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**ARTISTIC**

TAKING  
**COOPERATION**  
FORWARD



ARTISTIC Project Final Public Event

Online event | July 7th 2020



**DC 4.2 Final public event**



ARTISTIC | b&s unternehmensberatung und schulung für den ländlichen raum GmbH | PP7 |  
Dr.Dieter Heider

# FINAL PUBLIC EVENT

## Project region



District of Northern Saxony in the state of Saxony, in particular the East Elbia region



Northern Saxony



The project work was carried out in close cooperation with the association for the preservation and promotion of rural areas in the district of North Saxony.



## Project region

The region is sparsely populated. The city of Leipzig radiates in different strengths in rural areas.

East Elbia in particular has structural weaknesses:

161 km<sup>2</sup> large area on the right-hand bank of the Elbe of the district north saxony in the federal state triangle Brandenburg, Saxony und Saxony-Anhalt

29 districts of the two communities Arzberg and Beilrode and the east of the Elbe parts of the city of Torgau with a total of approximately 6,500 inhabitants

- weak infrastructural development
- lack of job offers
- below-average economic power
- strained municipal financial situation
- Population decline, Aging, little youth



## Project region

Nevertheless, the region has a diverse intangible cultural heritage, which is maintained by its residents. This is strongly linked to life in rural areas.



Stories and legends



Zempert  
a carnival  
tradition



Historical  
wreath riding in  
Nichtewitz 1948



Beer brewing  
in Werdau



Bread  
baking in  
Kathewitz





## Project

North Saxony is also one of the original regions of the cooperative system in Germany.

Hermann Schulze-Delitzsch lived in the city of Delitzsch.

The social reformer, lawyer and politician is considered the founder of the productive cooperatives and pioneer of a cooperative credit industry in Germany. He also initiated the Cooperative Act, which is still valid today, and founded the first cooperative association.

The cooperative idea has been part of the intangible cultural heritage of mankind since November 30, 2016.



## Project

As part of the Artistic project, two cooperative foundations were supported in addition to other activities:

- Sächsisch Gut eG (a cooperative for regional food from Saxony)
- Kola Leipzig eG (agriculture based on solidarity).

Kola Leipzig has implemented an extensive and successful financing campaign.



## Project

### KoLa Leipzig - Kooperative Landwirtschaft



Kola is a cooperative. 35 ha solidary fruit and vegetables for 2000 households. Flower strips, hedges, green manuring, soil-building crop rotation, mulch plantings, sustainable energy concept, building with wood and straw, the world's first solar thermal greenhouse. 30 fair jobs. The cooperative idea is a ICH from Germany.



## Project

### KoLa Leipzig - Kooperative Landwirtschaft



- founded in September 2019, the cooperative has so far already gained 820 members - so far they have brought in € 325 thousand in shares.





## Project

### KoLa Leipzig - Kooperative Landwirtschaft



- A campaign was also launched to raise direct loans.
- the roof platform [www.regiocrowd.de](http://www.regiocrowd.de) supports this.
- the campaign was carried out independently
- € 200 thousand was planned in the first stage and € 400 thousand in a later second stage.
- € 604 thousand was generated from 149 supporters
- The campaign was very successful.

TAKING COOPERATION FORWARD



## Project

### KoLa Leipzig - Kooperative Landwirtschaft



#### Further steps / goals:

- Construction of a greenhouse with solar thermal energy
- approx. 4 million € investment requirement

#### Possible funding:

- approx. € 1 million cooperative shares and direct loans
- approx. € 1 million investment from EU and state funds
- approx. € 2 million bank loans



## Résumé

- there are differences between urban and rural populations in terms of affinity for crowdfunding projects
- successful projects hit people's “nerves”
- Crowdfund is conceivable for many people in times of low / no bank interest
- a good business plan helps to be successful
- you can also implement successful campaigns without a professional platform
- Promotion and marketing must also be done by the actors themselves
- Successful projects need enough time to plan and implement
- The cooperative is not only an intangible cultural heritage itself, but the form of the cooperative can also serve to successfully finance and implement projects.



**Thank you for your attention !**





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