

Hof Prädikow

Community

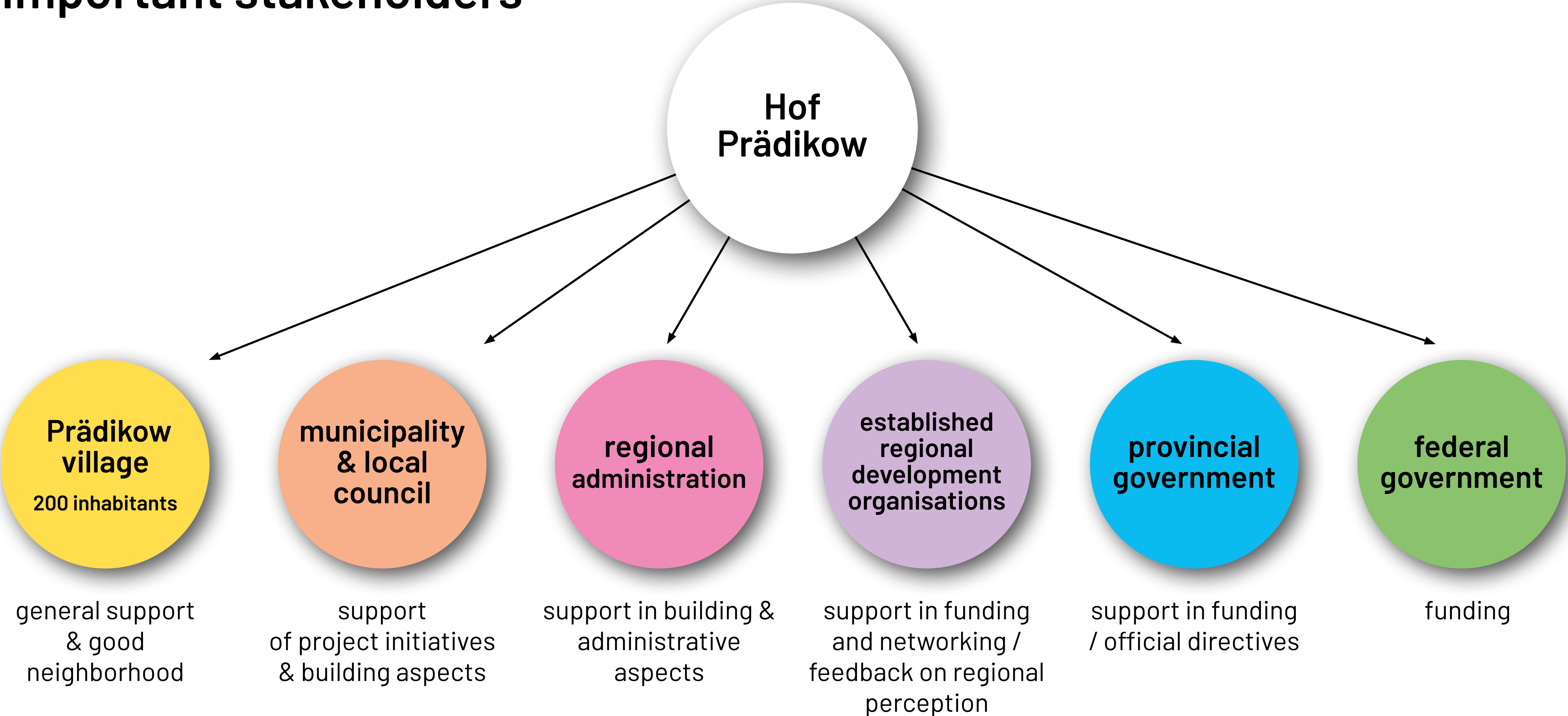
Building up local and
regional networks

OpenHeritage

05-06-2020 | Taskforce Webinar



Important stakeholders



... and what we do to address them:

Prädikow village

200 inhabitants

- transparent communication / press
- invitation
- building personal relations
- initiating common activities
- initiating and hosting a common participatory project

municipality & local council

- transparent communication / press
- invitation
- establishing personal connections

regional administration

- regular communication / updates
- special meetings i.e. with regional heritage office or the head of the regional administration

established regional development organisations

- good press coverage
- building personal connections
- taking part in events, invitation to own events
- special meetings + presentations

provincial government

- good press coverage
- special meetings / visits on location
- presentations on official events
- initiating a lobbying association for projects like Hof Prädikow

federal government

- good press coverage
- special meetings
- presentations on official events
- personal connections

good communication & transparency

for local and regional acceptance

Das Nachrichtenportal für Brandenburg

MOZ.de

IN PRÄDIKOW IST DAS VORLÄUFIGE "DORFWOHNZIMMER" SEINER NUTZUNG ÜBERGEBEN WORDEN. ÜBER DEN WINTER GIBT ES NUN EINEN ERSTEN TESTLAUF.

Startseite > Lokales > Strausberg

Treffpunkt

Das Nachrichtenportal für Brandenburg

Provisorium mit Leben erfüllt

MOZ.de



Reger Zulauf: Schon zur kleinen Einweihungsparty kamen viele Gäste, darunter Bürgermeisterin und Ortsvorsteher.
© Foto: Thomas Berger

Thomas Berger // 26.11.2019, 15:00 Uhr

Hofrundgang: Thomas Berger führt durch das provisorische "Dorfwohnzimmer" in Prädikow. Es strahlt eine gewisse urige Gemütlichkeit aus, das provisorische "Dorfwohnzimmer" in Prädikow, das am Freitagabend mit einer kleinen Feier eröffnet wurde. Hier unter Neugierde als vom Organisatorenteam erwartet schauten vorbei. Vielleicht ein erstes Indiz, dass das Angebot sich in Winterhalbjahr hier zu verschiedenen Gelegenheiten wie Filmabenden, Basteln oder Gesprächsrunden zu treffen, gut angenommen wird.

Februar 2017 | Nr. 12

Prötzeler Kurier

Biesow / Blumenthal / Harnekop / Kähnsdorf / Prädikow / Prötzel / Stadtstelle / Sternebeck

Alles Gut?

