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Concept of Kulturinsel Stuttgart gemeinnützige GmbH

The Kulturinsel: Promoting community and integration through cooperation and diversity in the Veielbrunnen district, Stuttgart-Bad Cannstatt



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References to persons used in this document refer equally to female, male and diverse persons. In the interests of better readability, we have refrained from using double references and gendered terms.

KULTURINSEL STUTTGART gemeinnützige GmbH (hereinafter referred to as Kulturinsel)

1. Motivation of the Kulturinsel

Kulturinsel is a lively and diverse meeting place for people of all ages, backgrounds, and interests. Through its many years of experience and numerous collaborations in the Veielbrunnen district and beyond, the non-profit organization implements unique projects that bring people together. It cooperatively creates bridges between different worlds and brings together a wide variety of people, who together broaden their horizons and actively contribute to making the neighborhood worth living in for everyone.

Regarding social change, Kulturinsel assumes the position of an analog and digital platform with inclusive access and diverse spatial concepts. Its aim is to connect silos and establish new spaces for cooperation.

Over the years, Kulturinsel has developed from a temporary project into a permanent multicultural institution on the site of the old freight depot in Stuttgart and has created new accessible offers and "free spaces".

2. Development into a socio-cultural center

Since its foundation in 2012, the Kulturinsel has become a central point of contact in the neighborhood. As a socio-cultural center, it facilitates a variety of intercultural, intergenerational, and social encounters. This status as a socio-cultural center was officially awarded to the Kulturinsel on 26.10.2020 by the Cultural Office of the City of Stuttgart.

Kulturinsel offers a space in which people from different backgrounds and interests can realize their ideas and visions. With a wide range of informative, social, cultural, and creative activities, it promotes exchange and collaboration between visitors. These diverse meeting places create new relationships and networks, both within the neighborhood and beyond.

The Kulturinsel strives to meet the challenges and needs of the neighborhood and the city. Thanks to an established network and many years of cooperation, it can recognize and respond to the needs of different target groups.

Kulturinsel sets high standards for its activities and commitment. With its many years of experience at this location and its continuous striving for needs-based development, it contributes to social cohesion and is an essential part of the district's identity.

It aims to continue playing its central role in the neighborhood to sustainably strengthen and promote social interaction.

Location Bad Cannstatt

In 2022, the population in Bad Cannstatt increased by 1,373 compared to 2021. The proportion of older people over 65 is slightly below the city average, while the proportion of young people under 20 is slightly above average. The district is home to many residents with a migration background. The proportion of foreign residents is also well above the city average.

Many families with children under 18 also live here, and the proportion of single parents is higher than in the city as a whole.

Relevant social data for Bad Cannstatt in comparison with the city as a whole:

Comparison Bad Cannstatt - Stuttgart			Comparison Veielbrunnen - Bad Cannstatt		
Bad Cannstatt	Einwohner 31.12.2020	70600	209 - Veielbr	Einwohner 31.12.2020	2910
Bad Cannstatt	Einwohner 31.12.2022	70867	209 - Veielbr	Einwohner 31.12.2022	2850
Bad Cannstatt	Einwohner pro km ² Siedlungsfläche	4519	209 - Veielbr	Einwohner pro km ² Siedlungsfläche	3387
Stuttgart	Einwohner pro km ² Siedlungsfläche	3119	Bad Cannstatt	Einwohner pro km ² Siedlungsfläche	4519
Bad Cannstatt	Familien mit Kindern unter 18 Jahren	19,10%	209 - Veielbr	Familien mit Kindern unter 18 Jahren	21,30%
Stuttgart	Familien mit Kindern unter 18 Jahren	17,90%	Bad Cannstatt	Familien mit Kindern unter 18 Jahren	19,10%
Bad Cannstatt	Jugendquotient unter 20 Jahren	29,20%	209 - Veielbr	Jugendquotient unter 20 Jahren	32,60%
Stuttgart	Jugendquotient unter 20 Jahren	27,50%	Bad Cannstatt	Jugendquotient unter 20 Jahren	29,20%
Bad Cannstatt	Altersquotient über 65 Jahren	16,80%	209 - Veielbr	Altersquotient über 65 Jahren	14,30%
Stuttgart	Altersquotient über 65 Jahren	18,20%	Bad Cannstatt	Altersquotient über 65 Jahren	16,80%
Bad Cannstatt	Ausländeranteil	34,20%	209 - Veielbr	Ausländeranteil	54,80%
Stuttgart	Ausländeranteil	27,60%	Bad Cannstatt	Ausländeranteil	34,20%
Bad Cannstatt	Migratins hintergrund	56,80%	209 - Veielbr	Migratins hintergrund	74,80%
Stuttgart	Migratins hintergrund	47,80%	Bad Cannstatt	Migratins hintergrund	56,80%
Bad Cannstatt	Alleinerziehen	23,70%	209 - Veielbr	Alleinerziehen	19,90%
Stuttgart	Alleinerziehen	21,70%	Bad Cannstatt	Alleinerziehen	23,70%

