff
Public administration including	
BPL	Established cooperation
BRG	Established cooperation
BAiPP	Established cooperation
ZGN Praga North	TBC
Local Leaders (liderki obszarów)	TBC
Local government, district level	TBC
Public institutions including	
Museum of Praga	Established cooperation
Creativity Center Targowa	Established cooperation
Local communities/ heritage related communities	
Activists	Directs contacts; established cooperation with some people; panel discussions
Students	Social media
Inhabitants	Through social media, OW SARP and the Lab websites Through targeted events at CKT and Museum of Praga
Mentors	Mentoring for the entrepreneurs and free-lancers/ seeds

It is also important to emphasize that we have already established contact and plan active cooperation with other projects realised in Warsaw concerning heritage, revitalisation and support of local community. This includes:

- Forget Heritage - Interreg project

Aim - identification of innovative replicable and sustainable private public cooperation management models of the abandoned historical sites - recognised as cultural heritage.

<https://www.interreg-central.eu/Content.Node/Forget-heritage.html>

- Come In – Urbact project

Focused on encouraging individuals to become active in various aspects of tangible and intangible heritage.

<https://urbact.eu/every-single-house-interesting>

3.1 Risks and alternatives regarding the stakeholders:

- Creative Center Targowa: it has been planned for some years now to provide (through the public tender) a private operator for the Center. Details are not yet known, but the approach seems significantly market-oriented which may result in restricted forms of cooperation, less accessibility to the space etc. Planned actions to diminish the risks: signing the contact ensuring the access and level of cooperation even in case of the new operator. Planned actions to carry on the Lab activities in the case of the risk realization: find alternative location (e.g. public – Museum of Praga or private, possible partners TBC).
- BPL and ZGN: several months of negotiations regarding the lease of the premises for the LAB PRAGA purposes has not yet resulted in the actual lease, even as all sides declare the will to cooperate. It is possible no store will be available on terms proposed in the LAP. Planned actions to diminish the risks: continuation of the negotiation, with more emphasis on the common goals; introducing the Lab as part of the municipal activities. Planned actions to carry on the Lab activities in the case of the risk realization: to provide alternative forms of support for the entrepreneurs and craftspeople; support those who are looking for the premises to rent (organization-wise all with small grants; support them in terms of business-plans, promotion etc.).

The main activities (off-line) to engage our heritage community are the following:

TO MAP

Meetings presenting the website.

Meeting presenting the results of the mapping.

Focus groups, workshops.

TO PROVIDE:

CALL for partners. Connecting people and places. Supporting already active or willing to start working in Praga, but facing problems with finding a proper/affordable space, development of their business plan, or struggling with the development and promotion of their activities/products/services.

There are three possible forms of the support within this framework, depending on the availability of the space (see risks):

CALL_1: LAB PRAGA has a lease on a small store and invites partners to open their pop-ups for 2-4 weeks (may function alternatively with CALL_2, depending on the expressed interest from possible partners)

CALL_2: LAB PRAGA has a lease on a small store and invites partners to establish their store/services/studio there for up to 6 months (targeted groups: new Wave, seeds, artists who has not yet been using other premises than their own apartment or those who are leaving the CKT incubator and want to test their venture in the “real world” with some outer support)

CALL_3: LAB PRAGA provides nontangible forms of support (mentoring, advise about business plan, plan how to make the business more heritage-driven, grants for heritage-related activities).

INSTITUTIONAL CHANGE: Adding the rules to BPL and ZGN calls, which will strengthen and perhaps give a priority to the creative sector (space, rent rates, grants for space modernisation etc.). This action may prove to be time-consuming and may take longer than the LAB PRAGA operation within the project time-frame. Inclusion of the heritage-oriented clauses in to the main planning document (Warsaw studium)

Action to consider and test during the first years of the Lab operation - MADE IN PRAGA:

Creation of the brand. Entrepreneurs/artists will be encouraged to join the network using this brand. It will be a symbol of quality and also a connector with the heritage in all its aspects including its contemporary dimension.

TO PROMOTE/DISSEMINATION

Information campaign through the lab and OW SARP website, as well as social media, workshops, locally manufactured products (e. g. totes, notebooks) and publications (final publication, articles – newspapers and academic journals) about artists and entrepreneurs connected with Praga heritage by their art/products/services.

All aiming at creation of the positive, less stigmatised image of the district and wider recognition of rich heritage of Praga in its tangible and intangible dimension.

