



FACTSHEET:

ZZZ – ZWICHENZEITZENTRAL

WHAT?

After a successful pilot project, the German city of Bremen has set up an agency for temporary use: the ZZZ (ZwischenZeitZentrale Bremen), which is managed by a private company. The agency supports, initiates and oversees temporary use projects all over Bremen. The Senate departments of Economic Affairs, Labour and Ports; Sustainability, City Development and Transportation, and Finance provide a budget of 560,000 EUR to support temporary use projects. A steering committee from all three departments meets monthly to discuss and advise the projects.

Since 2009, the ZZZ has become known in Bremen as a supporter of cultural, social and economic activities in the city. Because it is run by a private company, it has taken on a mediator role between owners and tenants on the one hand, and the administration on the other. The ZZZ has one full-time and one part-time employee.

WHEN?

Since 2009

WHERE?

Bremen, Germany

WHY?

- Improvement of deprived neighbourhoods
- Reduction of running costs of vacancy
- In support of local entrepreneurship

LESSONS LEARNT

The direct contact between the ZZZ and the owners and tenants of the buildings has proven crucial to remain in touch with the needs and questions of both. Most of the ZZZ's work has been with part-time start-up businesses and in deprived neighbourhoods, particularly in areas outside the public perception. The meetings of the steering committee help to keep the aims of the administration and the users aligned.

HOW TO TRANSFER

The ZZZ shows that it is possible for administrations to work with a private stakeholder to support and oversee temporary use projects. The investment in personnel for the temporary use agency is a necessary one. These employees should be able to mediate between local initiatives and the administration. Monthly meetings between stakeholders are a good way to keep track of projects and discuss issues.

- **Support local initiatives, entrepreneurship and neighbourhoods**
- **Redevelop deprived neighbourhoods**
- **Experiment with new uses of old buildings**