

# GRÜNES SCHWABENCENTER

## Stakeholderanalyse



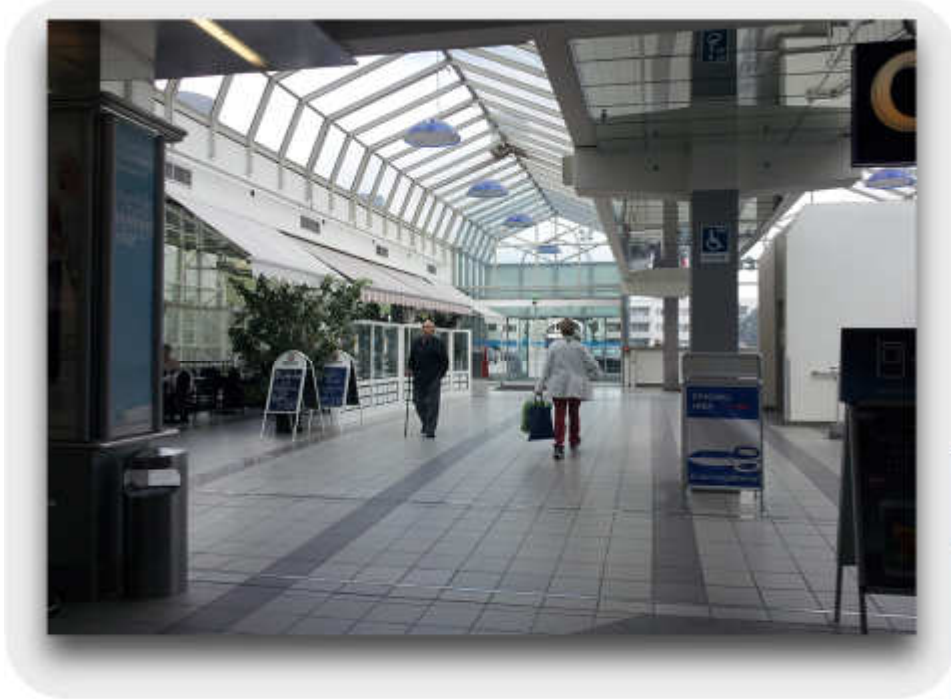
# Situation

**1971: Eröffnung des größten und modernsten Einkaufszentrums in Schwaben**

**2018: Das Schwabencenter hat nach 50 Jahren deutlich an Attraktivität verloren**

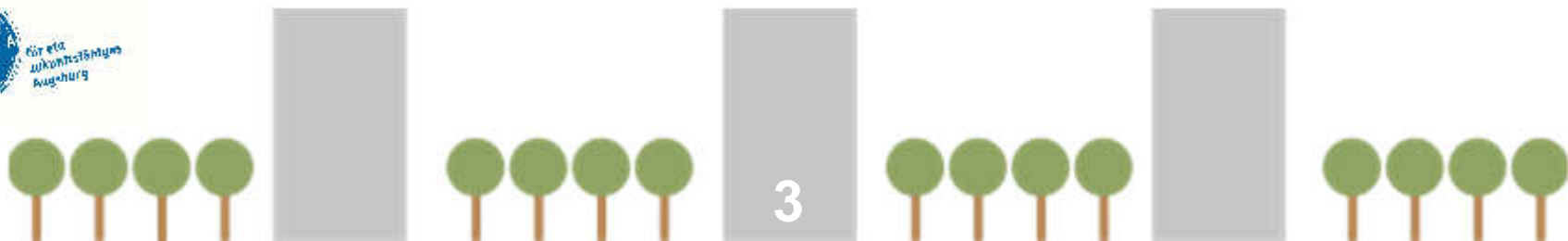


# Einkaufen und Wohnen



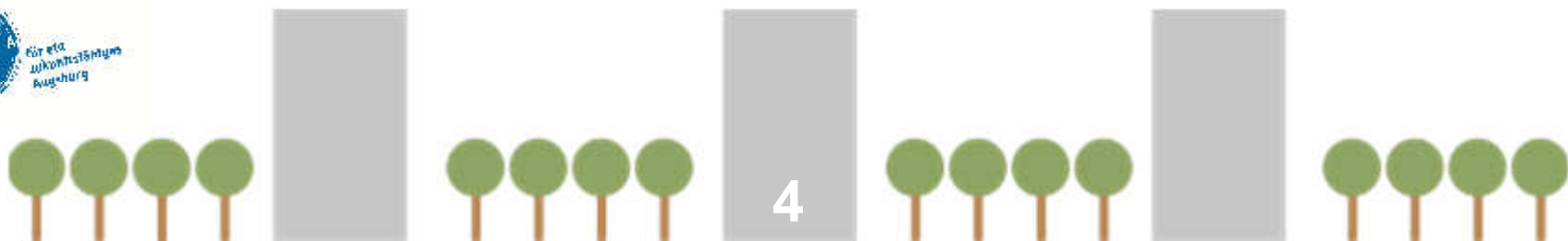
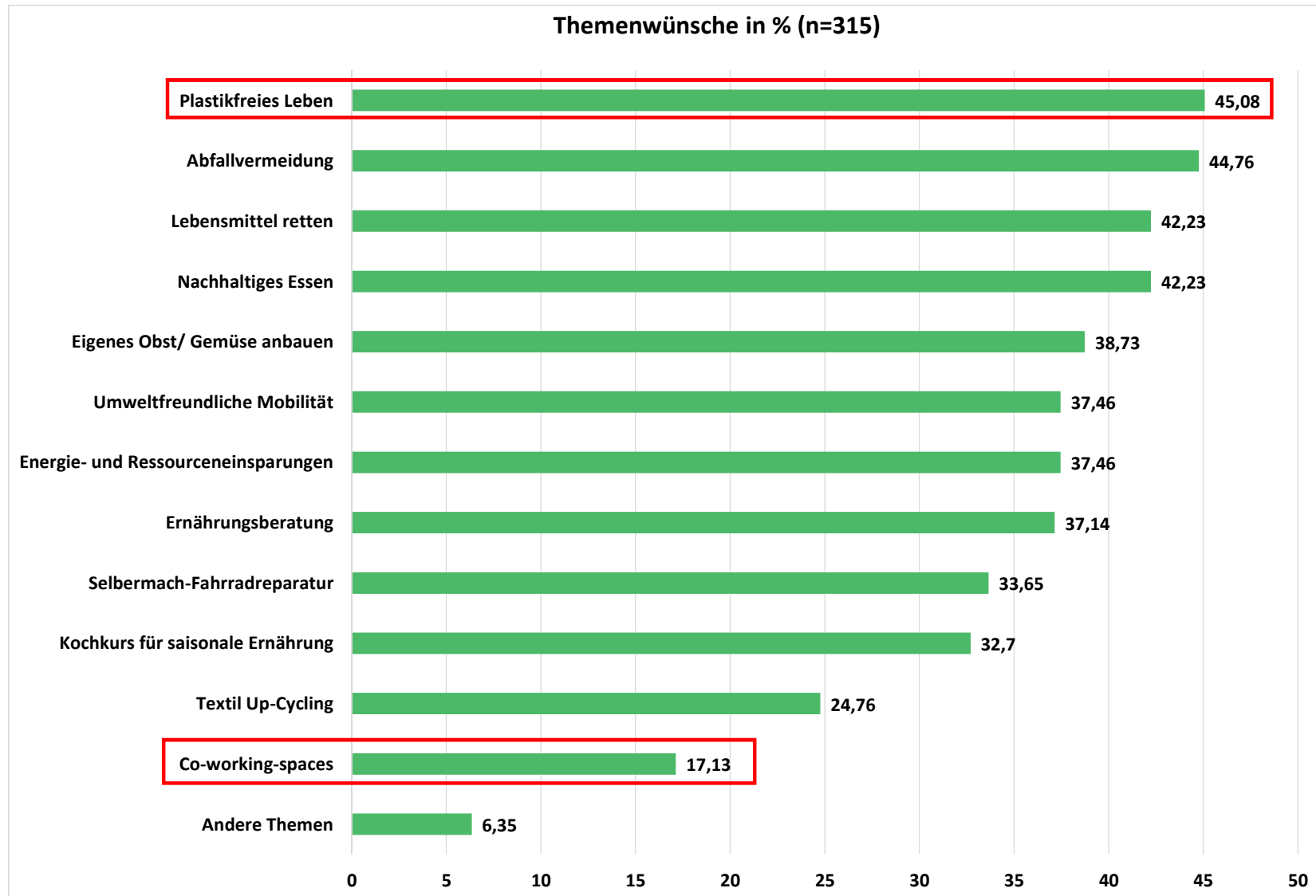
ca. 20.000 qm Einzelhandel,