The actions mentioned above will be strongly built on each other. Mapping of entrepreneurs/artists and heritage places will help to prepare and carry on the CALL activities. Workshops, focus groups and public meetings will be used to disseminate the results of the CALL outcomes (partners will share their experience, they will help to create tools or paths to be followed by other entrepreneurs/artists). Networking and creating a community of common interests between them and potential customers/recipients and institutions. The call will also allow to test the solutions and may become a part of brand creating (3 years of testing the solutions, which will be presented to institutional bodies responsible for the future of Praga).

We would like to make it easy for anyone to participate. To achieve this aim, we are planning:

Open call – for various entrepreneurs and artists.

Involvement of students and doctoral researchers – for all representing architecture, economy or other social sciences, history, fine arts and other.

Mapping – not only information but also communication tool, users will be able to share data and insights.

These activities will all contribute to reaching our main objectives. Firstly, all these activities are planned to enable long-term sustainability of the Lab by creating a strong and liveable community of stakeholders consisting of local inhabitants, entrepreneurs, artists and representatives of public administration. Referring to our three main goals Map, Provide and Promote we plan that undertaken activities will allow us to develop an interactive map of the area open to public. All activities, starting with workshops and ending with the virtual gallery are aimed at promoting the values of Praga by emphasizing long history and richness of craftwork, individual entrepreneurship set in the context of physical heritage of the district. This eventually will lead to a wider recognition of Made in Praga and boost the sense of pride.

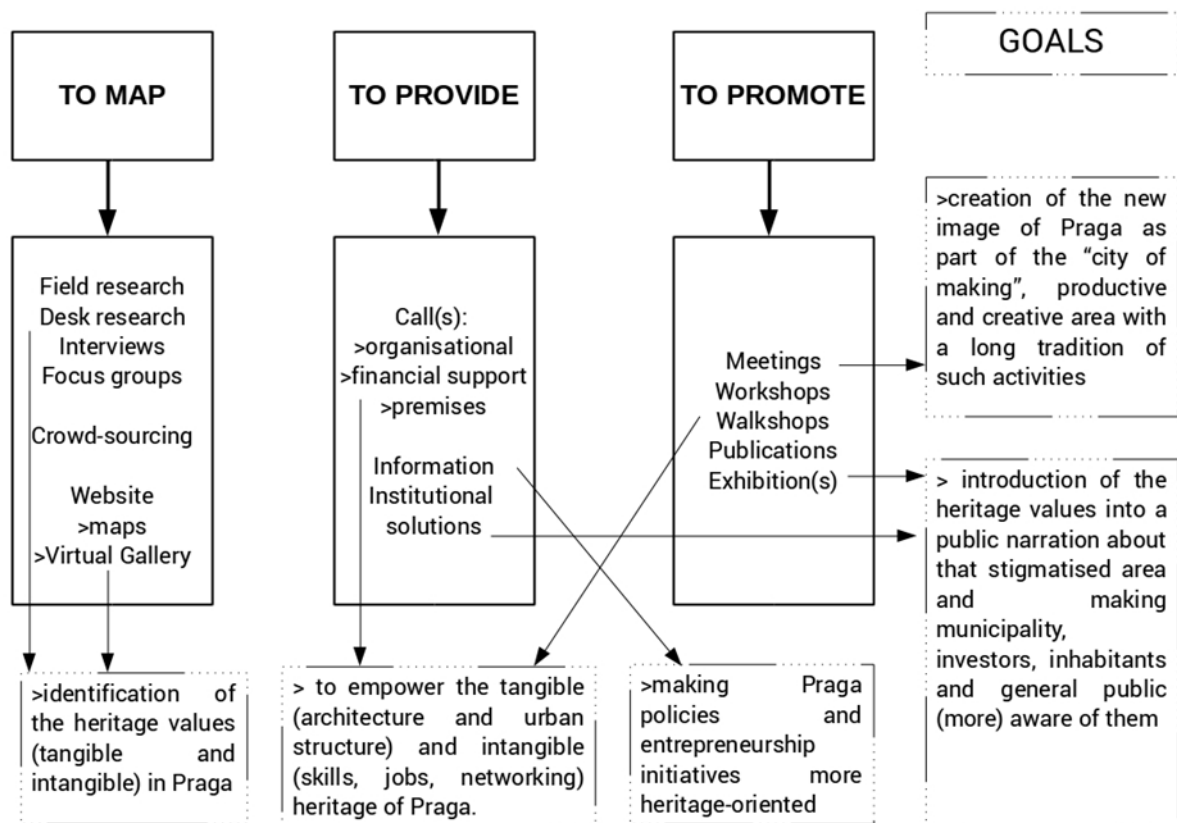


Figure 3. Community engagement activities

Networking between the actors and the broader community is planned through the following channels:

- Open events for the local community
- Events for youth
- Cooperation and co-organisation of events and information campaigns with other projects including Forger Heritage and Come in.
- Formal cooperation with BRG could help us to transfer good practices to other city districts, this way we would network not only in Praga but in the city, which is 1,7 mln inhabitants

- Using contacts, positive image and authority of OW SARP and also Warsaw School of Economics we will create a space/atmosphere of collaboration with numerous individual and groups interested in heritage.

3.2 Tangible and intangible heritage

To ensure recognition of tangible and intangible heritage in Praga we've already taken the steps to ensure cooperation with public bodies – BRG, BPL and finding connections with their revitalisation programme. Also mapping and app will be used for this purpose with a specific focus on work. Also in the open call to the lab and working on Made in Praga and gallery we will work with local artists, entrepreneurs and authorities to give a proper recognition of not only intangible but also tangible heritage (streets, buildings). The very same purpose will have the prize for the best diploma and thesis regarding the heritage of the area.

3.3 Empowerment of small-scale local economy

Open call to the lab and support packages

Organisation of numerous events over the next 3 years in cooperation with the Creativity Center and Smolna (specialising in support of entrepreneurs in the frames of city budget and EU grants)

Testing solutions and procedures in the lab, which will be shared with public bodies involved in regeneration and heritage protection in Praga

3.4 Encouraging research on the area

There will be numerous opportunities to encourage the research, discussions and meetings regarding the area, foremost:

- Mapping and development of the app
- Workshops organised in the frames of the lab
- Summary publication
- Articles prepared by the lab team
- Prize for the best diploma and doctoral thesis

3.5 On-line activities to engage heritage community

Two main tools of our on-line strategy are website and virtual gallery. First one will enable interaction – users will be able to report about place, share information and this will create a sense of engagement. Virtual gallery will be open for browsing, we also plan to promote local artists and activists in the field of heritage – show their photos, share stories, interviews.

Information will be shared through lab website, OH website and SARP website. We also plan to use social media (mostly FB, possibly Instagram) of lab, project and organisation for communication and gathering opinions.

By cooperating with local activists, artists and NGOs we want to reach diversified audience in term of age, gender and occupation.

Social media, foremost FB will be use as a two-way communication. We plan to have open discussions on the meaning of heritage, Praga as a brand as well as to inform about the planned events and gather the feedback.

3.6 Complementing activities

During our activities the off-line and on-line actions are connected. For instance, open call for labs will be also promoted on our website and FB as well as in the traditional way (posters, leaflets, meetings). Other example is mapping of the area. Results of the field research will be presented on the participative website.

As mentioned before social media will be used to promote events, workshops etc. and to gather a feedback about them from the participants.

4 Financial model

The main foreseen expenditures during the use of the site are summarized in Table 5.

Table 4. Project costs of Praga Lab

Type of costs	MAP	PROVIDE	PROMOTE	Made in Praga	Total
Cost 1: Participatory process and capacity building		12 790,7		4 651,2	17 441,9
Cost 2: Community Hub	930,2	16 697,7		1 279,1	18 907,0
Cost 3: Local Campaign	2 093,0	4 883,7	2 325,6		9 302,3
Cost 4: Living Memory Exhibition	3 023,3		8 837,2		11 860,5
National Workshop			1 000,0		1 000,0
OH Dialogue			1 000,0		1 000,0
TOTAL	6 046,5	34 372,1	13 162,8	5 930,2	59 511,6

As for revenues, we consider the following items:

- co-organization and co-patronage of competitions (e.g. best diploma prize, exhibitions)
- selling the "Praga products" (notebooks, totes and similar).
- It is important to emphasize that The Lab consists mostly of the institutional solutions which will strengthen the sustainability of the sector.

We are also considering some co-financing options during the project.

