

BAMBERG GERMANY

URBAN GARDENING (URBANER GARTENBAU)

URBAN RESILIENCE – ENHANCING URBAN RESILIENCE THROUGH LEARNING AND KNOWLEDGE-SHARING

IDENTIFICATION

SIZE OF THE CITY:	71 465 inhabitants	54,58 km ²
SIZE OF THE INSCRIBED PROPERTY:	71 465 inhabitants	142 ha Buffer zone : 444 ha

TYPOLOGY OF THE CITY:	Medium-size city
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Aerial view of the Market Gardeners' District

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WORLD HERITAGE PROPERTY

TOWN OF BAMBERG	
Inscription	1993
Criteria	(ii)(iv)
Area	142 ha

Bamberg is located in southern Germany in the north of Bavaria. It is a good example of a central European town with a basically early medieval plan and many surviving ecclesiastical and secular buildings of the medieval period. When Henry II, Duke of Bavaria, became King of Germany in 1007 he made Bamberg the seat of a bishopric, intended to become a 'second Rome'. Of particular interest is the way in which the present town illustrates the link between agriculture (market gardens and vineyards) and the urban distribution centre. From the 10th century onwards, Bamberg became an important link with the Slav peoples, especially those of Poland and Pomerania. During its period of greatest prosperity, from the 12th century onwards, the architecture of this town strongly influenced northern Germany and Hungary. In the late 18th century Bamberg was the centre of the Enlightenment in southern Germany, with eminent philosophers and writers such as Georg Wilhelm Friedrich Hegel and E.T.A. Hoffmann living there.

Criterion (ii): The layout and architecture of medieval and baroque Bamberg exerted a strong influence on urban form and evolution in the lands of central Europe from the 11th century onwards.

Criterion (iv): Bamberg is an outstanding and representative example of an early medieval town in central Europe, both in its plan and its surviving ecclesiastical and secular buildings.

NAME OF THE PROJECT

Urban Gardening (Urbaner Gartenbau).

NATURE OF THE MAIN HAZARDS WHICH THE CITY IS EXPOSED TO

Since the Middle Ages, urban gardening has played an important economic and cultural role in Bamberg. The inscription of the “Town of Bamberg” acknowledged the Market Gardeners’ District as a key part of the World Heritage Site. However, in recent decades, the gardening tradition within the city has been threatened by a combination of development pressure and demographic change. The market gardeners community has undergone incisive quantitative and structural changes.

Due to the ageing of the market gardeners and a lack of historical awareness on the part of the successor generation the cultivation of local produce and the transmission of traditional horticultural knowledge have decreased significantly. The growing demand for building plots within the city center has furthermore endangered the maintenance of the unique, urban horticulture areas within the World Heritage Site. Combined, these hazards pose a significant threat to the “Town of Bamberg”.

THE PROJECT

In order to strengthen Bamberg’s gardening tradition, the City of Bamberg implemented the urban gardening project (“Urbaner Gartenbau”) between 2009 and 2013. Addressing the decreasing production of traditional local produce, the diminishing historical awareness and the disappearance of areas of urban cultivation, the project sought to preserve the unique, urban horticulture areas within the World Heritage site as well as the typical Bamberg market gardener’s culture, as part of the intangible heritage of the city. To this end the urban gardening project was divided into three components, each with their own initiatives.

The first element of the project aimed to promote local produce by developing and implementing measures for the economic revitalisation of the market gardening trade. First, it foresaw the foundation of the Bamberg Gardener’s Interest Group (IG). The IG would then, in a second step, develop and implement a series of marketing strategies in order to enhance the promotion of local produce in.

Bamberg and oversee the integration of the Market Gardeners’ District and the promotion of Bamberg’s gardening culture within the city’s touristic initiatives

The second component of the project sought to raise awareness of the Market Gardener’s district by reorganising the Gardeners’ and Winegrowers’ Museum. Following the inventory of the collection, the reworking of the museum content and the development of a new scientific and pedagogic presentation, a trail through the Market Gardeners’ district was then to be created.

The third component of the urban gardening project strived for the protection of gardening areas and the preservation of the gardening trade. To this end, the construction of the Bamberg Heritage Garden sought to restore the market gardener’s lands to cultivation. Furthermore, the revitalisation of liquorice should ensure the long-time preservation of unused agricultural land

LEARNING AND KNOWLEDGE-SHARING

Since the middle Ages, the “Town of Bamberg” has been shaped by its deeply rooted tradition of urban gardening. Urban gardening has played an important economic and cultural role. The urban gardening project serves as a valuable example to illustrate how innovative techniques of knowledge sharing and awareness raising can reinforce a population’s sense of community and reinforce a city’s ability to withstand economic pressure and social change. Combining traditional ways of education (museum, touristic trail) with innovative tools (establishment of a Heritage Garden, founding of the Liquorice Society, marketing strategies) the project succeeded in revitalizing old traditions crucial to the preservation of the urban city structure by turning the urban fabric into a learning ground for future generations.



© City of Bamberg

Gardeners as essential knowledge bearers for the protection of the World Heritage site

THE PROJECT DRIVERS

The project had its origin in a working group commissioned in 2008 under the mandate of the Landesgartenschau Bamberg 2012 GmbH (LGS), the organising body for the State Garden Show. The working group organised workshops with market gardeners and residents of the district in order to canvass their opinions and invite their participation in the urban gardening project. The findings of this group informed a study of the Market Gardeners' District, which illustrated opportunities for the development and improvement of the quarter. The proposals of the study were adopted by the city administration in May 2009 as the basis for the urban gardening project.