<b>Wilhelm-Hauff-Str. 22</b>	<b>270 WE</b>
<b>Wilhelm-Hauff-Str. 28</b>	<b>162 WE</b>
<b>Wilhelm-Hauff-Str. 34</b>	<b>180 WE</b>
<b>Gesamt</b>	<b>612 WE</b>

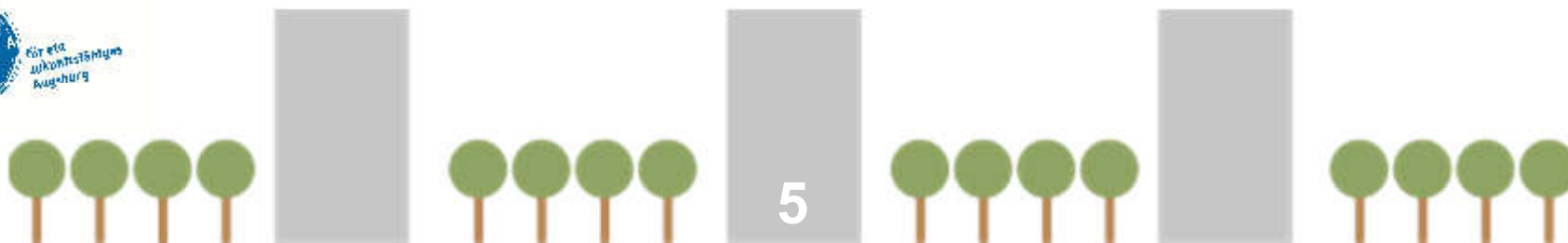
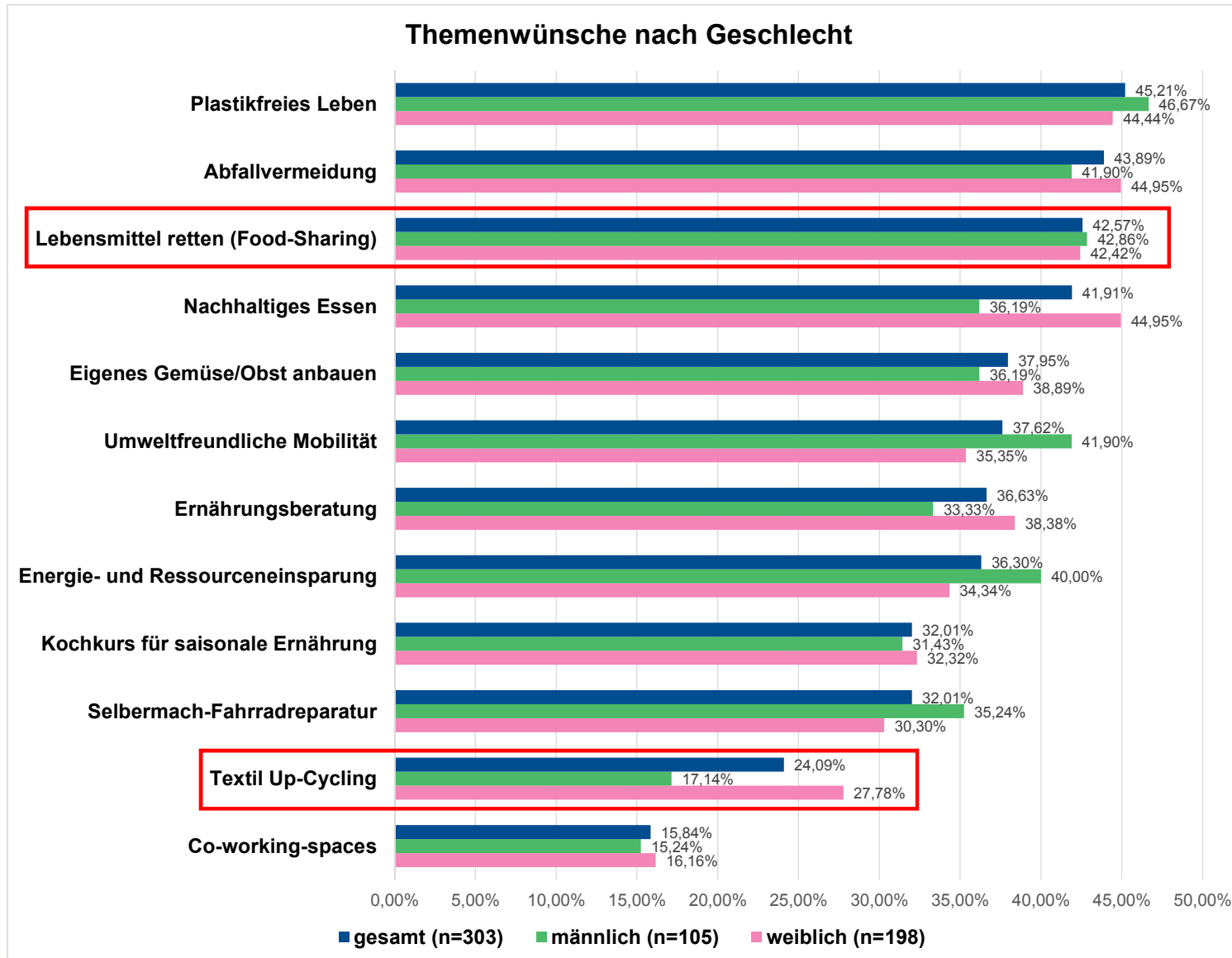




