



FACTSHEET: LOCAL STAKEHOLDERS CONSULTATION PROCESS

WHAT?

Built in the 1930s, the Kypseli Municipal Market in Athens, Greece, was used as a market until the early 1990s. As a result of suburbanisation, the decline of the area and the proliferation of supermarkets, the market stalls gradually closed down. Local groups and neighbourhood organisations took over to give the building a new function. After a refurbishment from 2011 tot 2016, the municipality looked for a more permanent purpose for the building.

After a consultation round with the neighbourhood, an open call was launched in 2016 for the management of the project. The winner was Impact Hub Athens' proposal of a combination of three activities: an urban lab for social and entrepreneurial experimentation, a conscious mall to support the local economy, and a Culture Hive for cultural and educational events.

WHEN?

2016

WHERE?

Athens, Greece

WHY?

- New use for an old market
- A sustainable solution for the building, the neighbourhood and the municipality
- A repeatable experiment with temporary use

LESSONS LEARNT

The model used to ensure a sustainable temporary use of the Kypseli Market was successful. This sort of experimentation where civilians participate in the consultation process can now be applied in other empty public buildings in Athens. These projects may be helpful in confronting some of the key challenges that Athens faces, such as the refugee crisis, unemployment and poverty. The involvement of citizens was effectively facilitated by a theatre actors.

HOW TO TRANSFER

Theatre play as a consultation technique proved useful to reach a larger segment of the population than a formal meeting would. The municipality made a choice to outsource the temporary use project through an open call rather than taking its support upon itself. The Kypseli Market experiment shows that a single project can provide a clear context for future temporary use projects.

- **Develop and pilot a model for the management of temporary use in municipal buildings**
- **Develop and pilot a process to support future temporary use projects**
- **Set the price and terms for renting out temporary use spaces**