Immobilien Wer zieht ein auf dem Gutshof Prädikow?

Gesundheit Der Dorfdoktor klärt auf zum Thema Nahrungsergänzung

Kinder Neu: Kinder-Rateseite zum Thema Fasching!

www.proetzel.info

Kurier

sdorf / Prädikow / Prötzel / Stadtstelle / Sternebeck

Wir feiern den Sommer!

Feste Kommt alle zum Sommerfest in Prötzel!

Märkte Kinder-Basar in Prädikow – für einen guten Zweck

Tierhaltung Glückliche Schweine in Herzhorn

www.proetzel.info

Mai 2018 | Nr. 18

Prötzeler Kurier

Biesow / Blumenthal / Harnekop / Kähnsdorf / Prädikow / Prötzel / Stadtstelle / Sternebeck

In der Pampa ist der Sommer am schönsten!

no-Festival Es tut sich was auf dem Harnekoper Bunker-Gelände

er-Tag Sternebeck feiert die Kleinsten

fahr-App Bald ist die App fertig! Wie heißt sie? Was kann sie?

www.proetzel.info

- **Rumors spread fast in villages**
By spreading accurate information regularly we added some facts to the inevitable rumors.
- **Use existing local press**
 - > selfwritten articles in the local gazette
 - > articles in regional newspaper

connecting with the village



3 village festivals

since 2017



- **Opening the doors**
to the village inhabitants
when they have been shut
out for so long.
- **Party together!**
3 co-organized village
festivals resulted in form-
ing connections and good
memories while revealing
different ways of handling
things.

humor is the key ...



taking part
in the
village's sketch
programme



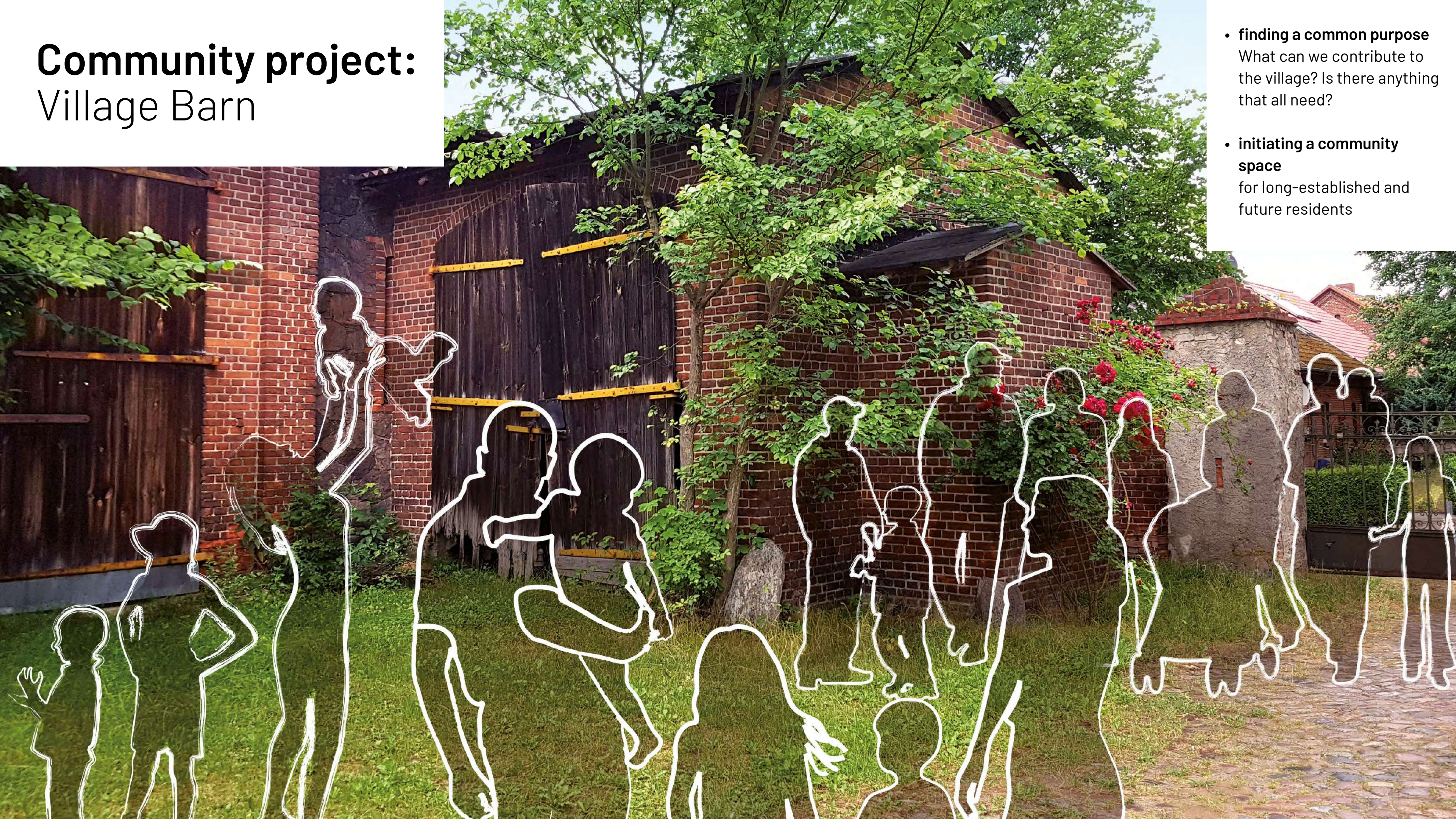
- **addressing uncertainties and prejudices**
in a humorous, self-ironic way via quizzes, show formats or taking part in local sketch programme

topics:

- general differences
- prejudices
- rumors ...