# Stakeholderanalyse - Themenwünsche

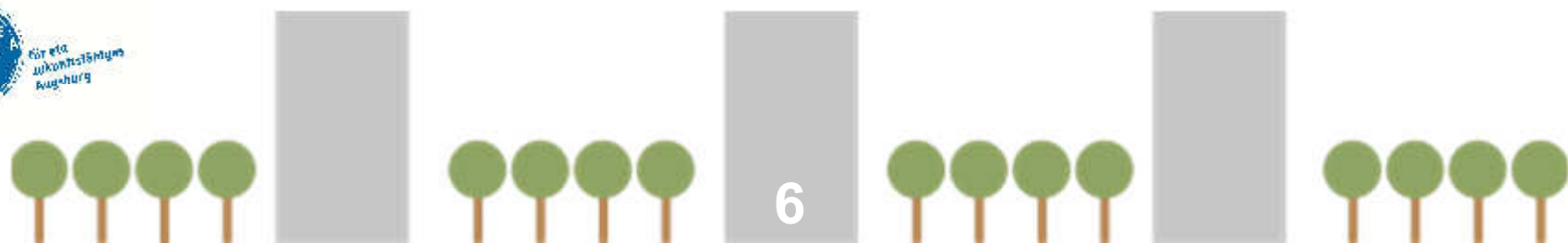
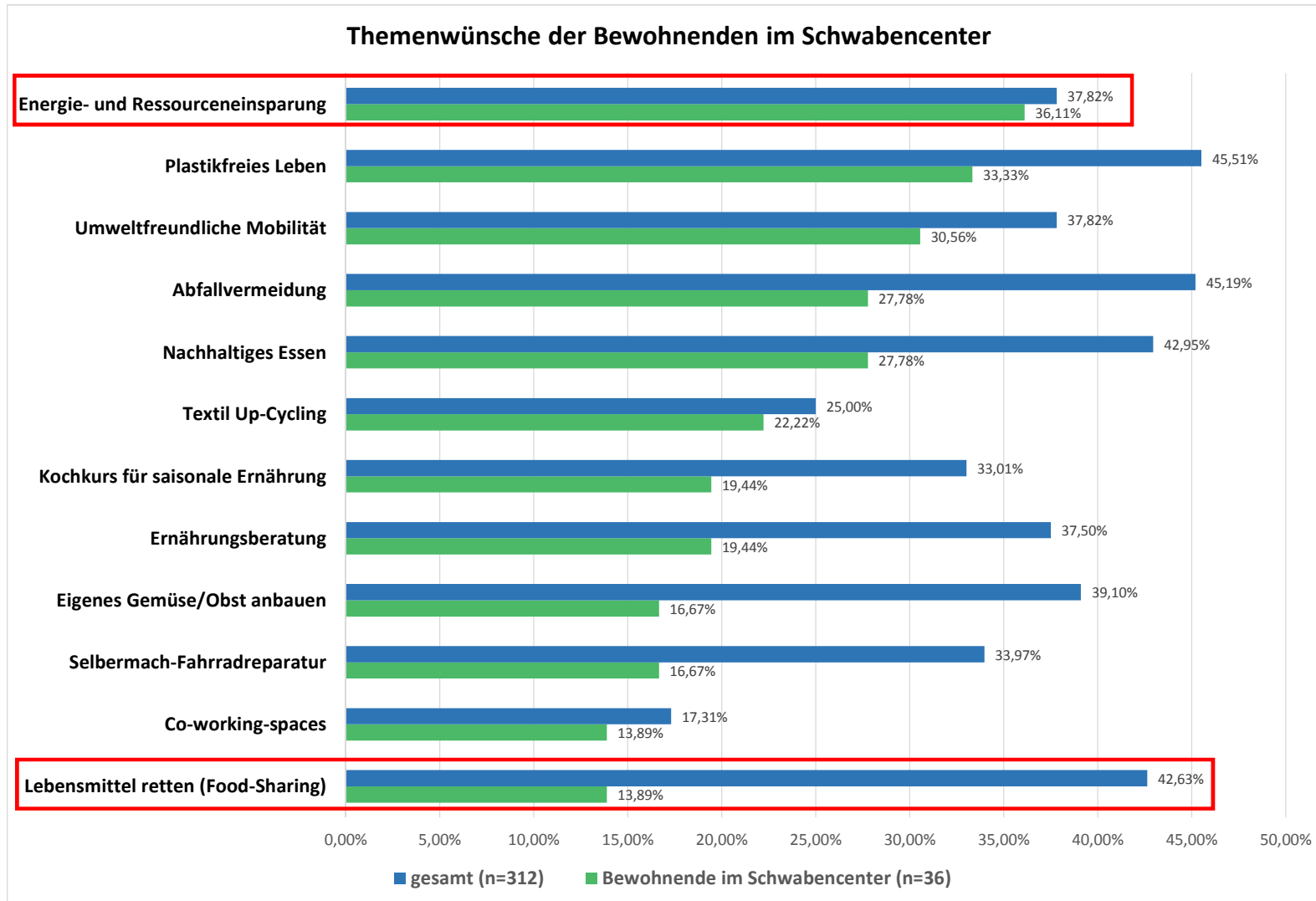


# Stakeholderanalyse -Themenwünsche

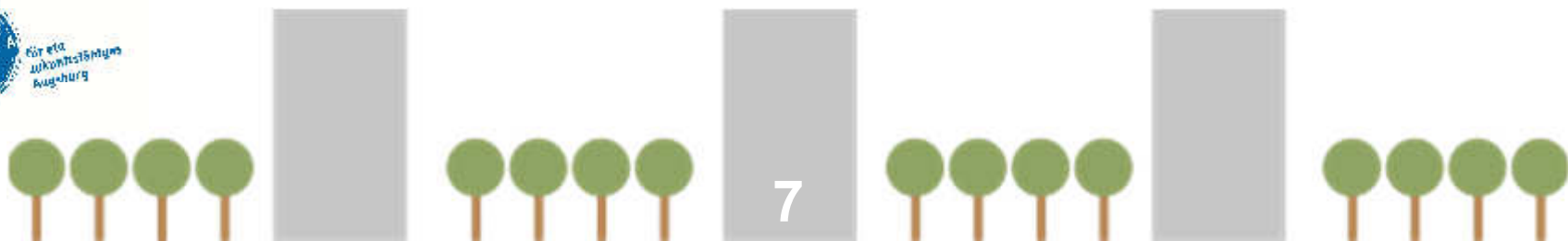
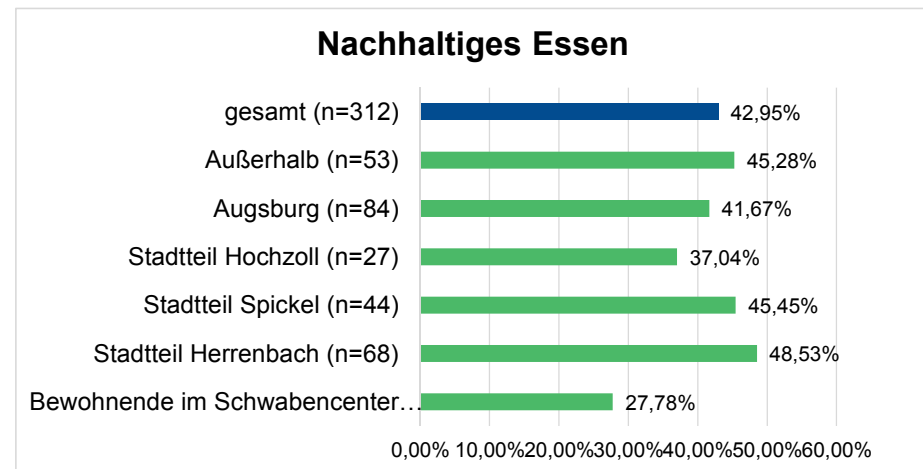
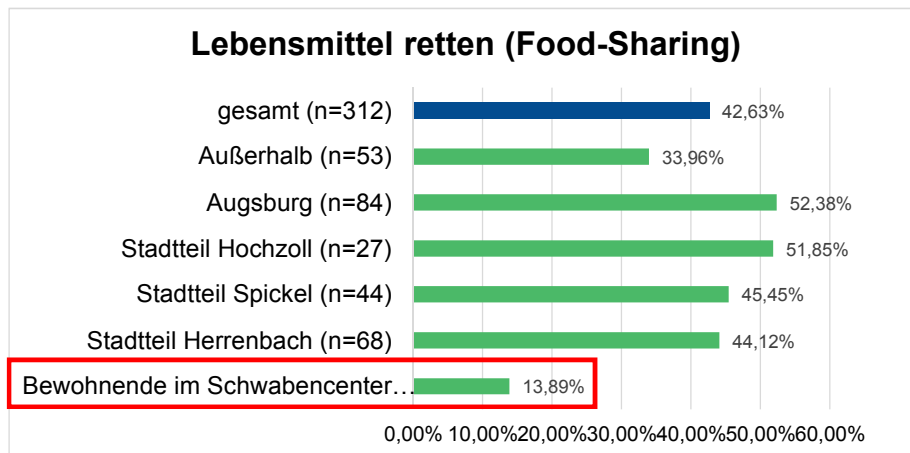
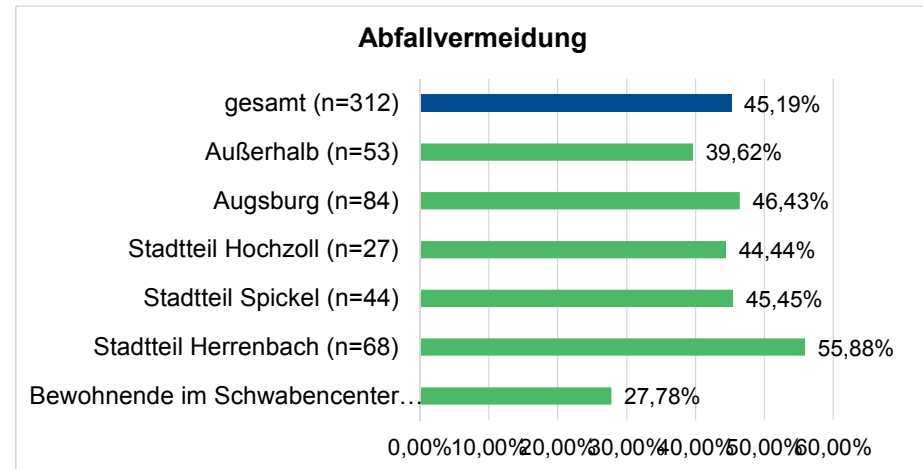
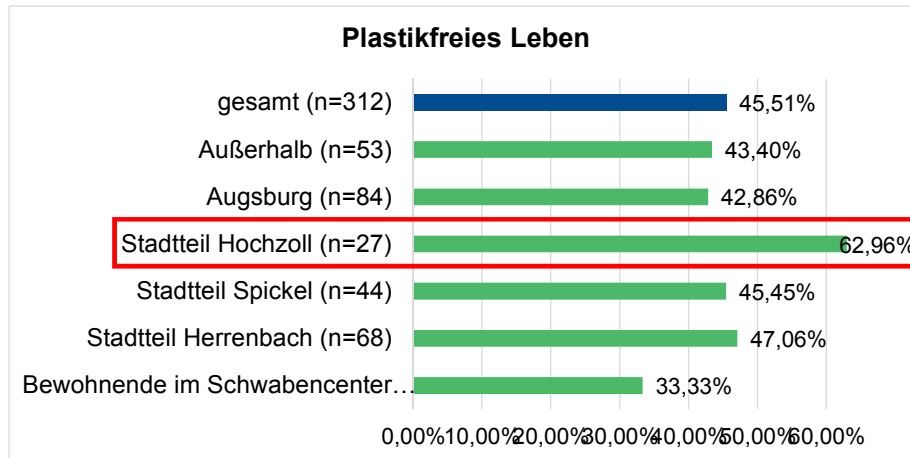


