

**Driving  
change  
for better  
cities**

**In4Green  
Dabrowa Gornicza.**

**LAND-BASED PLANNER  
FORUM**

**18/09/2025**

**URBACT**



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# Driving change for better cities

Inspiring Actions.  
**DĄBROWA GÓRNICZA**  
**A STORY OF SOME  
COOPERATION**

# START

Good contact and relationships  
developed with youth in city projects  
and URBACT events on 3go May Street



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At ULG meetings, they learned about the challenges of merchants



# ACHIEVEMENTS



## **ISSUES**

### **INVESTIGATED**

The 'outdatedness' of the market  
and the lack of activity outside  
market hours

The lack of appeal of 3 Maja Street

## **DETERMINING THE EFFECTS**

Neglected public space, economic  
problems

Lack of offer for residents

## **STIMULATING ACTION**

Market involvement

Involvement of schools and young  
people.

# SPATIAL ANALYSES

The spatial and organizational challenges were overwhelming for everyone



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# MAIN OBJECTIVES

## VISION

Create a cohesive, green and attractive space linking the areas: Market Place, Full of Life Factory and 3. Maja Street, with a complementary and mutually non-rivalizing offering tailored to different audiences. What emerges is an image of a comfortable and pedestrian-friendly. The picture that emerges is of a comfortable and pedestrian-friendly public space, involving key stakeholders supported by the city administration.

## OBJECTIVES

Linking local retailers to local consumers through digital activities tailored to the expectations of today's audiences and strategic solutions embedded in the agenda of the city's institutions.

Launching a promotional programme to support the visibility of the Market and its offer.

Introduce a programme of mutually supportive local communities.

HIGH QUALITY  
PRODUCTS  
AND SERVICES  
LOCAL

IDENTITY PLACE

DEVELOPMENT  
OF THE URBAN OFFER  
IN THE DOWNTOWN  
AREA

GREEN AND BLUE  
INFRASTRUCTURE

IMPROVING  
THE QUALITY OF  
PUBLIC SPACE

## AREAS OF INTERVENTION

WALKING  
AND CYCLING  
INFRASTRUCTURE

## OBJECTIVES

Aesthetic improvement and introduction of green and blue infrastructure to the pedestrian area of 3. Maja Street

Improving the aesthetics of the space and redevelopment of the Market taking into account the needs of users and customers of the Market