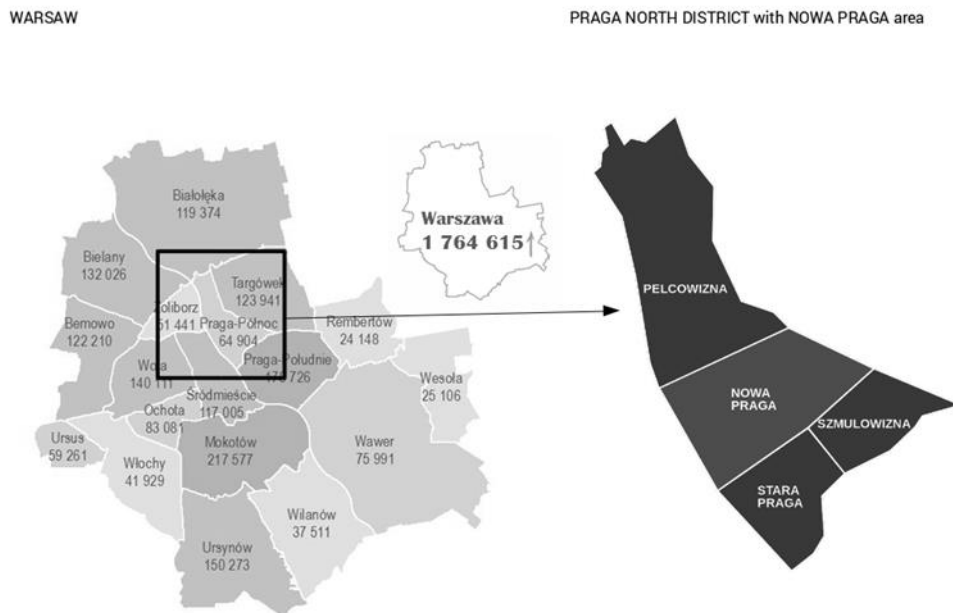
Preliminary ideas for resource integration are:

- Partners, sponsors (medium and large-scale entrepreneurship in Praga; entrepreneurs in the production/creative sector)
- Cooperation with cultural institution in the exhibition organization
- Universities (diploma prize)
- City of Warsaw, OW SARP other institutions (diploma prize)

5 Regional integration and territorial integration

We consider the area of New Praga as our site of the lab, within the context of the rest of the district. New Praga is well connected to the Praga North district and to the rest of the capital city. It is located in a central part of Warsaw, connected by metro line, tram and bus lines.

In terms of economy there is a trend of new housing investment and little is happening in terms of economic (number of jobs) development. The total number of jobs in Praga North is more or less stable, but with a significant shift from production/industry towards services, administration and to some extent education (private universities).



Based on <https://www.um.warszawa.pl/o-warszawie/warszawa-w-liczbach/ludnosc> and work by Hiuppo - Praca własna, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=1224301>

Figure 4. New Praga – Praga North -- Warsaw

NOWA PRAGA area



Figure 5. New Praga area

In terms of visitors Praga North and New Praga can be described in somewhat contradictory terms. On one hand the right bank of Vistula River is rarely visited by the dwellers from the left bank. For one reason, left bank is amply serviced by private and public sector, capital functions are almost all located on the left bank so there is hardly a need to go to Praga. On another hand Praga becomes more and more popular among tourists or more sophisticated Warsaw inhabitants who visit Sinfonia Varsovia (Praga South), Soho Factory (Museum of Neons) or Koneser complex, but also Museum of Praga and clubs/ cafes in New and Old Praga or attend the events there. However, Praga remains mostly important to the locals and part of the tourists' interest may be assessed as unhealthy (ruin porn, poor porn).

In terms of Warsaw public policies Praga became a significant area in last 2 years, as an area of the Revitalisation Programme and an area of political competition (one of the very few with no significant support for the political party in power for last 8 years), so in focus of municipal activities. There are new programmes and institutions which goal is the support for the local entrepreneurship, however the impact is as for now small.

More specific interest of the Praga Lab are the specific spaces dedicated to economic activities – stores on the ground level of the tenant houses and small post-industrial buildings. They consist an important part of Praga urban pattern, create the sense of traditional urban character, so rare in Warsaw. They area both the witnesses of former economic activities and the potential for modern and future ones. We chose New Praga area as central and best connected to the whole district and Warsaw. Ownership of the stores and small-scale buildings varies, high share of them is municipally-owned and this is our primary target in the project. Important aspect is the high heritage value of the authentic architecture and urban patterns of the area.