# Stakeholderanalyse

## Bewohnende Schwabencenter

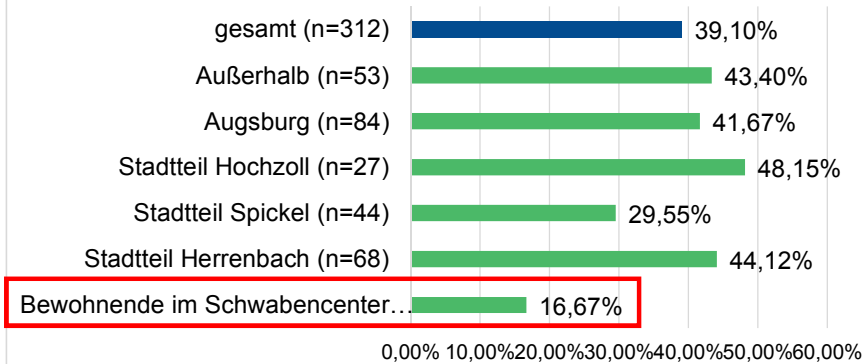


# Stakeholderanalyse nach Wohnorten

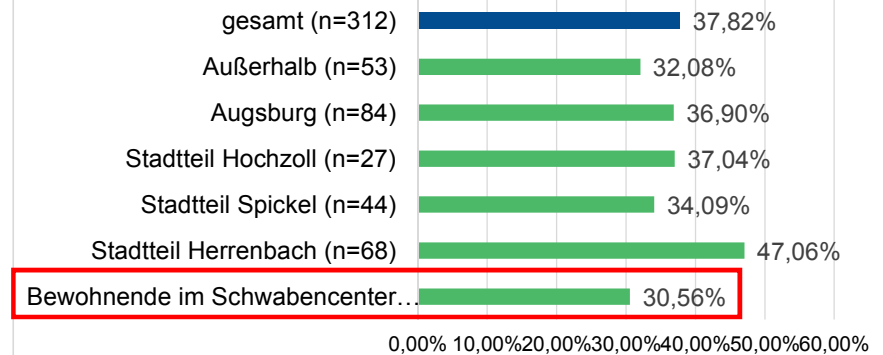


# Stakeholderanalyse nach Wohnorten

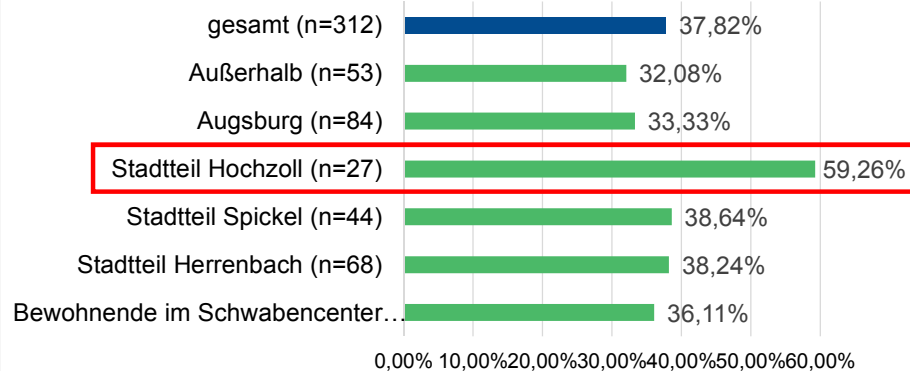
## Eigenes Gemüse/Obst anbauen



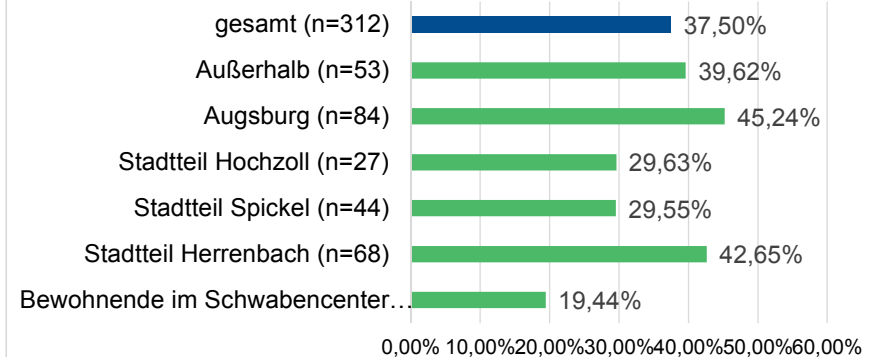
## Umweltfreundliche Mobilität



## Energie- und Ressourceneinsparung



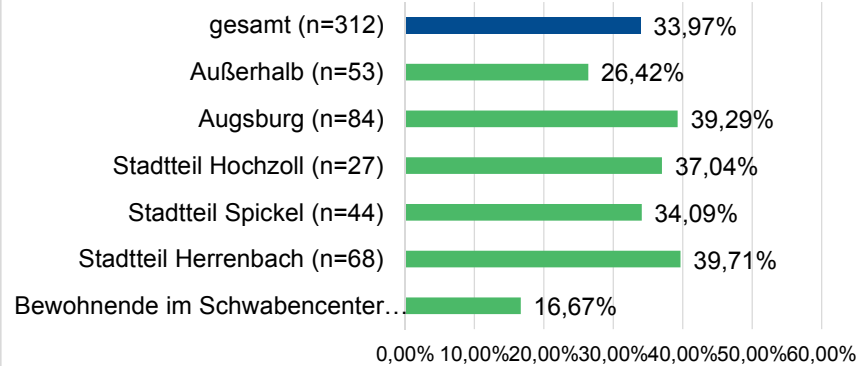
## Ernährungsberatung



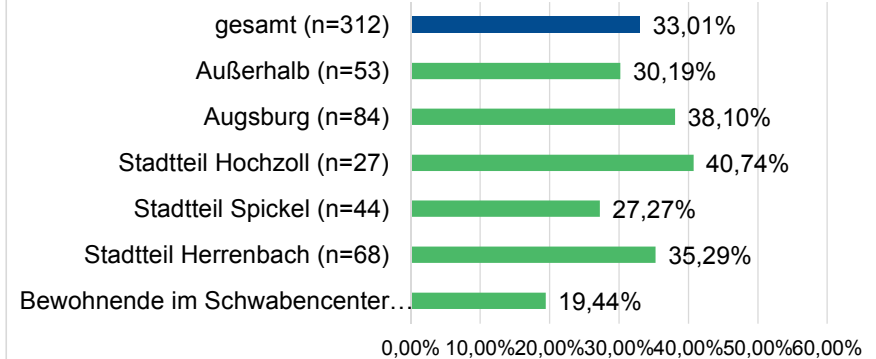


# Stakeholderanalyse nach Wohnorten

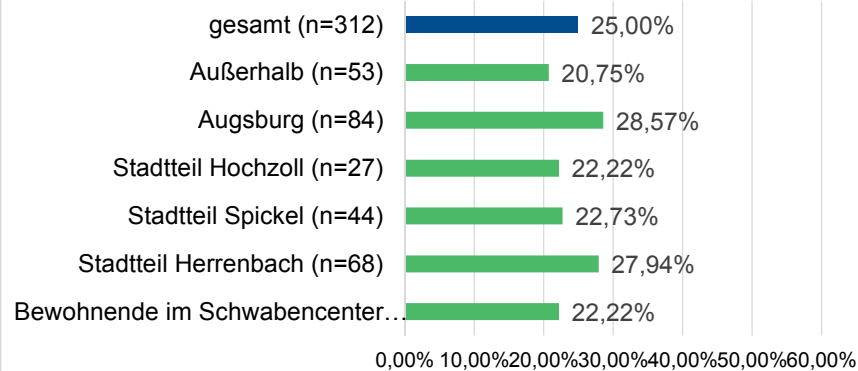
## Selbermach-Fahrradreparatur



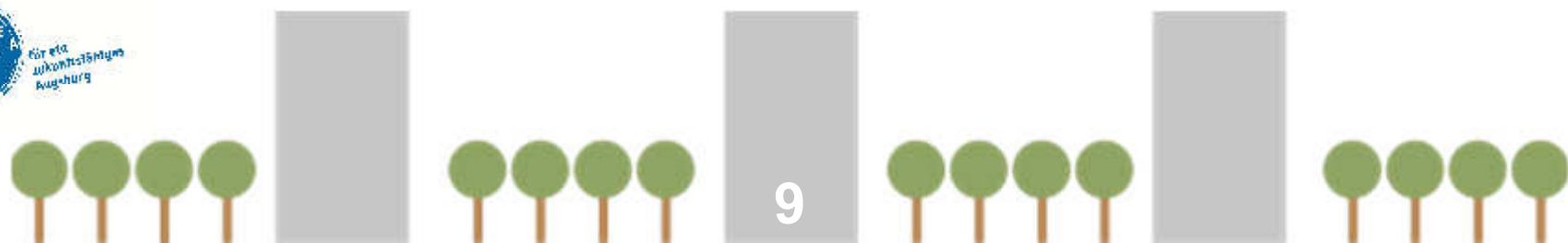
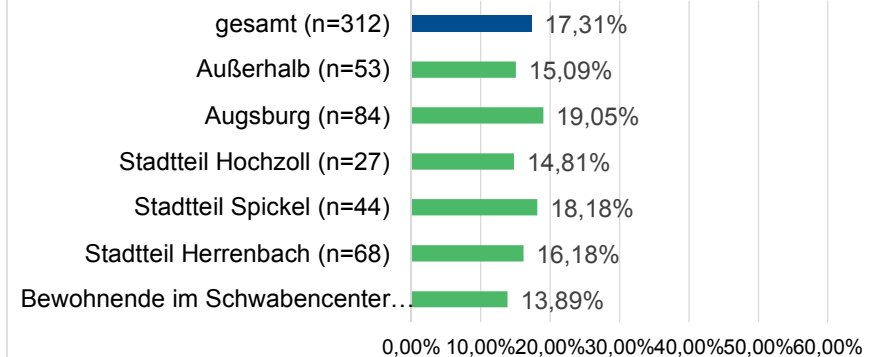
## Kochkurs für saisonale Ernährung