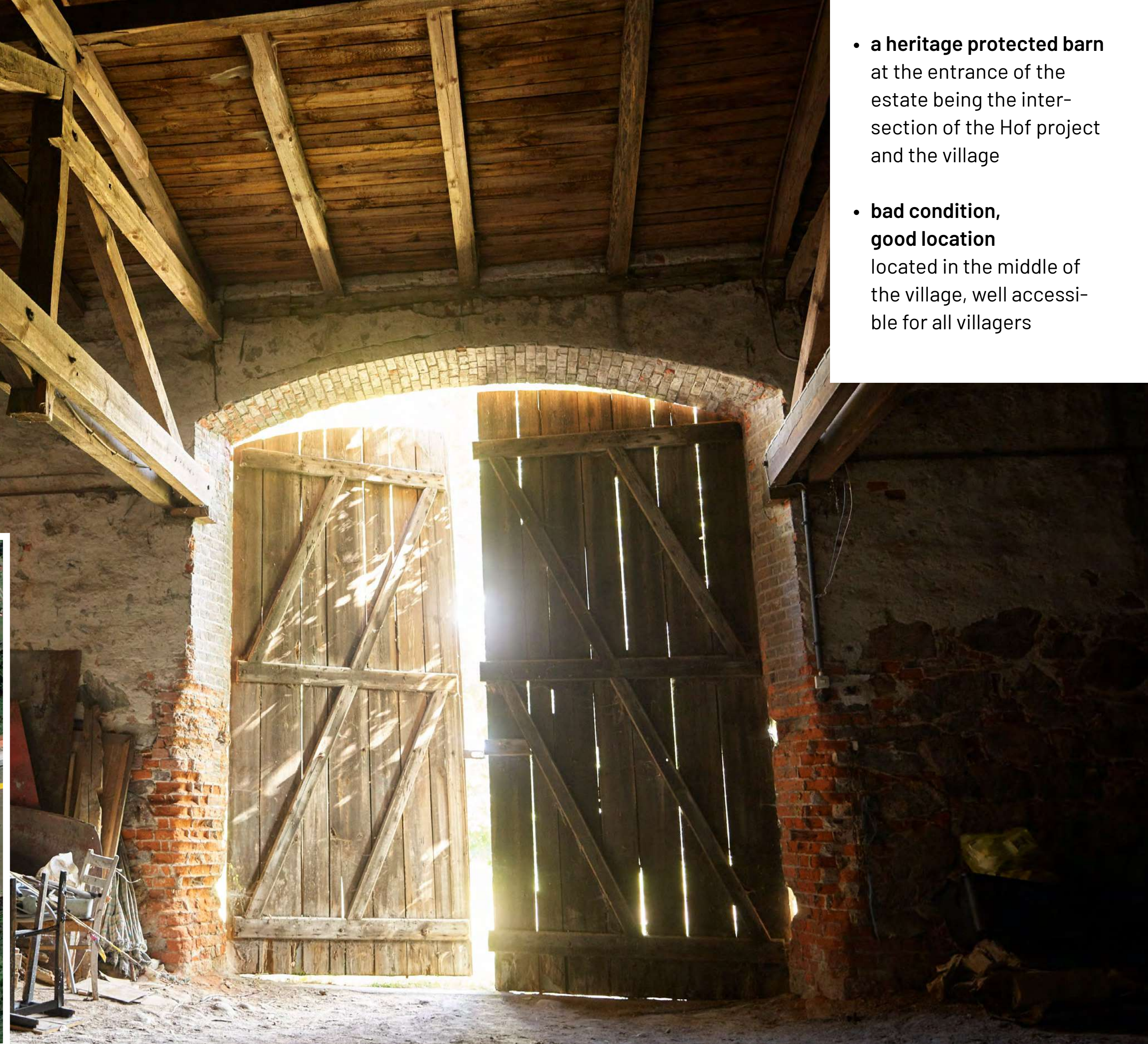
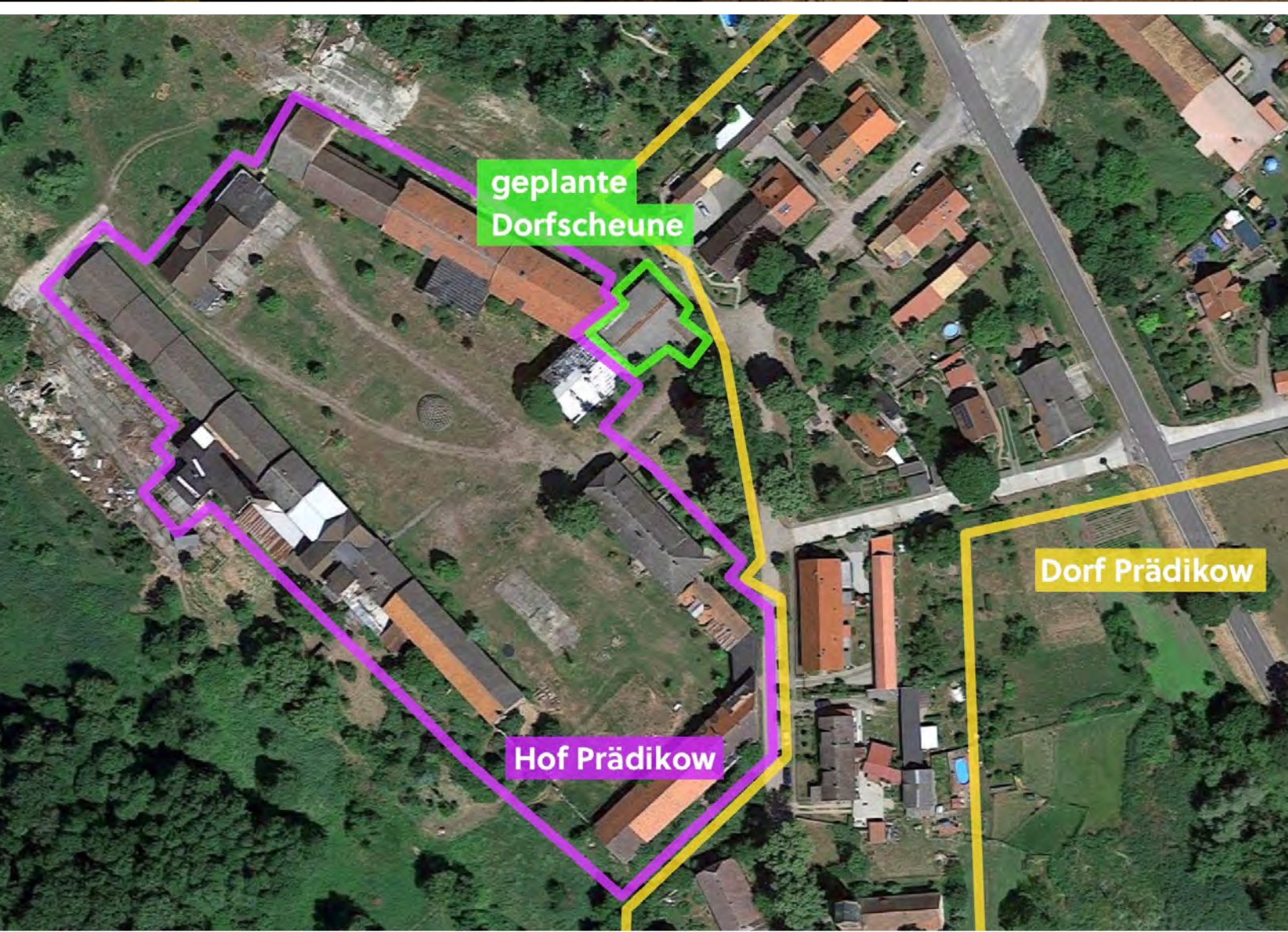
Community project: Village Barn