Our approach towards long-term sustainability of the area is that the correct path of development and heritage adaptive re-use is in manifold way linked both to the inner relations (within the area/ district) and to the Warsaw as a whole. Therefore, the situation is significantly dependent on broader set of factors: overall economic status of Warsaw (also as a capital of Poland); municipal funds and policies; level of outer investment; level of local investments etc. Praga may function in a way as quasi-independent area, as was in fact the practice for several decades. The aim of the Lab is to create stronger and therefore more sustainable links within Praga, within Warsaw and also to the outer world.

Actions to improve this connection include:

- maps presenting the presence and activity of the target group of entrepreneurs and artists in Praga
- possibility to meet and cooperate thanks to the workshops and events organised in the Lab (the entrepreneurs- entrepreneurs cooperation; the entrepreneurs-municipality cooperation)
- new institutional solutions to get together people and places (clauses in public tenders etc.)
- better knowledge of the area by the general public (meetings, virtual gallery)

We believe that the site will profit a lot from this improvement. It should become more recognizable, less stigmatized, more attractive. The profit should take forms of: profiled tenancy (artisans, artists New Wave entrepreneurship); recognition of the area and people living/working there; more effective network of cooperation both on the entrepreneur- entrepreneur and entrepreneur- public administration level; increased interest of clients; number of people visiting; more heritage-conscious adaptive re-use (not only of buildings but also in terms of the area).

6 Actions

Table 5. summarizes the planned actions for each dimension of the project (stakeholder involvement, financial management, regional integration), as well as the responsible actor, the timing (by when), the resources and support needed and available and the ways of communication.

Table 5. List of Actions

ACTION	By whom	By when	Resources and support needed/available	Barriers and constraints	Communication
What needs to be done?	Who will take action?	By what date will the action be done:	What financial, human and other resources are needed?	What individuals and organizations might resist? How/why?	What individuals and organizations should be informed about these actions?
TO MAP					
Identify the production/ creative sector present in the area	Praga team + specialists form the local statistical office	09/2019			Entrepreneurs, activists, artists, free-lancers. Public administration.
Map of production / creative industry and of heritage places in Praga North (or New Praga – tbd)	Initiative and basic information for the map: Praga team Website (participative platform) for the map: OpenHeritage partner Platonique Following with the information: registered uses possible additional app, one of the start-ups in Creative Center	Map: summer 2019; to be used and developed by the users for the future	Active users (on supply and demand side); Possible app:Start-up with the adequate skills; possible crowd-funding	No interested users (app not working)	Entrepreneurs, activists, artists, free-lancers. Professional or NGO resources (knowledge sharing). General public.
TO PROVIDE					
PRIZE FOR THE BEST DIPLOMA AND DOCTORAL THESIS Including:				No students, PhD students interested in Praga; adverse tutors or rectors.	Main public and private universities in Warsaw
Contacting the City of Warsaw and Warsaw Universities representatives about including a special prize into the existing process of awarding the		Done, negotiation on-going		City of Warsaw and Warsaw Universities representatives may be against such “empowerment” for only one district.	

best diplomas and thesis on Warsaw					
Creating the prize for the best architectural diploma in Praga awarded by OW SARP		Under discussion	Disagreement within the board		
Call for the best diplomas/ thesis		10/2019 10/2020 10/2021 (planned to continue every year after the project closes)			
Awarding the prize(s)		10/2020 10/2021 10/2022 (planned to continue every year after the project closes)			
CALL, including					
Space renting	OW SARP	6/2019-5/2022 We consider 3-months renting in case of difficulties with the longer rent	No acceptance from the municipality for the lower rent	BPL ZGN Local gov (district level)	
Call for participants (various possibilities – three types of calls)	Praga team and jury	6/2019 01/2020 01/2021			
Call results		7/2019 2/2020 2/2021			
Pop-ups or longer-term activities in the store		8/2019-5/2022			
Mentoring programme	Praga team Invited mentors (academic, business, NGO)	Financial resources: for broadening of the programme possibly sponsors, partners			