## Textil Up-Cycling

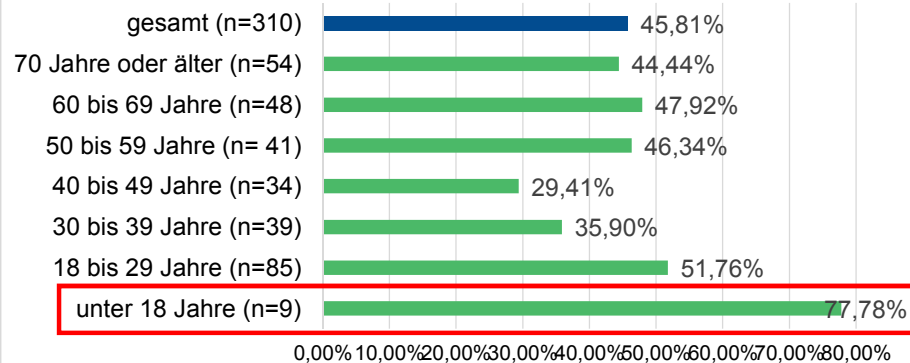


## Co-working-spaces

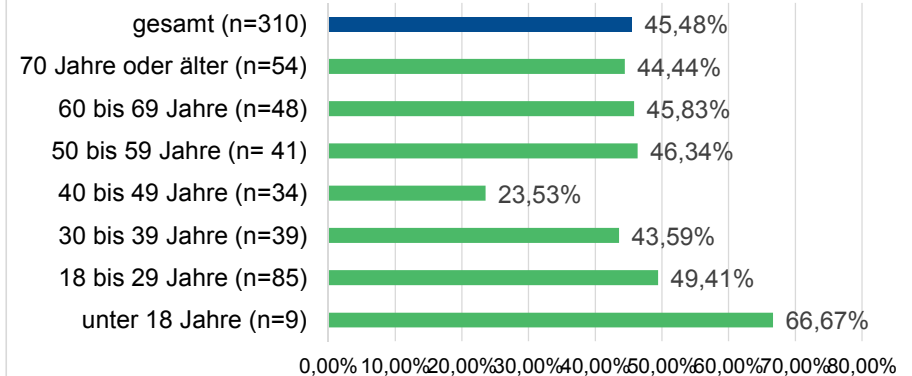


# Stakeholderanalyse nach Alter

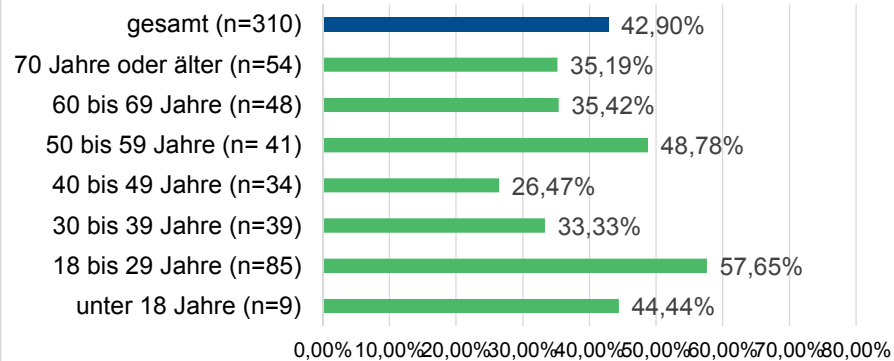
## Plastikfreies Leben



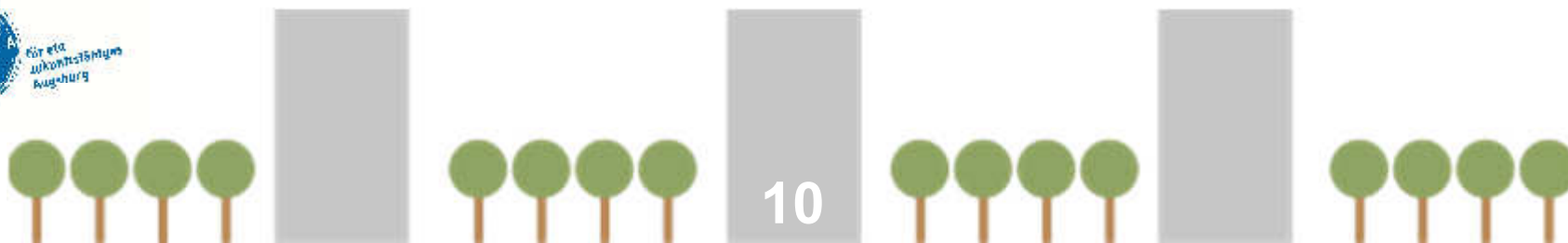
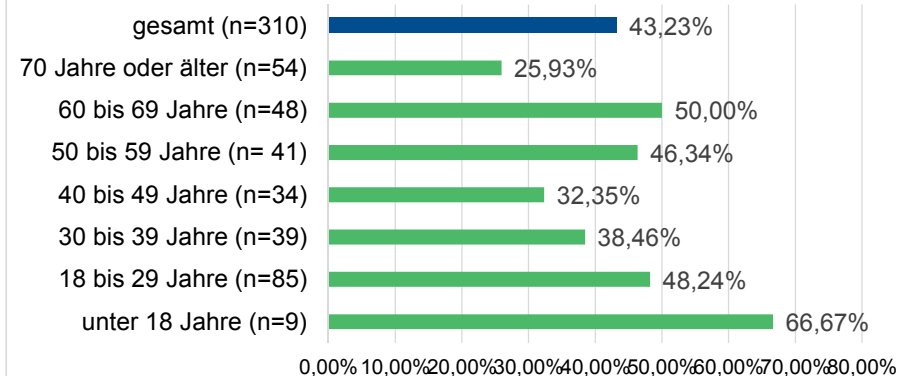
## Abfallvermeidung