Source: <https://statistik.stuttgart.de/>

Bad Cannstatt not only has a large number of residents, but is also characterized by a diverse population, which makes the district and the Veielbrunnen quarter in particular unique. In addition, a new district is being created on the site of the former freight depot, which will provide a home for around 2,000 people and create around 3,000 jobs in the future.

As an independent organization, Kulturinsel has the advantage of flexibility and can therefore react quickly to the needs of the new residents. It plays a central role as an anchor for further developments in the surrounding area. With the upcoming new plans and the completion of the renovation work, the infrastructure of Kulturinsel will also change. In view of the above figures, it is clear that Kulturinsel not only enables participation in cultural and social life and creates connections as an institution but will also continue to play an important role for the district and the neighborhood as a potential employer.

3. Kulturinsel in the neighborhood

The Kulturinsel plays a prominent role in the Veielbrunnen district and has been an integral part and active participant in the Veielbrunnen working group for years. It currently includes many other organizations and institutions such as the Children's and Family Centre (KIFaZ), the Citizens' Initiative (BIV), the Adult Education Centre (VHS), Community Work (GWA), Caritas, Diözese-Rottenburg-Stuttgart (DRS), Freundeskreisneckarpark, Stuttgarter Jugendhaus gGmbH (stjg), Martin-Luther-Schule Bad Cannstatt, Elternseminar Jugendamt, Polizeisportverein, Mobile Jugendarbeit (MJA) and many others.

An important goal of the Kulturinsel is to further expand the existing cooperation with the VHS and other users of the Bildungshaus, which is currently under construction, as well as to include more players from the neighboring industry. Thanks to its integration into this existing structure, Kulturinsel works together with the other stakeholders to exchange experiences, network, plan, organize and supervise joint projects and activities.

Through its active involvement and diverse activities, the Kulturinsel becomes a central platform in the neighborhood that promotes interdisciplinary exchange and helps to ensure that the needs and interests of the various stakeholders are considered in the best possible way. The Kulturinsel thus plays a key role in strengthening social cohesion in the Veielbrunnen district and makes a valuable contribution to the positive development of the entire region.

The neighborhood square

Kulturinsel has long played an important role in organizing the district festival and the Sustainability Day on the newly built Marga-von-Etzdorf-Platz in the NeckarPark neighbourhood park. Since its inauguration in 2020, it has marked the connection between the established Veielbrunnen district and the new NeckarPark residential area. It is of great importance to use this square sustainably, both now and in the future, to promote the local community and strengthen the neighborhood.

The Kulturinsel has already developed a variety of event formats for the square. Last year, for example, the only vegan Christmas market in Stuttgart was organized by Kulturinsel. In addition to the already long-established events, the Kulturinsel will also organize a "Tomato Festival" on the square and the area of the Kulturinsel, which is dedicated to the topic of nutrition and the preservation of old tomato varieties. The festival will be enhanced by local artists and food stalls to reach a wider audience for important future topics.