			Knowledge: specialists in the field of the beneficiaries			
INSTITUTIONAL SOLUTIONS						
Series of workshops (within the framework already present in OW SARP) to create recommendations, solutions, models	Praga team Invited experts Teams chosen in a public call	2019-2022	Financial resources: see costs estimation Knowledge: specialists in the field and crowd-sourcing through public discussions	No interested participants.	Possible participants (specialists in the field) General public, especially Praga inhabitants	
Special clauses in tenders for municipally-owned stores in Praga	To be proposed by Praga team	tbc	Institutional solutions	ZGN BPL	BPL ZGN Local gov (district level)	
Recommendations for Warsaw Studium	To be proposed by Praga team	2019-2010	Institutional solutions	BAiPP	BaiPP Local gov. (municipal level)	
TO PROMOTE						
Publications	Praga team Authors, artists		Possible crowd-funding and/or sponsors, partners		Co-authors General public	
Living Memory Exhibition	Praga team curators, artists	1/2022-5/2022		No agreement with Museum of Praga or/nor Zodiak Pavillion	Museum of Praga Zodiak Pavillion curators Praga inhabitants Warsaw visitors Possible partnerships with other artistic institutions	
Virtual Gallery – internet version of the Living Memory Exhibition	Praga team curators, artists	1/2022 - to be continued				
Workshops, walkshops	Cooperation with Forget Heritage and Come In! projects				General public	
Possible action						
*MADE IN PRAGA	Praga team in cooperation		Financial resources from	Production/creative	Production/creative	

<p>Creation of a brand for local production/creation sector</p> <p>Including:</p>	<p>with the specialist(s) of branding and public and private sector representatives</p>	<p>the project budget: see the cost estimation. Only other planned financial resources described. Human: specialists as members of the Advisory board; specialists advising about the brand creation; curators, artists; production/ creative sector in Praga. Other resources: Texts, photographs (licences).</p>	<p>sector in Praga may perceive the brand as unattractive or top-down initiative; municipal institution may be wary to join.</p>	<p>sector in Praga. BRG Municipality on city and district level Creativity Center Targowa 56 (and in future also Targowa 80) Partners from the academia/ entrepreneurship environment (possible members of the Advisory board) Praga inhabitants</p>
<p>Production of the model “Praga products”</p> <p>examples:</p>	<p>Initiative: Praga team. Tender for design and production for the local artists / entrepreneurs.</p>			<p>Production/creative sector in Praga. BRG Creativity Center Museum of Praga Praga inhabitants</p>
<p>Notebook (with photos and texts)</p>	<p>Initiative: Praga team. Editing, curating – specialists from Museum of Praga. Tender for design and production for the local artists / entrepreneurs.</p>	<p>Invitation for the curators: 6/2019. Project: 12/2019 Tender for the photographers (if needed) 01/2019 Print: fall 2020 or winter 2020/2021</p>		
<p>Praga pins/totes or similar</p>	<p>Initiative: Praga team. Tender for production for the local artisans / entrepreneurs.</p>	<p>Design: 5/2019 (already in process). 1st tender: 6/2019 Production: 9-10/2019 2nd tender: 4/2020 Production: 7-8/2020</p>		
<p>Call for proposals for other</p>	<p>Initiative: Praga team.</p>	<p>2021</p>		<p>Production/creative</p>

<p>“Praga products” (possibility – only in case of finding suitable partners for such additional venture)</p>	<p>Choice: call jury (to be created with specialists, local successful artists, partners of the brand)</p>		<p>sector in Praga. BRG Creativity Center Museum of Praga Praga inhabitants (plebiscite?)</p>	
<p>ADVISORY BOARD</p>				
<p>Create the Advisory Board granting the right to use the brand</p>	<p>Praga team with local and institutional partners</p>	<p>2020 - onward</p>	<p>Several public institutions or other bodies who do not want competition in the decision-making process</p>	<p>Mentors and experts participating in the Lab If the Advisory Board is closer to be created: general public</p>
<p>Book</p>	<p>Praga team Authors, artists</p>	<p>Possible crowd-funding and/or sponsors, partners</p>		<p>Co-authors General public</p>

7 Monitoring Progress

Our strategy for monitoring attainment of project actions includes the following steps:

Month-to-months monitoring of funding sources.

Weekly management meetings to discuss ongoing actions.

It is also planned to share information about the Lab actions and results with broader public (conference, public debated etc.) in order to gain insights opinions. They will be introduced to the aforementioned agendas and reports.

In case of creation of the Advising Board Meetings every 6 months: reports about the project actions, progress and achievements. Revisions of tasks and actions according to the results of the AB assessment.

Reports for the Task Leader after AB Meeting or more frequent if required by the Task Leader.