## Lebensmittel retten (Food-Sharing)

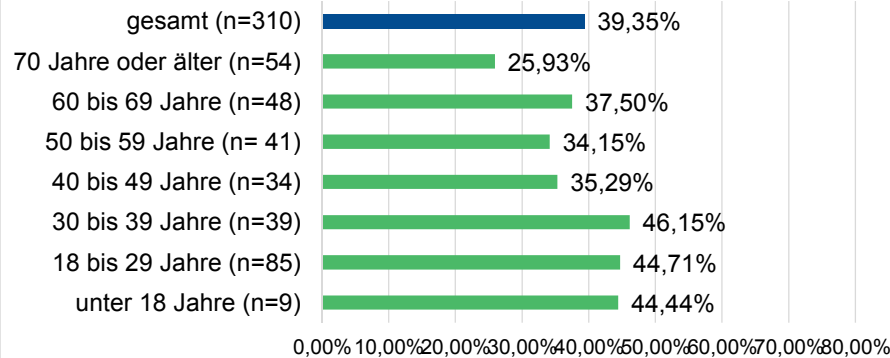


## Nachhaltiges Essen

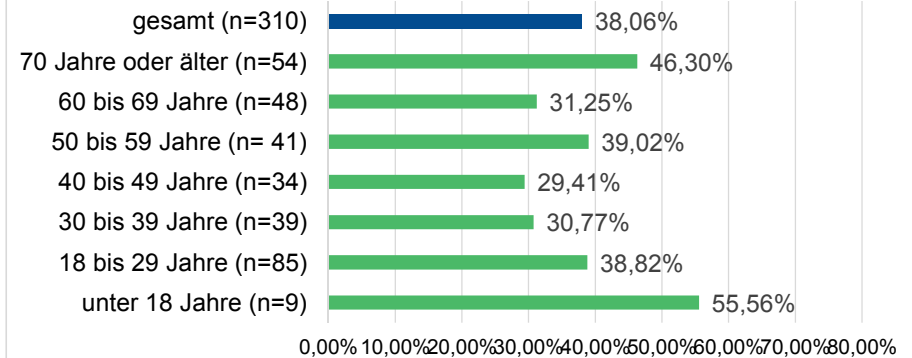


# Stakeholderanalyse nach Alter

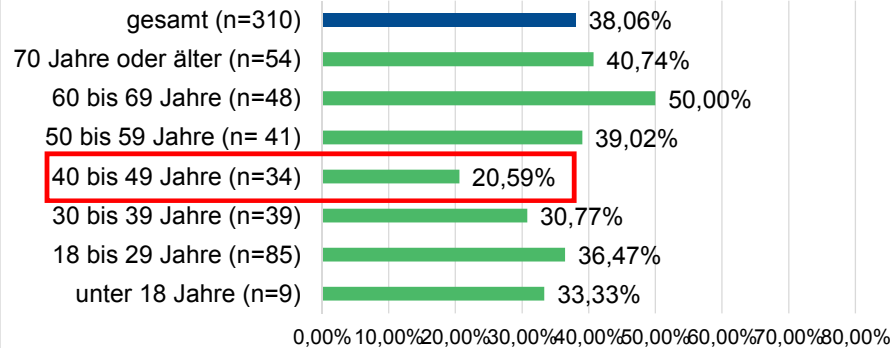
## Eigenes Gemüse/Obst anbauen



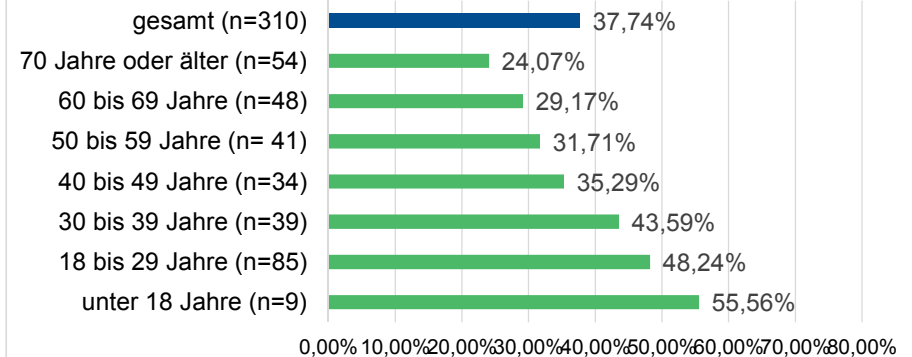
## Umweltfreundliche Mobilität



## Energie- und Ressourceneinsparung

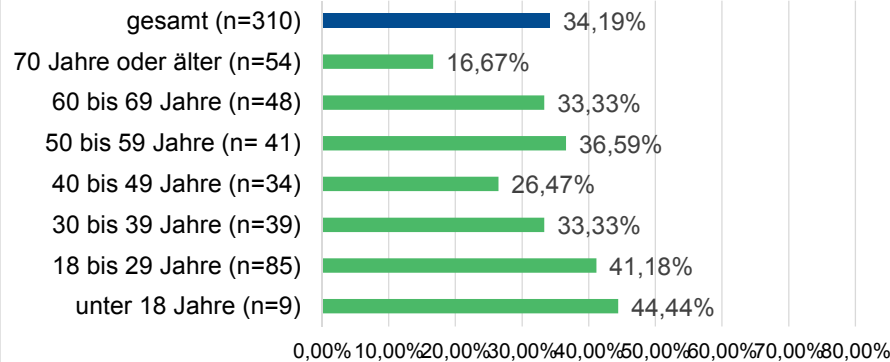