- **finding a common purpose**
What can we contribute to the village? Is there anything that all need?
- **initiating a community space**
for long-established and future residents



Village Barn: finding the right place

- a heritage protected barn at the entrance of the estate being the intersection of the Hof project and the village
- bad condition, good location
located in the middle of the village, well accessible for all villagers



Community project: Village Barn



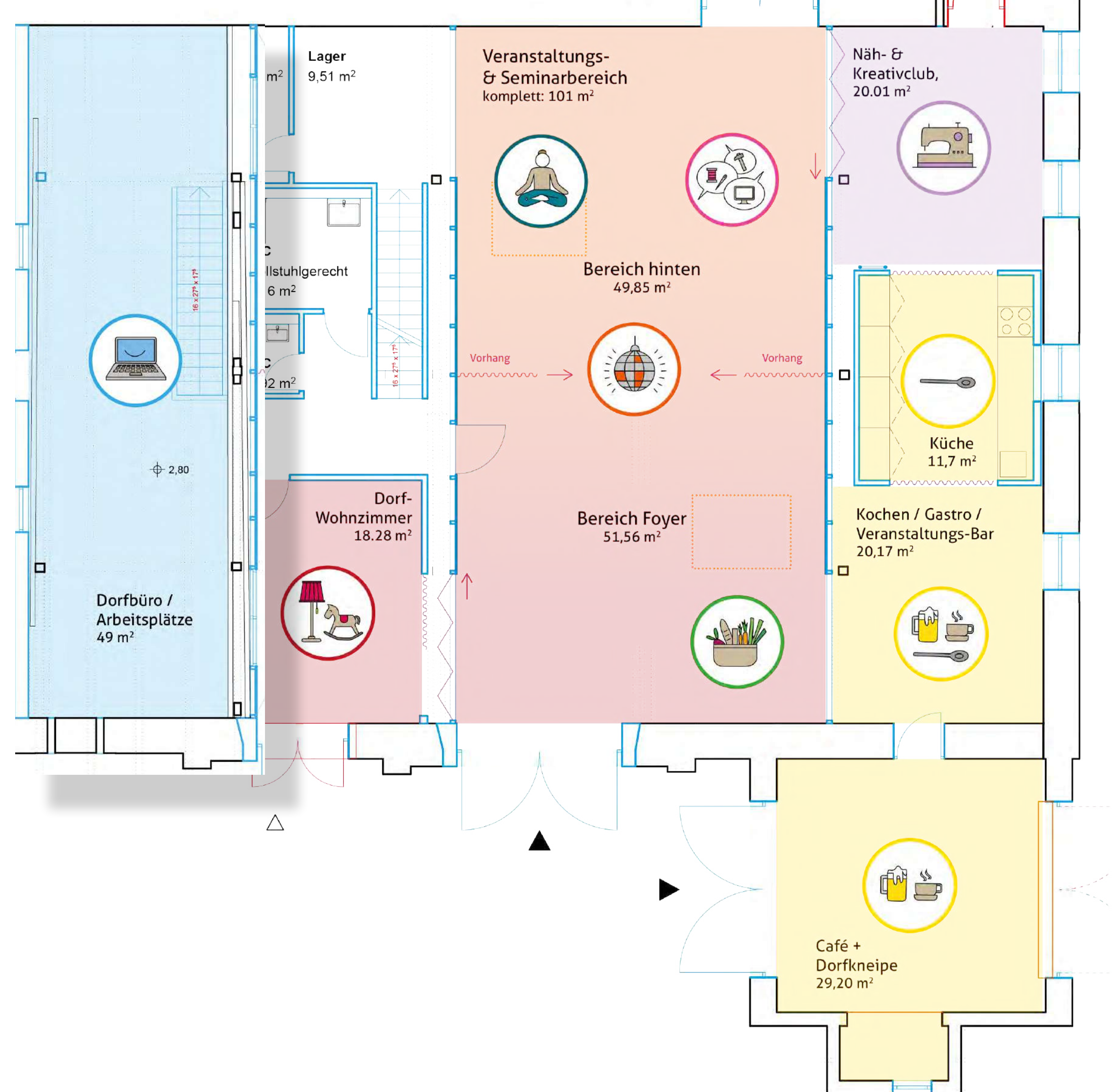
- **Organizing funding for the organisation of a participatory process:** Robert-Bosch Foundation neulandgewinner
- **Forming a mixed team**
- **Defining the concept together**
- **Common project of Stiftung Trias (Builder Owner) and the Hof Prädikow association**

Village Barn:

infrastructure
for social, cultural &
economical purposes

combining ...