Through its diverse commitment and innovative event concepts, Kulturinsel makes a significant contribution to the revitalization of Marga-von-Etzdorf-Platz and creates a place that brings people from different backgrounds and age groups together. Kulturinsel's events not only create a positive sense of community, but also stimulate discussion on topics relevant to the future such as sustainability, nutrition, and cultural diversity. These activities make the Kulturinsel an important driving force for the vibrant development of the neighborhood and a district worth living in.

"Inselgrün" community garden

The "Inselgrün" neighborhood and educational garden is a #WelcomeSpace, a significant, 24/7 accessible contact point in the urban Veielbrunnen/NeckarPark neighborhood. It already plays an integral role for the local neighborhood and contributes to a lively and livable environment - as a retreat and urban oasis that invites you to linger, relax and get active in everyday life, and as a place of education. The current, year-round cooperation with KiFaZ, in which the children cultivate their own "Inselgrün" children's garden, has been extremely well received and provides early access to topics such as growing your own food, healthy eating, biodiversity and nature. Participation in the School Booster program and the fully booked monthly permaculture workshops for adults also show how important educational spaces in public areas are. Showcases, guided tours and garden activities give participants an understanding of fauna and flora. The garden also offers an open bookcase and a swap shop for everyday objects.

"Inselgrün" acts as a place for social contact and encounters, giving people the opportunity to volunteer and get in touch with people from different social backgrounds and thus to learn from each other. The garden helps to strengthen the community by providing space for encounters, respectful exchange, education, and mutual support. It creates a sense of solidarity among neighbors, opens new perspectives, and promotes sustainable and environmentally conscious thinking and action. The importance of this exchange is particularly evident in large cities, where loneliness has become a social challenge.

The volunteer project group "Kulturinsel Supporter" on Inselgrün is an essential part of the communal design and maintenance of the garden as well as the implementation of larger projects. The regular meetings of interested parties, residents, experts, and volunteers create a lively and committed community that is committed to the sustainable development and well-being of the neighborhood.

With the establishment of permacultures and the planning of the first "Edible Street", sponsored by the city of Stuttgart, the Kulturinsel is aiming for a sustainable orientation of the Inselgrün neighborhood garden.

So wertvoll ist der Inselgrün-Garten

Gärten übernehmen in Städten vielseitige Aufgaben, deren Wert sich umwelt-ökonomisch berechnen lässt. In einem Jahr erbringt der Stuttgarter Gemeinschaftsgarten Inselgrün im Schnitt folgende Leistungen:



Source: <https://www.gartenleistungen.de/publikationen/infografiken-und-factsheets/>
 Source: <https://www.gartenleistungen.de/reallabore/inselgrün/>

Social project "Sweating instead of sitting"

Kulturinsel and PräventSozial gemeinnützige GmbH have been working together successfully since 2015. PräventSozial's work includes (psycho-)social and economic support and the reintegration of people who have committed crimes, as well as victim support and crime prevention. The Kulturinsel acts as an employment center for people from the surrounding area who have committed crimes and have to complete community service. On behalf of the justice system, PräventSozial monitors the proper implementation of these hours of work.

The task of Kulturinsel is to talk with the participants about their skills and to plan and organize individual work assignments. It also issues certificates of employment and keeps records of working hours. Thanks to PräventSozial's "Sweating instead of sitting" project, Kulturinsel has already helped around one hundred people to avoid prison sentences. The cooperation helps to ensure that the neighborhood offers a supportive environment and gives people who have committed crimes the opportunity to take responsibility for them and reintegrate into society. The presence of such a facility in the neighborhood and the support of PräventSozial is of enormous importance. It not only helps the clients, but also has a positive impact on the entire

neighborhood. Giving people with criminal convictions the opportunity to make themselves useful in our community strengthens their sense of security and reinforces their confidence in social integration.

The "Sweating instead of sitting" project is a living example of how neighborhood work can bring about positive change by supporting people in difficult situations and strengthening the community at the same time.

Kulturinsel as the sponsor of the welcome space

Kulturinsel has been the sponsor of the Welcome Space in Bad Cannstatt since 2018. The welcome spaces regularly open their doors in five different districts, creating opportunities for refugees, committed citizens and residents of the neighborhood to meet and get actively involved. They serve as a reflection of the diversity of Stuttgart's population and the respective districts and thus contribute to harmonious coexistence.