## Ernährungsberatung

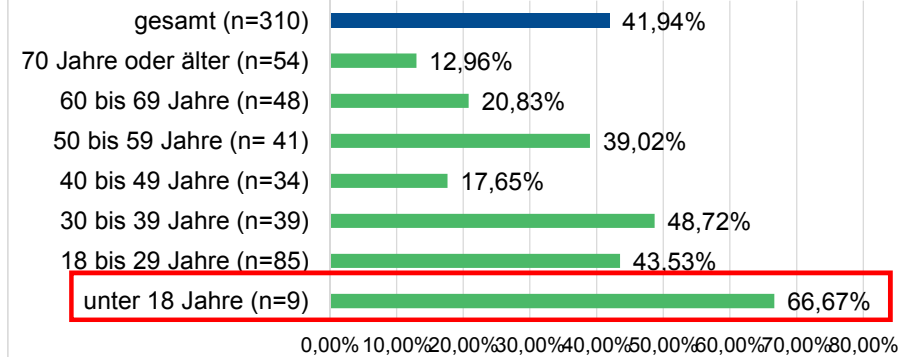


# Stakeholderanalyse nach Alter

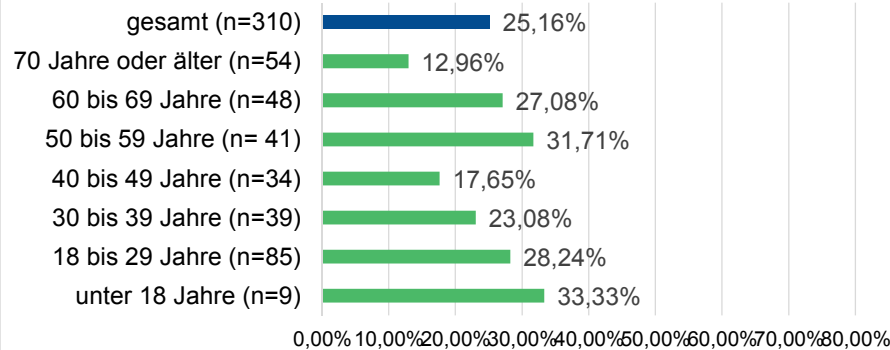
## Selbermach-Fahrradreparatur



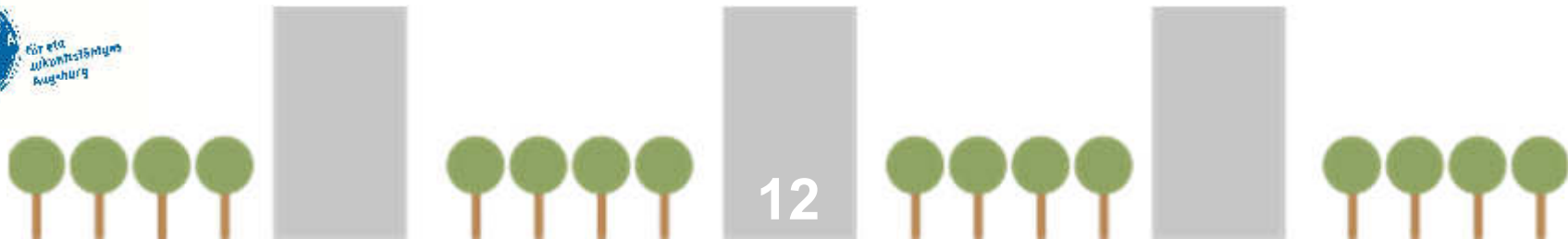
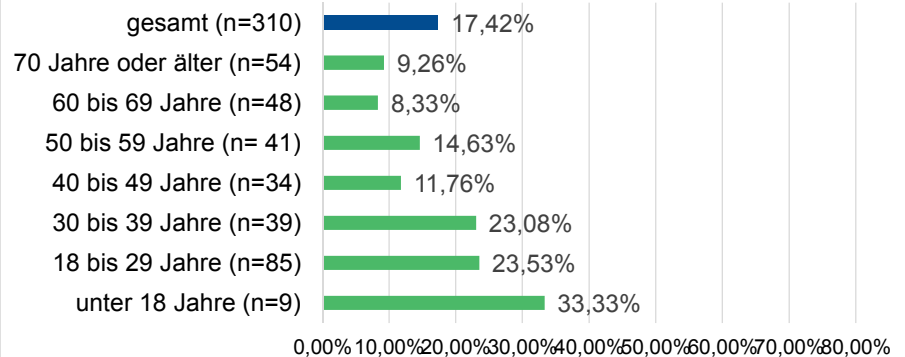
## Kochkurs für saisonale Ernährung



## Textil Up-Cycling

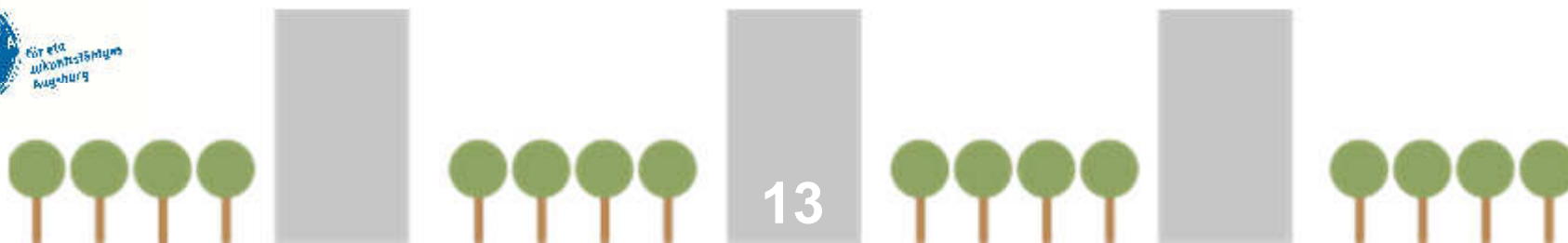
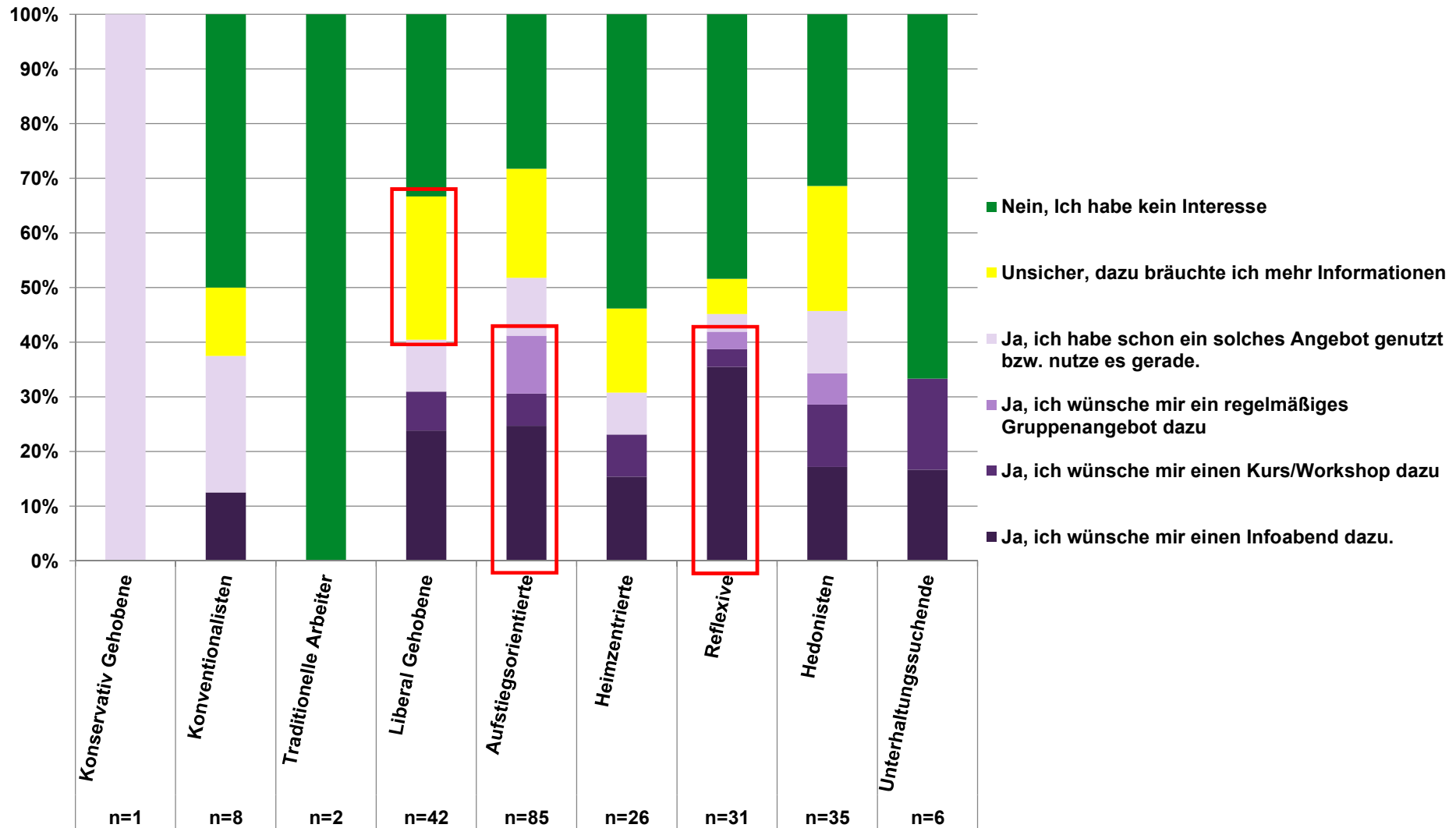


