die GIESSEREI
GEMEINSAM FÜR NACHHALTIGKEIT

Location	Rainerstraße 5, 4910 Ried im Innkreis, AT
Building Type	Former pewter foundry
Reuse	Multifunctional building (*marketplace, gastronomy, events, etc.*)
Usable Area	~ 1,000 m^2
Investment Costs	~ 1.6 Mio. €
Ownership Model	Association & cooperative (*ownership model*)
Duration until Opening	2 years (*with interruption*) - Opening in June 2021

Initial Situation

- **Visible vacant buildings** in the city centre of Ried im Innkreis
- Initiators **actively searched** for a suitable building
- Selection of a **historic, listed building in a central location**
- The building had **lost its functional relevance** for the municipality & was approved for demolition
- Historic atmosphere & building structure offered **strong potential for multifunctional reuse**

Objectives

- Development of a **"House of Sustainability"**
- **Revitalisation of the city centre** of Ried im Innkreis
- Increasing visibility, networking & further development of **regional sustainable initiatives**
- Connecting **economic activities with social interaction & awareness building**

Reuse Strategy

Strategy: Community-organised, value-based multifunctional reuse

Spatial Programme:
- Organic & regional gastronomy
- Marktplace for regional & sustainable products
- Co-working areas
- Event & educational spaces
- Permanently rented, thematically aligned businesses (*e.g. fair-trade shop, coffee roastery*)

Key Decisions:
- Combination of long-term & temporary uses
- Strong community integration
- Sustainability-driven concept

Financing & Costs

- **Total renovation** ~ 1.6 Mio. €
- Implementation was approx. 30% cheaper than a comparable new-construction project
- Construction costs were significantly reduced through voluntary community engagement (~ *50 volunteers*)

Financial Components:
- Private capital & bank financing (*main share ~ 90 %*)
- Public funding (~ *10 %*)

Income Source: Rental income, gastronomy & marketplace revenues, voluntary donations

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Operating Concept

- **Operator:** Jointly & largely voluntarily by the **association & cooperative**
- **Use Concept:** Mixed-use concept combining gastronomy, co-working, events & sustainable commercial businesses
- Functions as a **regional meeting place & innovation hub**
- Strong **value- & community-oriented** operation focusing on sustainability, regionality & social cohesion
- **Goal:** Long-term, economically viable operation that continuously adapts to changing needs
- **Marketing:** Social media (*Instagram, Facebook*), print media, B2C, personal recommendations

Challenges & *Solutions*

- **Challenge: Permits & regulatory requirements** (major challenge)
  - *Solution: Persistence & consenus-building processes*
- **Challenge: Financing a large-scale project**
  - *Solution: Combination of private capital, bank financing & public funding*
- **Challenge: Coordination of voluntary engagement**
  - *Solution: Clear organisational structure & shared value framework*
- **Challenge: Heritage protection & zoning regulations**
  - *Solution: Using heritage status as an opportunity for preservation & identity building*

Key Actors

- **Main Operators:** association & cooperative
- **Operational Contributors:** Community members
- **Supporting Actors:** Funding bodies
- No institutional public operators - organised through **civil society & private initiative**

Transferability

What makes this example particularly instructive?

- Demonstrates the **rescue of a listed historic building** through civil society & private initiative
- Shows strong **community-based governance** structures
- Illustrates how **sustainability goals** can be successfully combined with **economic viability**

For whom is this model suitable?

- Cities with historic vacant buildings
- Initiatives with strong civil society engagement & shared values
- Projects aiming to combine sustainability, economy & social impact
- Projects with long-term ownership perspectives

Tips

- ✅ Only start **projects** with **long-term commitment & conviction**
- ✅ **Define organisational structures early**
- ✅ **Take responsibility** & enable **leadership** within the project
- ✅ **Actively involve idea generators** in practical implementation
- ✅ Focus on **realistic & achievable project goals**
- ✅ Foster **strong community engagement**

- ❌ Start projects **without long-term commitment**
- ❌ Develop **organisational structures too late**
- ❌ **Separate ideas from practical implementation**
- ❌ **Plan project scope unrealistically**

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