

GEMÜSEWERFT / BREMEN -Institutional settings-



polis
award
2020



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Institution:

Gesellschaft für integrative Beschäftigung mbH (non-profit) /
social service provider (occupation of non-employable persons with handicaps)

Fusion of social service + urban agriculture

Actors / stakeholders:

Überseeinsel GmbH / WFB Wirtschaftsförderung Bremen GmbH / Adelenstift Heidberg

Senatorin für Klimaschutz, Umwelt, Mobilität, Stadtentwicklung und Wohnungsbau

Senatorin für Gesundheit, Frauen und Verbraucherschutz

Senatorin für Soziales, Jugend, Integration und Sport

Bremer Braumanufaktur GmbH & Co KG

Clients such as BREBAU GmbH / CityInitiative Bremen Werbung e.V. / Bremer
Heimstiftung

GEMÜSEWERFT / BREMEN

-Starting point / project goal-



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Starting point:

Fusion of social service (low-threshold occupation) with demands of urban agriculture

Project goal:

Implementing a sustainable urban agriculture in terms of finances + urban planning where people with handicaps can work

Main challenges:

Get ground
Form of cultivation on sealed ground/polluted soil
Contracts
Investments
Sustainable business case

GEMÜSEWERFT / BREMEN -Approach-





Methods / tools / instruments

Funding

Popularity

Added values

New products / services

Long-term contracts

Cross-cutting issues

GEMÜSEWERFT / BREMEN -Outputs-





Outputs

Funding (32 successful submissions / partially ca. 250 T for infrastructure)

Popularity (ca. 300 media contributions, 35 conferences)

Added values (green space, culture, politics, dialogue = visitors)

New products / services (e.g. city greening, beer garden, seedling sales)

Long-term contracts (3 / +5-10 years, 3 allotments -2.000/3.000/3.000 m²)

Free welfare income significant contribution for financial sustainability

Cross-cutting issues (city climate/ inner city collapse/ corona/ urban planning) were 'helpful'

GEMÜSEWERFT / BREMEN -Lessons learnt-





Lessons learnt

Install paid work (project gets more power/speed)

Interfere with urban planning processes

Communicate like hell

Invite people / involve partners

Co-produce new forms of green + blue space

GEMÜSEWERFT / BREMEN

-Follow up-





Further plans

Diversification of business case

Urban horticulture will become a significant future market

Co-production of green + blue space

Thanks!