THE PROJECT IMPLEMENTATION

The World Heritage Office of the City of Bamberg (Zentrum Welterbe Bamberg) coordinated the implementation of the entire project

CITIZEN PARTICIPATION

Crucial to the progress of the urban gardening project throughout has been the participation and contributions of the market gardeners' and winegrowers' community. Each of the three project components – the promotion of local produce, the informal campaign and protection of gardening areas – was done in close collaboration with the gardeners and winegrowers themselves. Their values and knowledge contributed greatly to the implementation of the project. The marketing campaigns were designed and carried out by the Bamberg Gardeners' Interest Group (IG), a conglomerate of 19 market gardeners' traders. The creation of the Heritage Garden received broad support by local institutions, voluntary workers, students and citizens, who offered their knowledge, time and manpower. In the long-term, each of the projects outputs, particularly the Heritage Garden, the Gardeners' and Winegrowers' museum and the marketing campaigns, will be operated by their own associations, ensuring a long-term continuation of the project.

FINANCIAL SET-UP

GERMAN FEDERAL MINISTRY OF TRANSPORT, BUILDING AND URBAN DEVELOPMENT FUNDING

901 650 Euros

CITY OF BAMBERG FUNDING

90 000 Euros

VARIOUS EXTERNAL FUNDING SOURCES

356 600 Euros

TOTAL PROJECT AMOUNT

The urban gardening project was undertaken from 2009 to 2014 under the auspices of the World Heritage investment programme of the German Federal Ministry of Transport, Building and Urban Development. In total EUR 1,348,000 were spent on the project.

DATE OF IMPLEMENTATION

Start
1 May 2009

TOTAL LENGTH: 32 MONTHS

End
31 December 2013

RELATION BETWEEN THE PROJECT AND THE MANAGEMENT OF THE HERITAGE PROPERTY

The urban gardening project was closely linked to the management of the World Heritage Site “Town of Bamberg”. Initiated by the city’s World Heritage Office (Zentrum Welterbe Bamberg), the major operational lines were instigated and supervised by World Heritage experts. Aiming to enhance the

preservation of the historic urban landscape and to ensure the integrity of the Market Gardeners’ district, an integral part of the World Heritage site, the project’s main goals were sensibly aligned with the main themes of the World Heritage management.

RESULTS/ IMPACTS

Each of the three elements of the urban gardening project – the promotion of local produce, the informal campaign and the protection of urban gardening areas – achieved the aims they set out to achieve.

The preservation and promotion of local produce from the Bamberg market gardens through the foundation of the Bamberg Market Gardeners’ Interest Group and the marketing of the Bamberg Smoked Garlic as a premium product has been a success. The market gardeners who took part in the Interest Group have rated the public relations campaigns, tourism initiatives and regional cooperation as very positive for their commerce. Further illustrating this point is the success of Bamberg Smoked Garlic: It was all sold out in 2013.

Furthermore, the means to increase awareness and appreciation of the Market Gardeners’ district were realized with great success. Since its reorganisation the Gardeners’ and Winegrowers’ Museum now functions as the information centre for the urban gardening project, and advertises its various components (promoting local produce, providing information for locals and visitors). Visitor numbers prove the results: the museum has experienced an increase in its visitor numbers. In 2012, the museum counted 20,000 visitors. In 2013, it had 7,000 visitors. This compares with the 2,000 visitors the museum received in 2010. A second result of the project is the

visitor trail consisting of 18 information boards describing the cultural, religious and economic life of Bamberg’s market gardeners. The trail plays an important role both in increasing awareness among Bamberg residents and visitors, as well as in raising the attractiveness of the district in the long-term.

Two initiatives under the project illustrate the pursuit of the aims of the protection of the market gardening areas. The first is the Bamberg Heritage Garden, and the second is the revival of the cultivation of liquorice in the town. The Bamberg Heritage Garden, constructed in 2012 preserves the biodiversity of the Bamberg crops, and at the same time makes history and environmental education come alive. During the market garden season, the Heritage Garden is arranged and cultivated. In winter, the harvested vegetables are used for its cooking workshop. Through the Bamberg Heritage Garden, critical contributions are made towards the preservation of older local cultivars, as well as the transmission of intangible cultural heritage. A second outcome is the revitalisation of liquorice in Bamberg which had ceased in the 19th century. The public-private partnership between the city and the gardeners, known as the Bamberg Liquorice Society, restored inner-city gardening plots by planting liquorice in one new field a year. In November 2013, the first liquorice was harvested on the ERBA-Island.

AN INNOVATIVE STEP OF URBAN RESILIENCES

The urban gardening project uses innovative measures to counteract the negative economic changes threatening the World Heritage Site “Town of Bamberg”. First, the innovative combination of economic and educative measures ensures a sustainable development of the urban landscape as a whole, preserving the historic structure and traditional knowledge for future generation’s while at the same time ensuring a positive economic growth. The original educative tools involve the citizens in the process, allowing them to actively engage with the old

Bamberg traditions and to become aware of the value of their heritage. The participatory approach furthermore ensures a success not only on a short but instead on a long-term basis. By involving a wide range of citizens, experts and institutions in the implementation and continuation of the components, the project bodes well for the preservation of cultural heritage of the Bamberg Market Gardeners’ district, and of the urban resilience of the World Heritage city as a whole.

THE BENEFITS OF THE PROJECT FOR OTHER WORLD HERITAGE CITIES

Though the specific components of the urban gardening project are carefully designed to cater to the needs of the “Town of Bamberg” its basic operational lines can guide other World Heritage cities in their endeavours to enhance their urban resilience. The projects tripartite set up, divided into protection, promotion and awareness raising, can be applied to any World Heritage Site and ensures the protection

and sustainable development of a suite in its entire complexity. The project furthermore serves as a good practice example to show how community involvement is key to a sustainable preservation of World Heritage Sites. Its clear structure, quantifiable results and innovative methods can serve as a guideline for other cities

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