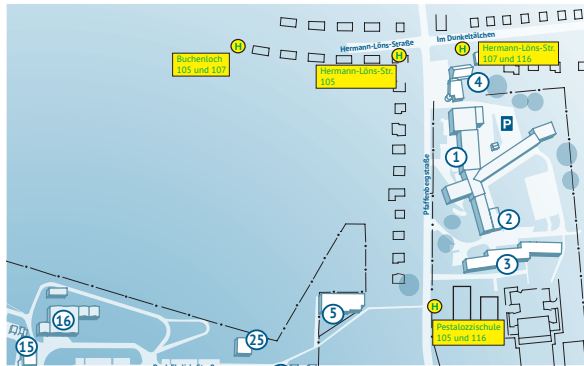


## Registration

Please register for the event until August 26th, 2019  
online at: <https://tuk-anmeldungen.procampus.de/de/giagem/>

The number of participants is limited. Registrations will be considered according to the order of receipt.

**Workshop venue (Sept. 12):**  
The event will take place at  
**Technische Universität Kaiserslautern (TUK)**  
Building 1, Room 160  
Pfaffenbergstraße 95, 67663 Kaiserslautern



## Excursion (Sept. 13)

### Gartenschau Kaiserslautern

Lauterstraße 51, 67659 Kaiserslautern  
Phone: 0631 710070  
<https://www.gartenschau-kl.de/>

## Accommodation: Stadt Hotel Kaiserslautern

A limited number of rooms was pre booked – please make a reservation with the password GIAGEM until August 15th

Friedrichstraße 39, 67655 Kaiserslautern  
Phone: 0631 362630  
<https://stadthotel-kl.de/>

## Contact:

Prof. Dr. Karina Pallagst  
[karina.pallagst@ru.uni-kl.de](mailto:karina.pallagst@ru.uni-kl.de)  
Department International Planning Systems  
Faculty of Spatial and Environmental Planning  
Technische Universität Kaiserslautern

More information about the GIAGEM Project:  
[www.uni-kl.de/giagem](http://www.uni-kl.de/giagem)



## Final presentation and workshop

The Role of Green Innovation Areas  
in Revitalizing German and Mexican Cities

*Lessons Learned and Ways Forward*

The final GIAGEM presentation and workshop  
will take place from

**Thursday, 12 September 2019**

**Friday, 13 September 2019**



**IPS**

## Background and aims

As part of a German-Mexican research collaboration, the project GIAGEM (Green innovation areas in Germany and Mexico) aims at enhancing the use of vacant inner city spaces as green innovation areas for bio-economic uses and their potentials for implementation in German and Mexican cities. One of the first steps in the projects was to define what Green Innovation Areas could or should be. Thus, the authors came up with the following definition:

'Green Innovation Areas (GIAs) are a new kind of land use type with the purpose of revitalizing vacant or abandoned spaces. GIAs are locations for new innovative uses that are not yet specified, yet they are of experimental and innovative character. The range of uses can be attributed to the area of bio-economy (among others). GIAs address a number of public, private and civil society actors. They aim in particular at connecting the communities' and the entrepreneurs' interests by means of long-range land use planning and sustainable land use allocations. In doing so they support two aspects: sustainable and land conscious settlement planning, and implementing bio-economic (or other entrepreneurial) uses in urban revitalization processes.'

Applying green innovation areas as a revitalization tool for shrinking cities still needs to prove if it is suitable as a model for future development and revitalization in search of a new quality of life.

This workshop presents the results of a joint German-Mexican research project in order to enhance the use of vacant inner city spaces as green innovation areas for bio-economic uses and their potentials for implementation in German and Mexican cities. In addition, it presents relevant projects within processes of green infrastructure, policymaking and decision making on bio-economic land uses in a novel way, in the form of green innovation areas.

## Questions to be addressed with this event are:

- How can GIA be utilized as an instrument for revitalization?
- How can the possibilities of the GIAGEM good-practices in Mexico and in Germany be used as models for other cities?
- What are further research needs for GIA?

## Agenda

### Thursday 12.09.2019

Location: Building 1, Room 160  
Pfaffenbergstraße 95, 67663 Kaiserslautern

09:30 – 10:00 Registration and coffee break

### PART 1: GREEN INNOVATION AREAS (GIAs) IN GERMANY AND IN MEXICO

Moderator: René Fleschurz, TUK

10:00 – 10:30 Opportunities for revitalization – GIAs in Germany, Karina Pallagst, TUK

10:30 – 11:30 The economic and social component of GIAs in Mexico, José G. Vargas-Hernández, University of Guadalajara

11:00 – 12:00 Presentations of Mexican case studies by Kevin Alejandro Becerra Rodriguez, Claudia Jeanneth Pérez Gomez del Castillo, Jesica Dávalos, University of Guadalajara

12:00 – 12:30 Fresh Völklingen, a GIA Best practice case, Peter Zeller, CEO Fresh Völklingen

12:30 – 14:00 Lunch break

### PART 2: DISCUSSING CHALLENGES AND OPPORTUNITIES OF GREEN INNOVATION AREAS

Moderator: Karina Pallagst, TUK

14:00 – 15:30 Panel discussion

#### Panelists

Dipl.-Ing. Runrid Fox-Kämper, Institut für Landes- und Stadtentwicklungsforschung (ILS) Dortmund

Prof. Dr. Robert Jüpner, TUK

Prof. José G. Vargas-Hernández, MBA; Ph.D., University of Guadalajara

Peter Zeller, CEO, Fresh Völklingen

Dr. Martina Artmann, Institut für ökologische Raumentwicklung (IÖR), Dresden

15:30 – 16:00 Scientific and technological collaboration between Mexico and Germany, Patricia Hammer, TUK

16:00 – 16:30 Conclusions: GIA - Lessons learned and ways forward, Karina Pallagst, TUK

16:30 Hors d'oeuvre reception

### Friday 13.09.2019

10:00 – 11:30 Excursion: the GIA space Gartenschau Kaiserslautern

12:00 Lunch at the restaurant Das Brauhaus an der Gartenschau

More information about the GIAGEM Project: [www.uni-kl.de/giagem](http://www.uni-kl.de/giagem)