- the needs of the Hof project and the village
- heritage with modern and flexible interior design
- rural culture with digital working culture
- community with commercial aspects



A cooperation between **stiftung trias** & **Hof Prädikow** association

combining ...

- the experience and expertise from Stiftung trias with the enthusiasm, creativity (and fundraising abilities) of Hof Prädikow
- diverse sources of financing:
 - EU (LEADER) for rural development
 - State funding (ministry of agriculture)
 - Foundations
 - Private donations by future users, friends and relatives
 - events

**STARTING
NOW!**

- building permission granted
- financing completed

Making ourselves known

- **hosting special events on rural development and related topics**
like the Open Heritage Consortium Meeting 2019
- **visits by representatives of the provincial government and administration:**
i.e. the minister of infrastructure, or the head of the provincial heritage administration
- **Many articles and features** by well-known papers / radio / tv programmes



Homeoffice in der Landkommune

Die Digitalisierung der Arbeitswelt ermöglicht neue kollektive Wohn- und Arbeitsprojekte auf dem Land. Aber so ganz weit draußen soll es dann doch nicht sein. Neue Studie

Von Barbara Dreihues



Neues Leben in alten Häusern: der Hof Prädikow in Brandenburg
Foto: Peter Ulrich

**Engaging in rural
development
via our lobbying
association
Netzwerk
Zukunftsorte**

represents
cooperative living &
working projects
in brandenburg
(future places)



Netzwerk Zukunftsorte
zukunftsorte.org

- **diverse presentations / keynotes** at events on rural development
- **organizing networking and knowledge exchange** between future places like Hof Prädikow
- **steady dialogue with representatives of the provincial government** to address the potential and needs of rural community / work projects
- **invited to co-develop new funding programmes and legal guidelines** for projects like Hof Prädikow and the Village Barn
- **demography price** by the state secretary



Has Hof Prädikow so far profited from all this?

Yes:

- good reputation / popularity with politicians
- a „fan community“ to choose from
- an already closer connection with the village inhabitants
- growing acceptance and interest by the surrounding villages
- acquired several good / great fundings
- the possibility to co-develop future funding programs that fit our needs
- addressing our needs to the right politicians and administratives

No:

- no direct financial funding by institutions of the provincial government, yet
- no possibilities for funding cooperative living projects, yet
- no „bending of the law“, yet

Netzwerk Zukunftsorte

Homeoffice in der Landkommune

Die Digitalisierung der Arbeitswelt ermöglicht neue kollektive Wohn- und Arbeitsformen. Wie sieht das aus? Außen soll es dann doch nicht sein. Neue Stadt

Die Pendeldistanzen entscheiden mit über das eine oder andere alternative Wohnprojekt auf dem Land. Der Hof Prädikow im Ort Prötzel zum Beispiel ist eine gute Autostunde vom Berliner Zentrum entfernt. Jedenfalls wenn kein Stau ist. Eine Stunde und 40 Minuten dauert die Fahrt mit Bus und S-Bahn in die Innenstadt.

Welche Arbeits- und Einkommensmodelle die Leute haben, spielt eine wichtige Rolle in den neuen alternativen Wohnprojekten auf dem Land. Das Berlin-Institut für Bevölkerung und Entwicklung und der Beratungsverein Neuland 21 haben 18 dieser Projekte in den neuen Bundesländern untersucht, wobei der Schwerpunkt auf Berlin lag.

Hennig machte vier Typen aus bei den neuen Landbewohnern, von denen die Mehrzahl AkademikerInnen sind. Viele arbeiten digital im Homeoffice, andere sind Ärztinnen, HeilpraktikerInnen, LehrerInnen, die auch auf dem Land gebraucht werden. Einige machen sich selbstständig, gründen ihr eigenes Unternehmen und eine Gruppe pendelt trotz der großen

dabei einen Stadtflucht-Entscheidungs- und Arbeits-Willen zum Land. Digitalarbeiter suchen den „Kontakt zu Gleichgesinnten“, heißt es in der Studie. Diese Umzugswilligen interessieren sich für alte und baufällige Gebäude, etwa stillgelegte Fabriken, Höfe, Schulen, viele so