Refugees are given the opportunity to feel welcome in their new surroundings and make new contacts. At the same time, engaged citizens have the opportunity to offer support and contribute their individual skills. The importance of welcome spaces lies in the fact that they offer a platform for intercultural exchange and promote understanding between different cultures as well as social cohesion in the neighborhood.

Sharing experiences and working together on projects creates new perspectives and opportunities for collaboration. For example, the Kulturinsel offers a non-binding "language practice café" every Saturday, where people who have fled their country or have other needs can improve their German language skills with native speakers. This opportunity is offered on a low-threshold and unbureaucratic basis; the course is free of charge and is very well received.

As the sponsor of the welcome space in Bad Cannstatt, Kulturinsel makes a valuable contribution to promoting intercultural dialog and the integration of refugees, thereby strengthening the social fabric of the district. By creating opportunities for people to meet and get involved socially, it actively supports coexistence in the neighborhood and helps people from different backgrounds to get to know and benefit from each other.

Flexible space concept in the neighborhood

The demand for low-cost or even free rooms in the neighbourhood, especially for private individuals, initiatives, and non-profit organizations from the district, is continuously high. The Kulturinsel already offers rooms that can be used by neighbors as rehearsal rooms for music or as coworking space for their work. In addition, the rooms are used by initiatives and non-profit organizations for conferences and workshops. If necessary, Kulturinsel supports users with its own resources in order to exploit the full potential of the space.

It is important for the future of the location to create innovative, dynamic, and accessible spaces. This means that both the requirements and needs of different user groups must be taken into account. Low-threshold, free or low-cost access to the spaces enables private individuals, initiatives, and non-profit organizations to use the spaces effectively and creatively without high financial burdens or bureaucratic obstacles. This promotes the diversity of activities and initiatives in the neighborhood as well as civic engagement and contributes to the development of a vibrant and inspiring community. It is therefore of great importance that innovative, vibrant, and accessible spaces continue to be created in the future in order to meet the diverse needs of users in the neighborhood.

Seal of Quality in the European Solidarity Corps (ESC) - Youth for Europe

In 2023, Kulturinsel was awarded the Seal of Quality for volunteer activities in the European Solidarity Corps (ESC) and is currently one of thirteen host organizations for long-term volunteers in Stuttgart. The ethical principles, goals and offers of the Kulturinsel correspond closely to the priorities of the ESC program, in particular the priorities of "participation in democratic life" and "acting in solidarity" for the benefit of other people. The projects encourage young members of our society to participate for the common good and inspire them to become involved in civil society.

Kulturinsel has many years of experience in international cooperation and EU projects. The Diocese of Rottenburg-Stuttgart supports the networking and local integration of potential volunteers and ensures safe accommodation and mobility on site.

Kulturinsel aims to further expand future volunteer and honorary projects in order to strengthen social cohesion, promote responsible work across borders and shape a sustainable and democratic Europe.

Art & cultural events in the neighborhood

The diversity and importance of the Kulturinsel as a place of leisure and experience in the district is particularly emphasized by art and cultural events.

With a mixture of event formats from alternative to high culture as well as mixed forms such as the electronic family and children's disco with sports activities, it offers an entertaining experience for families, while art exhibitions by local, national and international artists provide an insight into the diverse art scene. The Kulturinsel offers low-threshold access to art and cultural events. Some of the events are free of charge; a contingent of free tickets is always reserved for paid events - in line with the motto "Culture for all".

In addition, Kulturinsel offers inclusive concepts tailored to specific target groups, such as children's theater for hearing and deaf children (aged 4+) or theater for hypersensitive people. This way, an even wider range of people can be addressed.

The Kulturbiergarten, which is available together with the open-air stage in the inner courtyard of the Kulturinsel, opens up numerous possibilities for use and thus expands the cultural offerings in the district. In the past, it has already been the venue for various events such as theater performances, live music, lectures, readings and workshops on the topics of art, music, education, plants and nutrition.

Thanks to its many years of experience and expertise in event management, Kulturinsel is also an important partner in the implementation of events in the NeckarPark district.

