

MOMAr

Action Plan of Saxony-Anhalt

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Ministry of Infrastructure and Digital Affairs – Saxony-Anhalt

1. General Information

Project: MOMAr - Models of Management for Singular Rural Heritage

Partner Organization: Ministry of Infrastructure and Digital Affairs – Saxony-Anhalt

Country: Germany

NUTS Region: DEE0 – Saxony-Anhalt

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2. Policy Context

The Action Plan aims to impact:

- Investment for Growth and Jobs program
- European Territorial Cooperation program
- Other regional development policy instrument

Name of the policy instrument addressed:

REGIO policy instrument of Saxony-Anhalt

The REGIO policy instrument has the following thematic links to MOMAr:

Promotion of activities and projects for regional development, such as:

- Development and stabilization of a regionally distinctive tourism in connection with local recreation, nature experience, regional culture, education or social welfare
- Projects and activities for the sustainable use of space in connection with the development and shaping of established and newly designed cultural landscapes
- Establishment of socio-cultural initiatives for social self-help and cultural work
- Regional location marketing

3. Introduction

This action plan was prepared within the framework of MOMAr project, funded by Interreg Europe programme. It summarizes the experience gained within the project in Exchange of experience events, exchange of good practice examples and stakeholder involvement. For Saxony-Anhalt, Germany, two actions have been selected for the action plan. Both actions are explained in the following sections.

4. Proper names and their English translations

„Straße der Romanik“ - “Route of the Romanesque”

„Die Kulturrouten des Europarats in Sachsen-Anhalt“ - "Cultural Routes of the Council of Europe in Saxony-Anhalt"

Action

“Implementation of the project "Construction of a bakehouse for the Schernebeck village church" in the Altmark region“

I. Background

I.1 Good practices that inspired the action

The inspiration for this action came from the good practices "Project Keykeepers" and "The School Church Garmerwolde" from the project partner in Groningen. The "Groningen Historic Churches Foundation" pursues the overall goal of protecting, restoring and preserving the religious cultural heritage in the province of Groningen, as well as creating interest in it and imparting knowledge about it. The Foundation's two projects make a valuable contribution to achieving the set goals and give the churches a new meaning and relevance to the lives of the villagers. In this way, they strengthen the churches in the region as cultural meeting places and places of experience. With "Project Keykeepers" and "The School Church Garmerwolde," children in particular can use the churches as extracurricular places of learning and discover the diverse educational opportunities on topics such as history, tradition, religion, society and art. The surrounding restaurants in Garmerwolde also contribute to the fact that more and more

day tourists visit "The School Church Garmerwolde" and combine a visit to the church with a visit to a restaurant.

I.II Idea of the action

The "Förderkreis Schernebecker Kirche e.V." in the village of Schernebeck (part of the town of Tangerhütte in the Altmark region) wants to follow a similar path with the construction of a bakehouse for the church as the "Groningen Historic Churches Foundation" has done with its two projects. By building the bakehouse, the church will be better established as a socio-cultural meeting place in the village and also in the entire region. This increase in attractiveness and structural development for the church aims to attract more locals and tourists and raise awareness of the heritage site. The bakehouse can be integrated into the Schernebeck church's annual events, such as regional concerts, summer or church festivals, and thus become an important part of the church's marketing. The implementation of the church's project will be an attraction for all age groups and can thus inspire a broad target group for the culture heritage site in Schernebeck. The "Förderkreis Schernebecker Kirche e.V." became aware of the REGIO policy instrument of the state of Saxony-Anhalt in the context of the MOMAr project.

II. Objective

The construction of the bakehouse aims in particular at improving the cultural offer (e.g. food-church-concert) as well as the tourist marketing (slogan: "Which church already has a chimney?") for the regional and supraregional population in a very rural and low-population region. The goal is to increase the level of awareness of the church in the Altmark region as well as in Saxony-Anhalt through the bakehouse and to attract new visitors to the region. Through the unique selling point "bakehouse in the church", the church is to be further developed into a special place of socio-cultural gathering.

III. Action

The following activities are currently defined for the action:

Activity 1: Concept development for the bakehouse of the Schernebeck village church

The "Förderkreis Schernebecker Kirche e.V." develops the concept for the construction of the bakehouse. In addition to the structural concept, an expanded marketing concept "food-church-concert" is being developed in parallel. With the involvement of the stakeholders of MOMAr, the existing marketing is to be professionalized and thus a sustainable strategy for the use of the baking house is to be developed.

Activity 2: Application and funding for the church bakehouse

In order to implement the project, financial resources are required, which the "Förderkreis Schernebecker Kirche e.V." is aiming to obtain by submitting an application under the REGIO policy instrument funding guideline or another funding guideline issued by the state.

Activity 3: Implementation of the developed concept for the bakehouse

Depending on the financial resources provided, the project will be implemented and gradually professionalized.

IV. Players involved

- Ministry of Infrastructure and Digital Affairs Saxony-Anhalt
 - Role in the action: Funding agency
- Investitionsbank Saxony-Anhalt
 - Role in the action: Service provider of the State of Saxony-Anhalt and also subordinate to the Ministry of Finance of Saxony-Anhalt as a supervisory body
- Förderkreis Schernebecker Kirche e.V. (Association)
 - Role in the action: Applicant for the project
- Saxony-Anhalt State Tourism Association (LTV)
 - Role in the action: Tourism policy stakeholder of the state of Saxony-Anhalt, which promotes tourism at the state level and thus also accompanies and supports cultural tourism projects like this church bakehouse project

V. Timeframe

02-03/2022	Concept development for the church bakehouse
03/2022	Submission of the funding application for the bakehouse of the church
08/2022	Decision of the funding application expected
Depending on funding situation	Implementation of the developed concept for the bakehouse

VI. Costs

According to the current planning status, the costs amount to around 38.500 €.

Saxony-Anhalt can subsidize 80% of this sum. The "Förderkreis Schernebeck e.V." applied for 80 % of this noted amount in the funding instrument REGIO policy instrument Saxony-Anhalt

(30.800 €). The association "Förderkreis Schernebecker Kirche e.V." must contribute the additional 20% (7.700 €).

On the part of the association "Förderkreis Schernebecker Kirche e.V." five persons work as initiators for the project.

VII. Funding sources

Planned: REGIO policy instrument Saxony-Anhalt