

## Action Plan DANURB+ in Giurgiu: Giurgiu Facing the Danube

*Association for Urban Transition, launched at the beginning of 2022 the project Giurgiu Facing the Danube (#GiurgiuCuFataSpreDunare) for the microregion Giurgiu as a way to leverage some of the region's assets and mobilise community involvement around turning the local heritage into touristic opportunities.*

### Action Plan Objective

The work and knowledge gathered through the DANURB+ programme in Giurgiu have been translated into a dedicated action plan for Giurgiu called "Giurgiu Facing the Danube". This aims to mobilise a group of key stakeholders in Giurgiu to continue the community activation activities developed under Danurb+ to further valorise the heritage of the city. By linking up past activities coordinated by ATU with existing relevant educational, community and public actors in Giurgiu, this action plan focuses efforts at a local level to help valorise and promote the historic neighborhood of Smârda and continue bringing the community together in the process.

Smârda neighborhood has been identified following research visits and community engagements as being an area with rich heritage for valorisation. It is a neighborhood with historical value that is still physically visible through architecture, but also through the local memory developed from generation to generation. The area is host to post-industrial heritage sites such as the Sugar Factory grounds and park, one of the oldest built areas of the city, the last standing urban hut in Giurgiu as well as local communities in development such as La Bordei and Parcul Fabricii de Zahăr.

*The Action Plan is organized by the Association for Urban Transition, the Municipality of Giurgiu and the University of Architecture and Urbanism "Ion Mincu", as partners in DANURB+. The Municipality of Giurgiu is a strategic partner associated with the consortium of this project.*

*Project co-financed by European Union funds (EFDR and IPA).*

**Website:** [http://www.interreg-danube.eu/danurb\\_plus](http://www.interreg-danube.eu/danurb_plus)

**Platform:** <https://www.danurb.eu/>

## Action Plan Elements

The action plan relies on three core activities already started in 2022 and with plans for future activations together with local stakeholders:

### Activity 1: Consolidation work for “La Bordei” to turn it into a community centre in Smârda city area

#### Responsible stakeholder:

Association “La Bordei” (Str. T. Vladimirescu, Nr. 69)

Contact person: Aurelia Vărzaru ([labordei.giurgiu@gmail.com](mailto:labordei.giurgiu@gmail.com), +40 726 242 693)

#### Activity goal:

Bring to light the architectural heritage of the Smârda neighbourhood by supporting the revitalisation of key historic sites.

#### 2022 Progress:

ATU collaborated with local communities La Bordei and Parcul Fabricii de Zahăr to revitalise the last urban hut in Giurgiu. Located in the heart of the Smârda neighbourhood, the hut has been deteriorating for the last few years despite having an important social and historical value. Together with the local communities, ATU organised a series of working sessions managing to remake the garden, start documentation work on the hut infrastructure and mobilise efforts for the hut consolidation. The hut was integrated in the Danube Days Festival and was open to the public. A crowdfunding campaign, community development and heritage renovation expert sessions were also organised to support the evolution of the community towards a local civic action group.

#### 2023 Next steps:

- Continuing to explore financing options through funding applications or crowdfunding for finalising the consolidation work for the hut building at 69 T. Vladimirescu in Giurgiu
- Connecting with local stakeholders as well as heritage monuments experts to explore the future potentials of the site and its plan for becoming a local community centre.
- Continuing the community engagement with Giurgiu residents and tourists to raise awareness of traditional architectural heritage in the city and its historical and social importance in Smârda neighbourhood

*Project co-financed by European Union funds (EFDR and IPA).*

**Website:** [http://www.interreg-danube.eu/danurb\\_plus](http://www.interreg-danube.eu/danurb_plus)

**Platform:** <https://www.danurb.eu/>

## **Activity 2: Connecting the residents of Smârda and making the historical neighbourhood a cultural hotspot with a yearly co-created Danube Days Festival**

### **Responsible stakeholder:**

The Municipality of Giurgiu

Contact person: Ion Muscalu ([ionel.muscalu@primariagiurgiu.ro](mailto:ionel.muscalu@primariagiurgiu.ro), +40 723 113 305)

### **Activity goal:**

Bring together the local community of Smârda and broader Giurgiu for a collective celebration of the neighbourhood and its heritage.

### **2022 Progress:**

ATU orchestrated the Danube Days Festival in 2021 as a first community engagement activity and then in 2022 with an open call for participation from the local residents, organisations and any stakeholders interested to get involved. This resulted into a 3 days festival with the full agenda covered by local actors contributing their skills, expertise, passion and time to celebrate Smârda through workshops, walks and activities.

### **2023 Next steps:**

- Ensuring organisational ownership over the Danube Days festival and its integration as part of the city yearly agenda to celebrate the link to the Danube and its neighbouring areas
- Developing and coordinating a network of public, private, community actors to help shape the agenda, mobilising private or public financial support
- Continuing to build ties with Ruse Municipality to extend the festival from a local to a regional transdanubian celebration over the Danube

## **Activity 3: Educating young people on revitalisation of heritage neighbourhoods with urban exploration workshops**

### **Responsible stakeholder:**

Regional Scholar Inspectorate Giurgiu (ISJ GR)

Contact person: Corina Staicu ([corinastaicu22@gmail.com](mailto:corinastaicu22@gmail.com), +40 727 348 469)

### **Activity goal:**

Raise awareness of the tangible and intangible heritage found in the neighbourhoods of Giurgiu by educating young people how to observe, think and act to valorise it

### **2022 Progress:**

ATU's educational activation in Giurgiu with the urban exploration summer school in 2021 led to the creation of a set of materials and knowledge around working with young people in Giurgiu to spot and showcase to the larger public the stories of social and architectural

*Project co-financed by European Union funds (EFDR and IPA).*

**Website:** [http://www.interreg-danube.eu/danurb\\_plus](http://www.interreg-danube.eu/danurb_plus)

**Platform:** <https://www.danurb.eu/>

heritage of one of its neighbourhoods. In 2022, these learnings and tools were further applied to a series of workshops as part of Danube Days Festival working with young people and children to understand the heritage of the historic neighbourhood of Smârda.

### 2023 Next steps:

- Translating the educational programme ran and developed for Danurb+ into a format that can be adopted in theoretical and vocational schools as part of "Scoala Altfel" as a pilot in 2024
- Coordinating with local educational bodies to build the programme into the 2025 educational curriculum as an facultative module for young people
- Collaborate with the local tourism body Visit Giurgiu to turn the created stories into content for touristic promotion of the city (e.g. maps, panels, online content, etc.)

### Expected results

"Giurgiu Facing the Danube" action plan would make the cultural tangible and intangible heritage of Giurgiu more visible. We expect an increase in the attractiveness of the city: for residents becoming more connected to their neighborhoods and using public social infrastructure, for tourists from surrounding regions coming to visit the city, for entrepreneurs to invest in consumer facing businesses linked to the Danube.

*Project co-financed by European Union funds (EFDR and IPA).*

**Website:** [http://www.interreg-danube.eu/danurb\\_plus](http://www.interreg-danube.eu/danurb_plus)

**Platform:** <https://www.danurb.eu/>