For many years, Kulturinsel has seen itself as an inclusive venue in the neighborhood and aims to appeal to people from a wide range of backgrounds. The Kulturinsel would therefore like to continue to expand its importance as a place of entertainment and cultural education in the future and ensure that everyone in the neighborhood feels welcome and well looked after, no matter what their individual needs and preferences.

4. Potential of the Kulturinsel

Kulturinsel offers great potential for the further development and expansion of its program diversity. Possible uses that emerged in response to requests from the district and the 2018 public participation are:

- **Home-grown / food sharing & buying in - Restaurant & Citizens' Café:** A food sharing restaurant could make a unique contribution to sustainability and enrich the diversity of

Kulturinsel. Here, food could be saved from going to waste and turned into delicious dishes. The restaurant could provide a platform for sharing knowledge and ideas around sustainable eating (e.g. through complementary workshops or talks) and encourage visitors to make more conscious choices.

For communal cooking: A community kitchen in the Kulturinsel would create space for communal cooking and eating. Workshops on healthy eating, cooking courses or intercultural cooking evenings could take place here. The community kitchen would strengthen the community and promote the exchange of culinary traditions and stories.

- **Edible street:** The Kulturinsel could play a pioneering role in the creation of the first edible street in the city of Stuttgart. This would allow residents in the neighborhood to integrate the cultivation of fruit trees and vegetable patches into the public space. The street would thus become a place for community work, exchange, and sustainability. Important aspects of this street are sustainability, community engagement, education and awareness, urban design and aesthetics, role model for similar projects.
- **Sustainable cultural biergarten:** The Kulturinsel beer garden can become a central meeting place and outdoor event venue. It offers a pleasant atmosphere to spend time together and enjoy cultural events. A sustainable beer garden should use regional, seasonal and organic food. Growing your own lettuce and herbs on the walls, for example, can make a significant contribution to healthy eating and the circular economy. Waste can be reduced by setting up recycling stations and proper composting. Water-saving fittings and irrigation systems can be used to ensure efficient water use. By integrating these aspects, a beer garden can become a place where people can relax, enjoy and at the same time consciously commit to a sustainable future.
- **Neighborhood workshop:** A neighborhood workshop could offer visitors the opportunity to learn manual skills, implement their own projects and develop their creative potential. Workshops on various topics are imaginable here, such as woodwork for the edible street, neighborhood repairs or workshops for children to build an insect hotel, for example.

These various ideas and possibilities for further developing and expanding the diversity of the program show that the Kulturinsel has the potential to continue to be a place that reflects and promotes the needs and interests of residents in the neighbourhood. Through a variety of events and activities, the Kulturinsel can thus become a central point of contact for culture, community, and innovation.

5. Cooperation partners, network, and customers

Kulturinsel has a strong potential that is made possible by its broad network of cooperation partners and customers. This interaction enables Kulturinsel to be an innovative socio-cultural venue that is unique in the region.

Here are a few factors that illustrate this potential:

- **Cooperation partners:** Kulturinsel works closely with a large number of cooperation partners, such as neighbourhood residents, local artists and cultural workers, non-profit organizations, initiatives, associations, educational institutions and industrial companies. These partnerships open up exciting opportunities for joint events, exhibitions, creative projects and workshops. With access to a broad spectrum of expertise, skills and contacts, innovative ideas can be optimally developed and implemented.

- **Network:** Kulturinsel is part of an extensive network that includes residents, artists, businesses, neighborhood groups and other stakeholders. This network enables a lively exchange of information and experience, mutual support, and the identification of common concerns. By involving the local community, Kulturinsel becomes a place that reflects the needs and wishes of local people and promotes participation.
- **Customers:** For years, Kulturinsel has built up a dedicated customer base that regularly attends events and activities. These regular customers are closely associated with Kulturinsel and form a solid foundation for its success. Thanks to their support, ideas, and feedback, Kulturinsel is able to continuously improve its offering and meet the needs of its visitors.