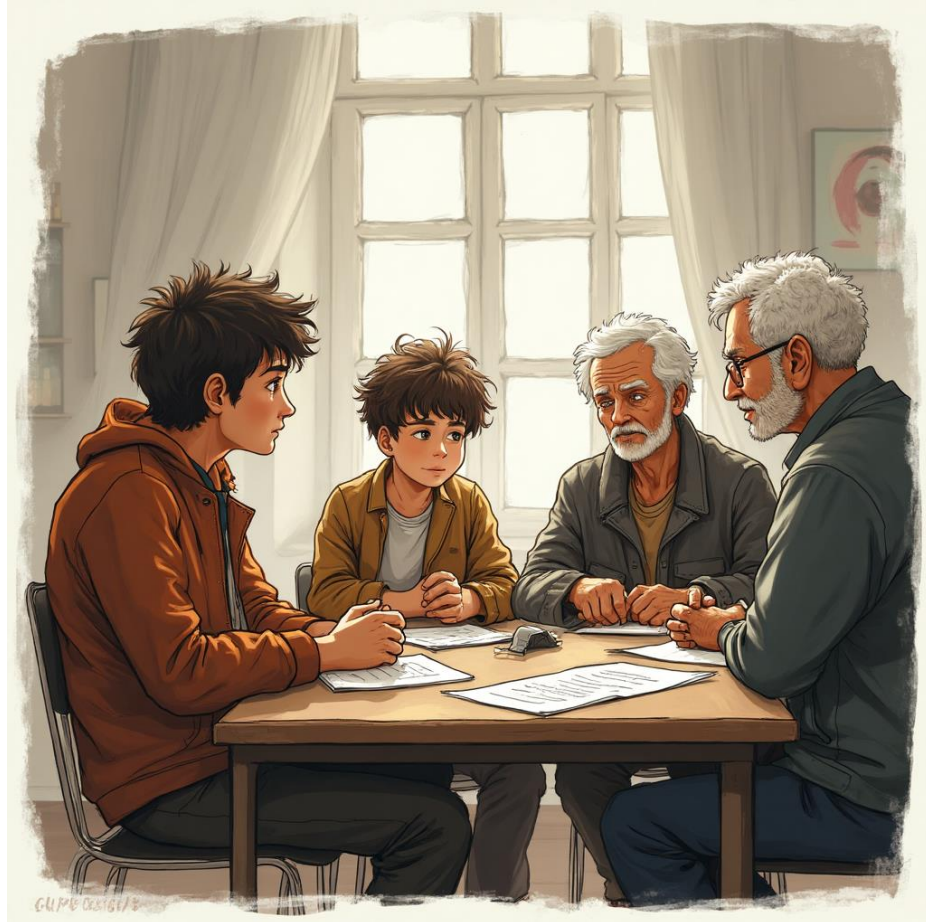
## OBJECTIVES

Explore the spatial potential of the Augustynik estate to create public spaces that complement the urban offer of the Downtown.

Creating a minimum of three pedestrian and bicycle routes linking key areas in the City Centre

Creating places with urban and tourist potential in the Downtown on the pedestrian and cycle route.

Supplement the city's strategic and planning documents with provisions that support the specific objectives.



# COMMON DREAMS



The market requires organisational, functional and infrastructural changes tailored to current and future users.





# COMMON DREAMS



3 Maja Street requires revitalisation and a green transformation of public space adapted to the needs of current and future users.



# COMMON DREAMS

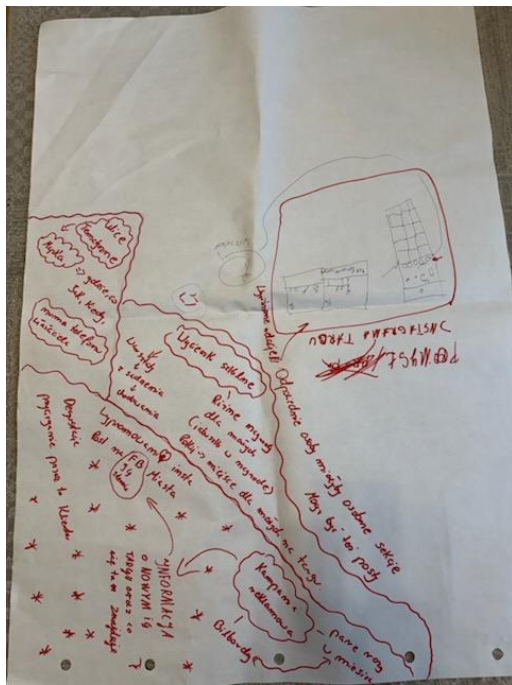


The city centre is gaining a network of economic and spatial connections that support the development of its commercial, service and catering offerings.