Hof Prädikow

Heritage

Reviving social and economic activity in a heritage

OpenHeritage

05-06-2020 | Taskforce Webinar

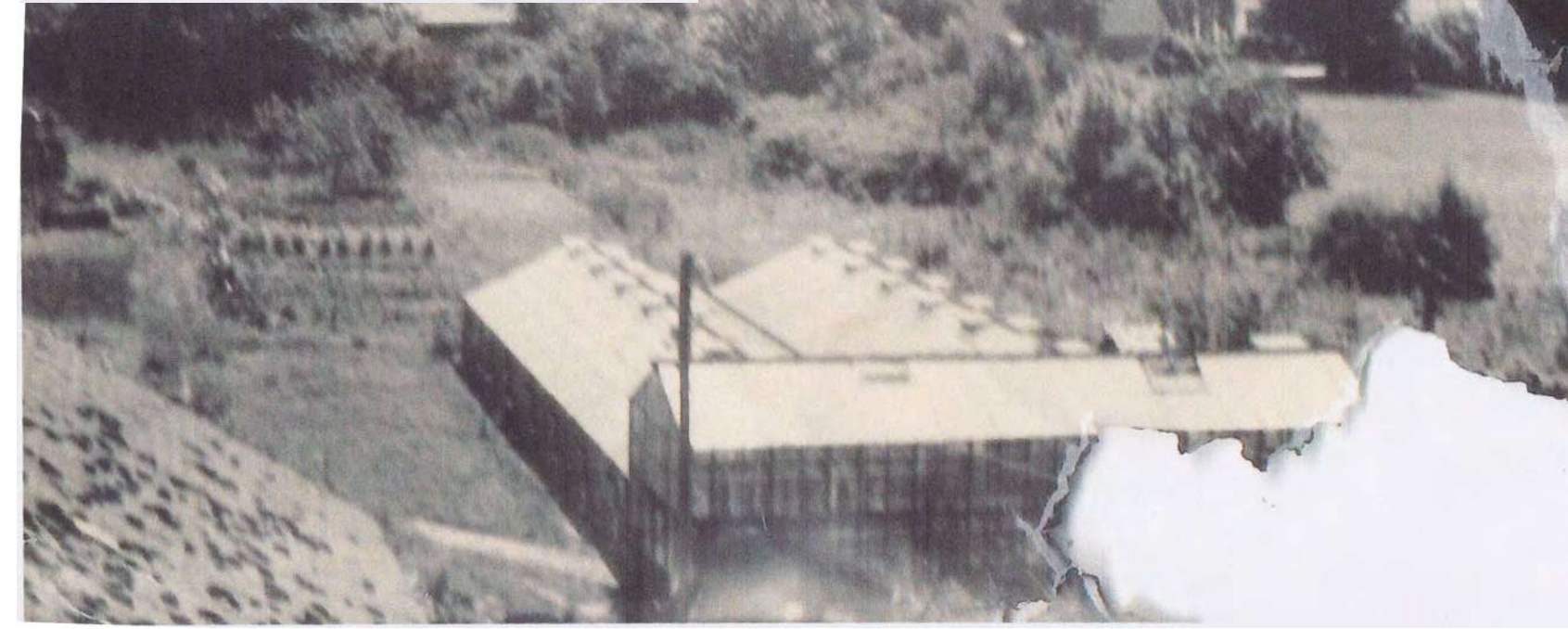
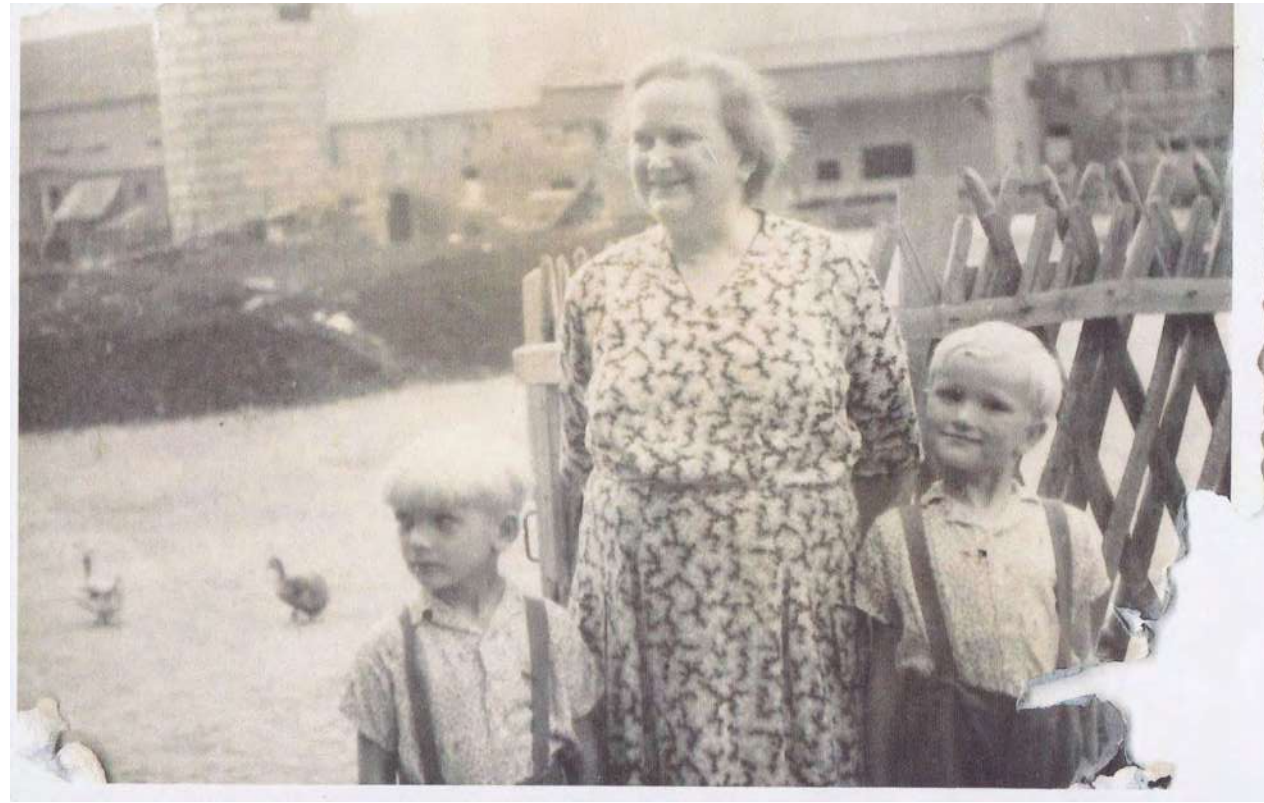


Estate Prädikow – a long history



- edificial origins of the manor in 14th century
- Property of counts and **barons** from 17th to 20th century
- Run as a **access yard** to supply the small palace in the municipality of Prötzel
- In course of the **land reform** the estate became **property of the GDR**

Estate Prädikow – vivid heart of the village



- Many people from the village worked and lived at the “**people’s enterprise**”
- **biggest employer** of the region
- **economic and social centre** of the village
- shortly after the German Reunion the **enterprise was shut down**
- **for decades** the estate was **closed** for the village

The people's enterprise



Working

- animal breeding
(cows, pigs, horses, small domestic animals)
- distillery & brewery
- agricultural production
- **many crafts** working together on the manor: brewers, distillers, farm workers, stockmen, cooks, roofers, carpenters, bricklayers, blacksmiths, all as permanent workers