The large network of cooperation partners and customers enables Kulturinsel to realize unique projects and events. The potential lies not only in the diversity of the players involved, but also in the mutual inspiration, cooperation, and shared commitment to social and cultural issues. Kulturinsel thus becomes a place where creative ideas are brought to life, innovation is encouraged, and the local community is strengthened.

6. public relations work

The public relations work of Kulturinsel, characterized by a wide reach and various communication channels, plays a crucial role for the district. Here are some important aspects that illustrate the importance of public relations work for the Kulturinsel and the district:

- **Multiplier function:** volunteers and other stakeholders associated with Kulturinsel play a central role in public relations. As co-shapers of the Kulturinsel, they are not only important contacts for visitors, but also multipliers who share their experiences and recommendations in the district. Personal word-of-mouth advertising has a high level of credibility and has a positive effect on the awareness and relevance of Kulturinsel in the neighborhood.
- **Social media presence:** Kulturinsel has a considerable number of followers on various social media platforms such as Instagram and Facebook. These channels offer an effective way to reach both local residents and a wider audience. Through regular posts, event announcements and interactions with media supporters, Kulturinsel spreads information, generates awareness and builds a positive online presence.
- **Traditional media:** Despite the dominance of digital media, traditional advertising media such as program booklets, event flyers and posters remain relevant for Kulturinsel in order to reach all generations. Kulturinsel places advertisements in local print media such as "Cannstatt kann was", "Lift", "Moritz", "Geheimtipp", "Veielbrunnen Zeitung" and "Luftballon", among many others. It also uses an extensive network in and around Stuttgart to distribute posters and flyers to publicize events and offers.
- **Media presence:** Kulturinsel has also achieved a respectable media presence through TV reports by SWR and WDR. This helps to strengthen the visibility and reputation of the Kulturinsel beyond the district.

The Bad Cannstatt district and the Veielbrunnen neighborhood also benefit from increased awareness thanks to the Kulturinsel's strategic and diverse public relations work.

Kulturinsel's presence on social media currently (as of January 2024) has the following range of followers:

Kulturinsel: Facebook 22.400 | Instagram 11.000 | LinkedIn 394 | TikTok 66 Follower, 1256 Likes

Inselgrün: Facebook 2.650 | Instagram 1.650

Künstlercafe: Facebook 2.910 | Instagram 730

FreiRaum: Facebook 2.460 | Instagram 1.020

Zollamt: Facebook 31.250

Kulturbiergarten: Facebook 3.750

Kulturtreff: Facebook 5.470

7. Prizes and awards

Kulturinsel is proud to have received numerous prizes and awards for its dedicated work over the last few years. They are a recognition and result of the tireless commitment and passion of the Kulturinsel staff for their projects and the continuous enrichment of Stuttgart's cultural landscape.

- In 2015, 2017, 2019, 2021 and 2023, Kulturinsel received awards for its urban garden "Inselgrün" in the Stuttgart City Beautification competition. The renewal of these awards underlines the quality and continuity of Kulturinsel's work.
- The "Innovative through research" award recognizes the creative approach and the eagerness to research that goes into Kulturinsel's projects and contributes to sustainable solutions for the city. Creating change also requires scientifically verifiable facts.
- Another highlight for Kulturinsel was winning first place in the "Creative Space Region Stuttgart 2022" competition. This important prize honors the innovative strength of Kulturinsel and its role as a driving force for the creative development of the region.
- The Klima-Community Stuttgart e.V. recognized the efforts of Kulturinsel with a special prize as part of the #jetztklimachen-Preis 2023. This award is confirmation of Kulturinsel's commitment to sustainability and environmental awareness.

Kulturinsel is proud that its work is recognized at various levels and that its projects and initiatives have a positive impact on the city of Stuttgart. These prizes and awards motivate and encourage Kulturinsel and everyone involved to continue developing innovative ideas and expanding its cultural and social role, creating an inspiring oasis in Stuttgart-Bad Cannstatt.

Further information and facts:

Annex 1 Exemplary room plan of the Kulturinsel

Annex 2 Cooperation partners, network, and customers of Kulturinsel

Annex 3 Seal of quality from the European Solidarity Corps - Youth for Europe