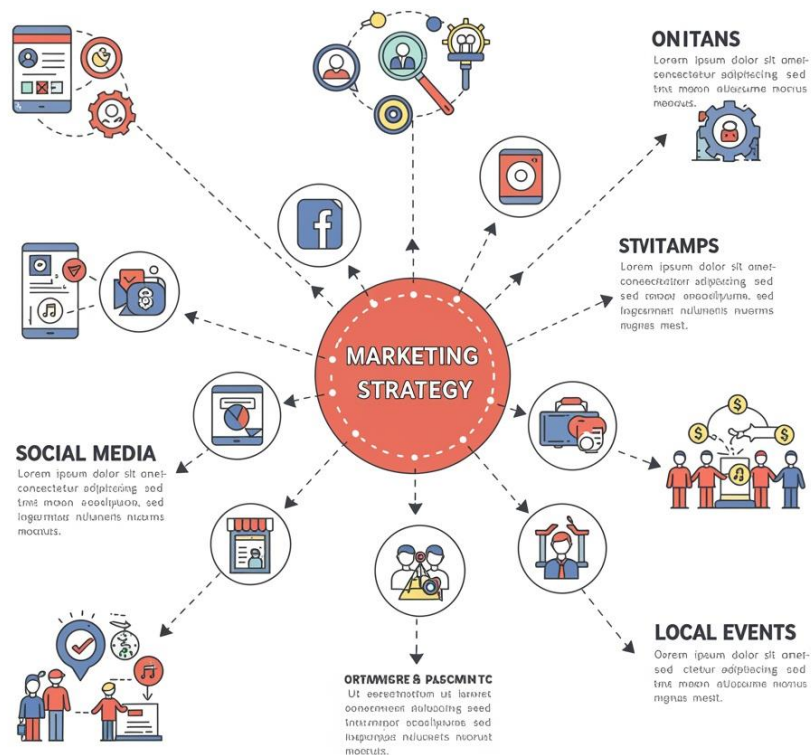


# Ways to take action

let's make materials about merchants and other entrepreneurs and put them on instagram to start with



## MODERN MARKETING STRATEGY





# [Communication Crisis

**BUT**

Merchants had their own idea of change - they wanted a big renovation and a spectacular start to a new place



# Reflection

why we can't start with  
the small steps?



# [First results

## Plan for the pilot action during the vacations,

- “Action Friday Market” - one day to pilot opening the Market at different hours,
- Gather some merchants to test the changes and propose alternative hours tailored to the target group
- Complete the profile of the Market with basic information and the offer of the Market - improve the visibility of basic information the key is wide information so that people come - Newspaper

It's worth starting with officials!!! - Information on the internal portal of the office about the date of the pilot





# Merchant Enthusiasm

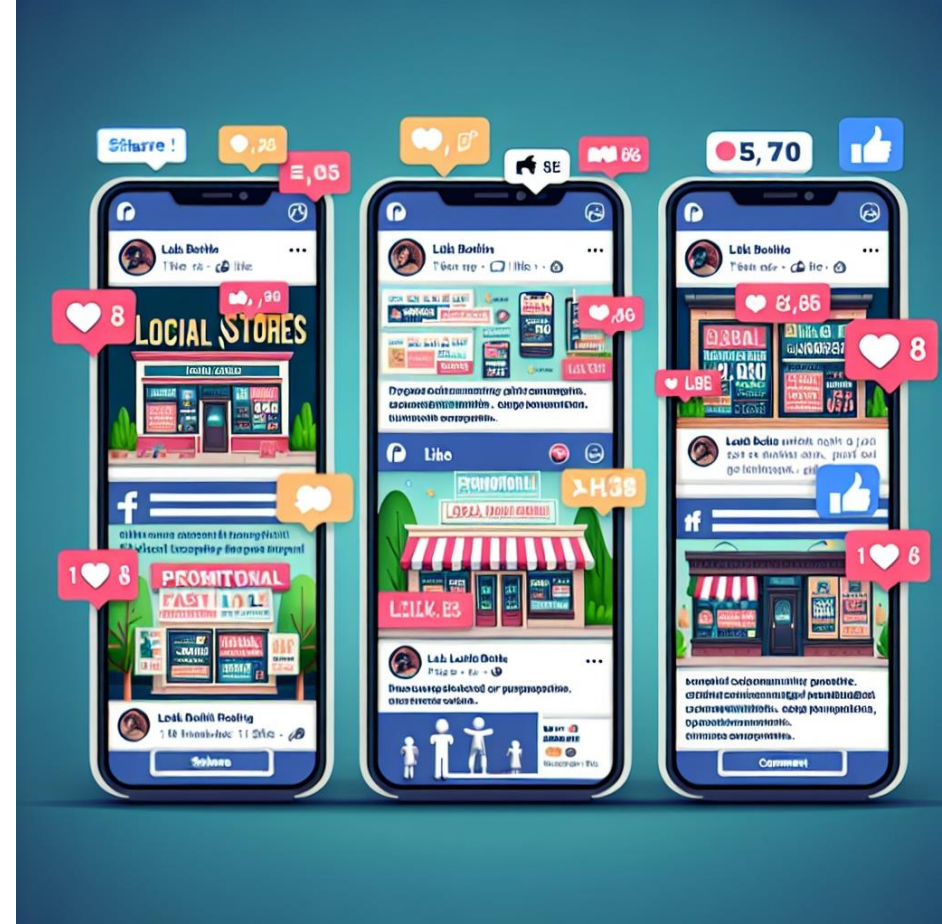
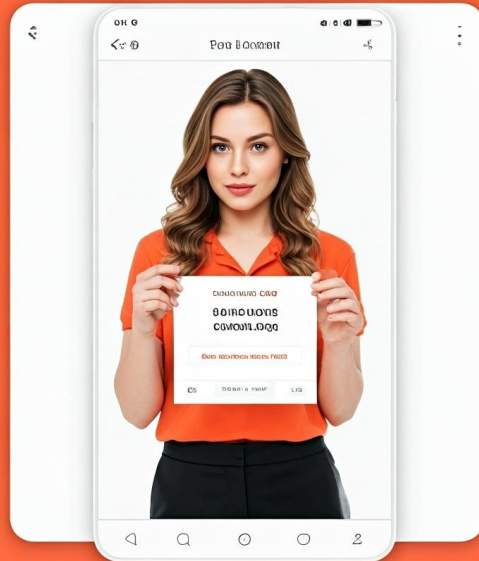
## next steps:

- Establish cooperation with economics to have cooking workshops in conjunction with the market.
- Hire musicians every month/week to take advantage of the summer period to rock
- Fun for children - mini children's stand, children's entertainer, competition to make a salad with products from the market
- Workshops, tour with children \_ kindergarten and elementary school = need to contact kindergarten - mailing list with educational institutions
- Presentation of where raspberries or other fruits come from.



# Testing the strategy

What huge social media traffic!  
this has exceeded our expectations



# [Cooperation pays off!

## Expected outcomes of cooperation:

- Library has outdoor activities - they can help organize
- Joint activity with Senior Citizens Council?
- Business Incubator youth - expand marketing department - run social media, prepare informational billboard
- Economic School can organize cooking classes in partnership with the Marketplace
- Art School can organize drawing, painting classes
- Technical Science Works





# Strengthening relationships

The connection between young people and merchants

Impact on the city:

- Green changes in public spaces
- Strengthening the potential of merchants and other entrepreneurs in the city centre through promotion and spatial connections



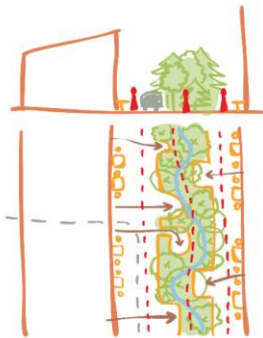
# Final touches

We want to have:

- a promotion strategy
- a strategy for cooperation with public institutions
- and new space!

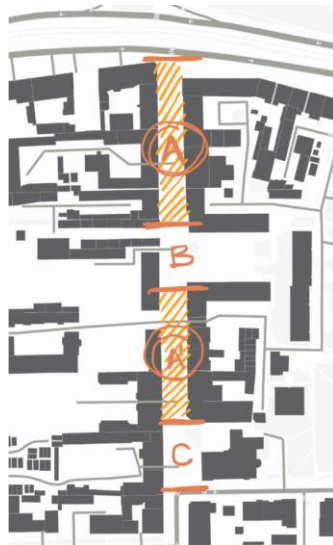
## 3. MAJA STREET

ASSUMPTIONS FOR THE TRANSFORMATION  
CONCEPT



Street zones: from the elevation - space for tables, pedestrian or footpath route, a forest zone with food gardens, a linear rain garden and a walking path with an arranged outdoor exhibition.

An additional attraction will be the graphic illuminations projected onto the walls of the townhouses so that the scenery is always changing.



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