& Living

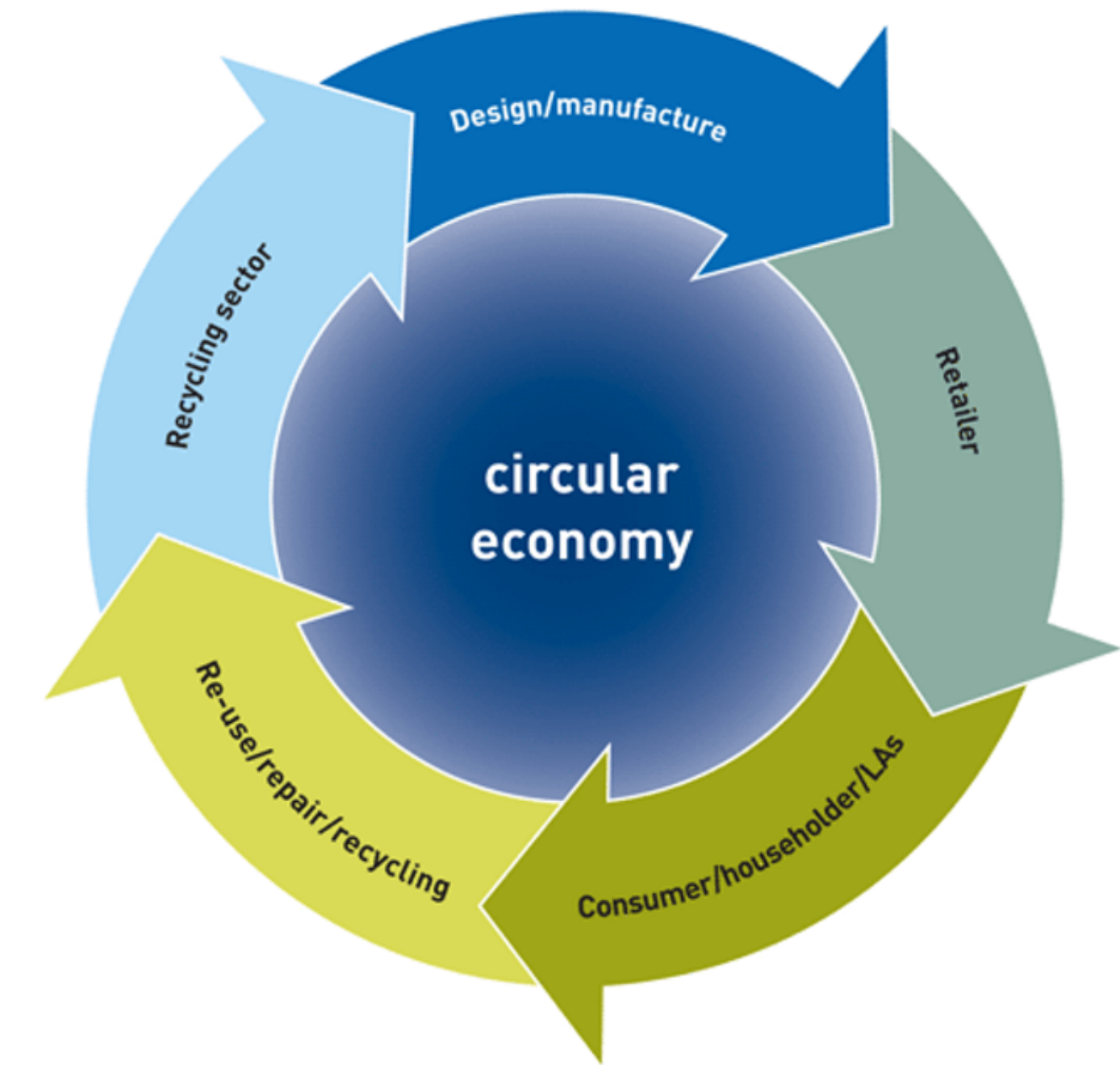
- canteen for all workers
- housing for some of the workers and their families
- small events and festivals for the village
- many children playing on the huge estate



circular economy

The old manor as sustainable role model?

- side products of distillery and brewery were fed to the cattle
- craftsmen built, repaired and maintained everything that was needed on the estate: Buildings, stables, machines
- Everything was used and recycled
- the canteen cooked meals from what was produced by the farm
- back then the people working there felt a great sense of community



or not ...

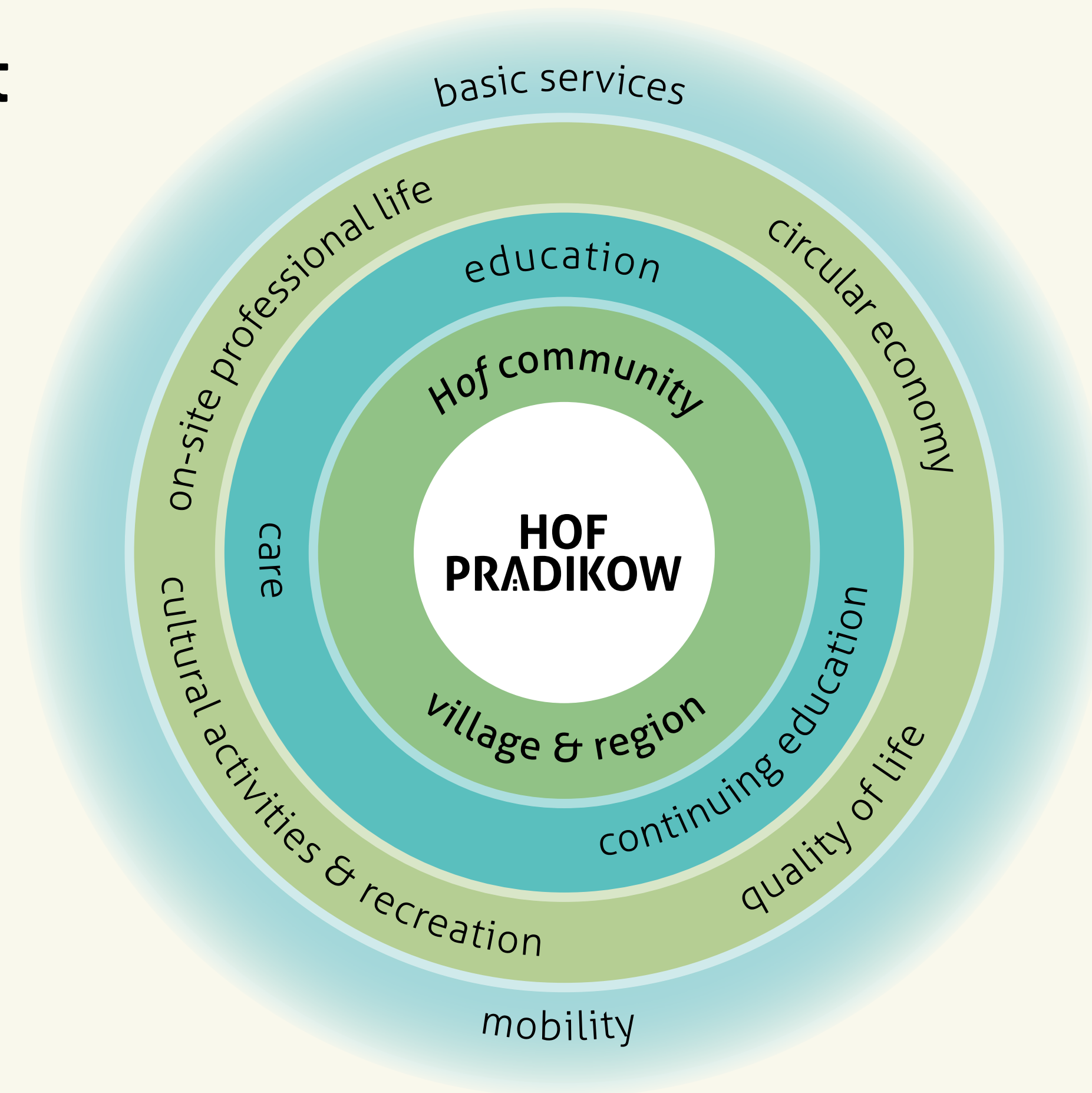
- trash and toxic waste was simply buried in the ground

reviving the heritage



Hof Prädikow

**Combining the best
from its' heritage**
with a modern
wholistic approach



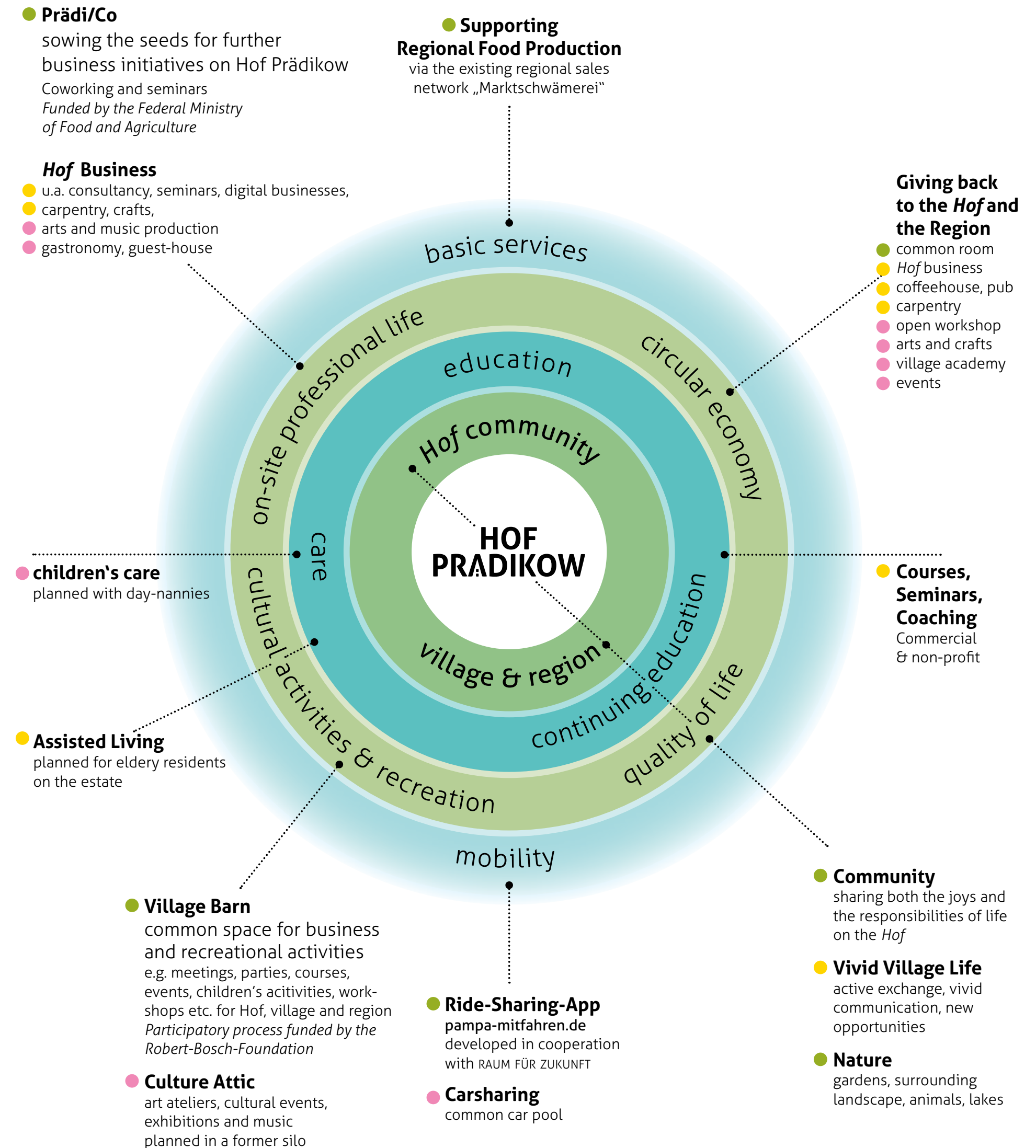
Living and working

living

- cross-generational cooperative living
- infrastructure for social, cultural and educational activities

business models

- digital & creative businesses, consultancies, seminary business
- carpentry, different crafts
- arts & music production
- gastronomy
- wellness & health services



Hof Prädikow – the new old heart of the village?