## Co-working-spaces



# Stakeholderanalyse und Lebensstile

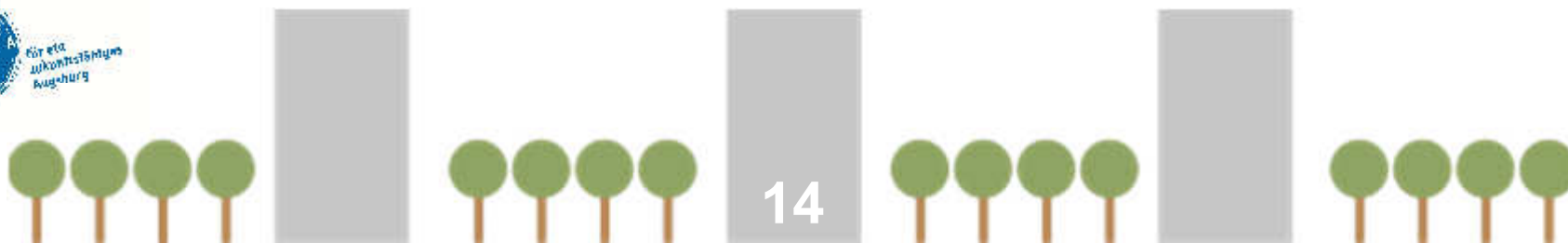
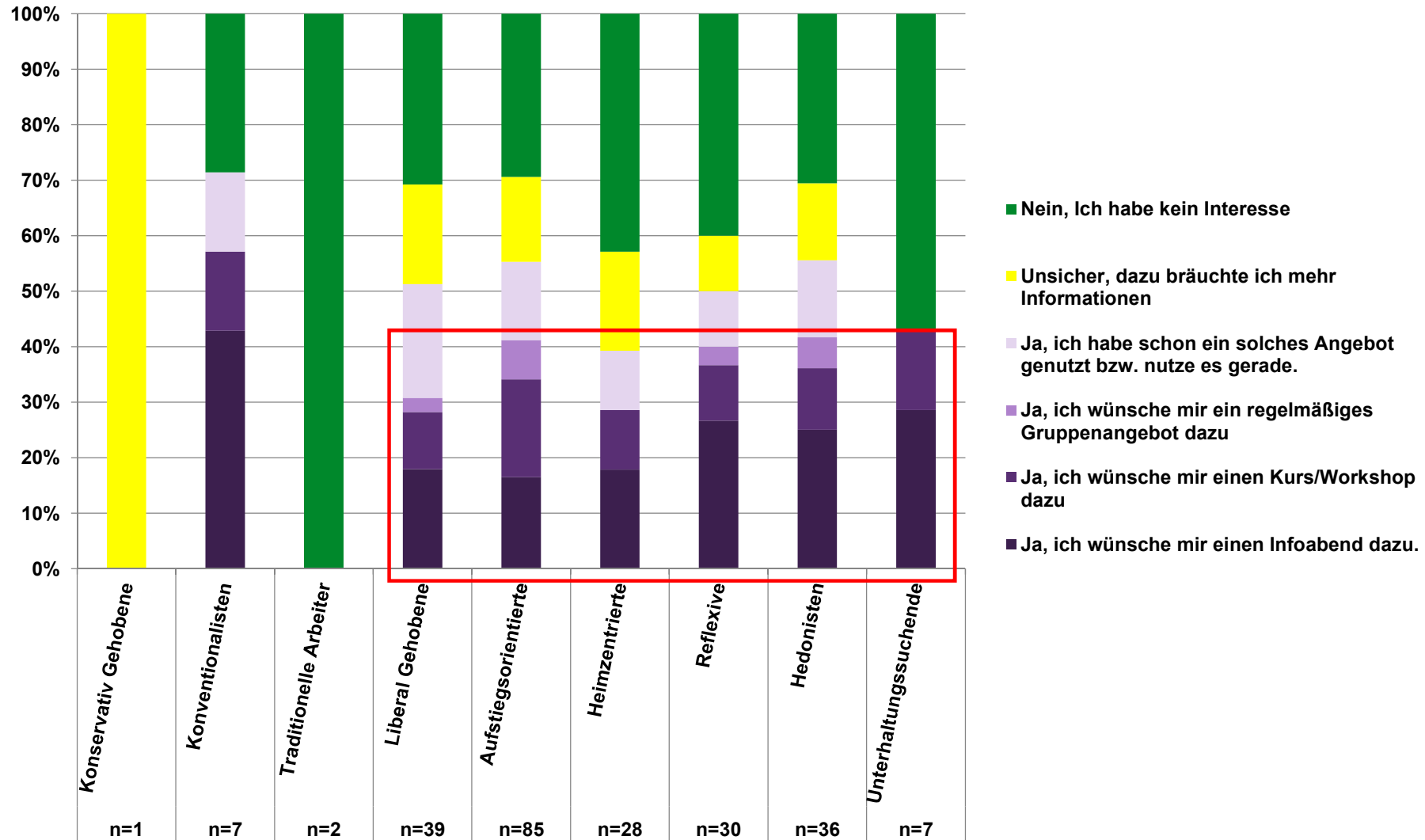
Themenwunsch Energie- und Ressourceneinsparung (n=236)





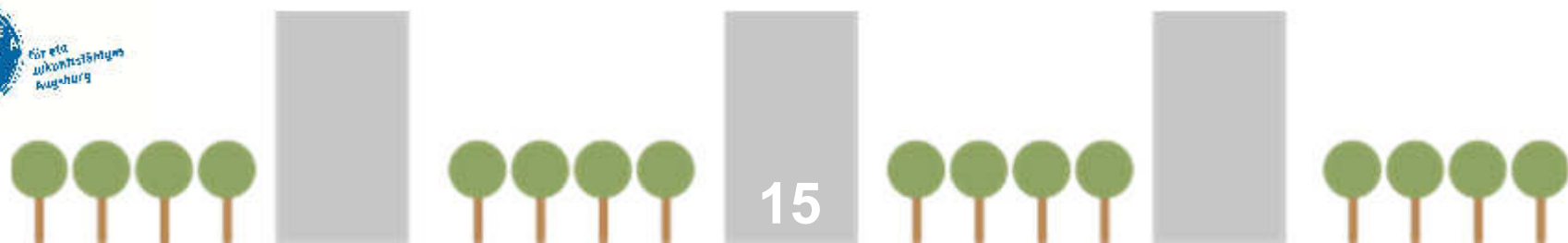
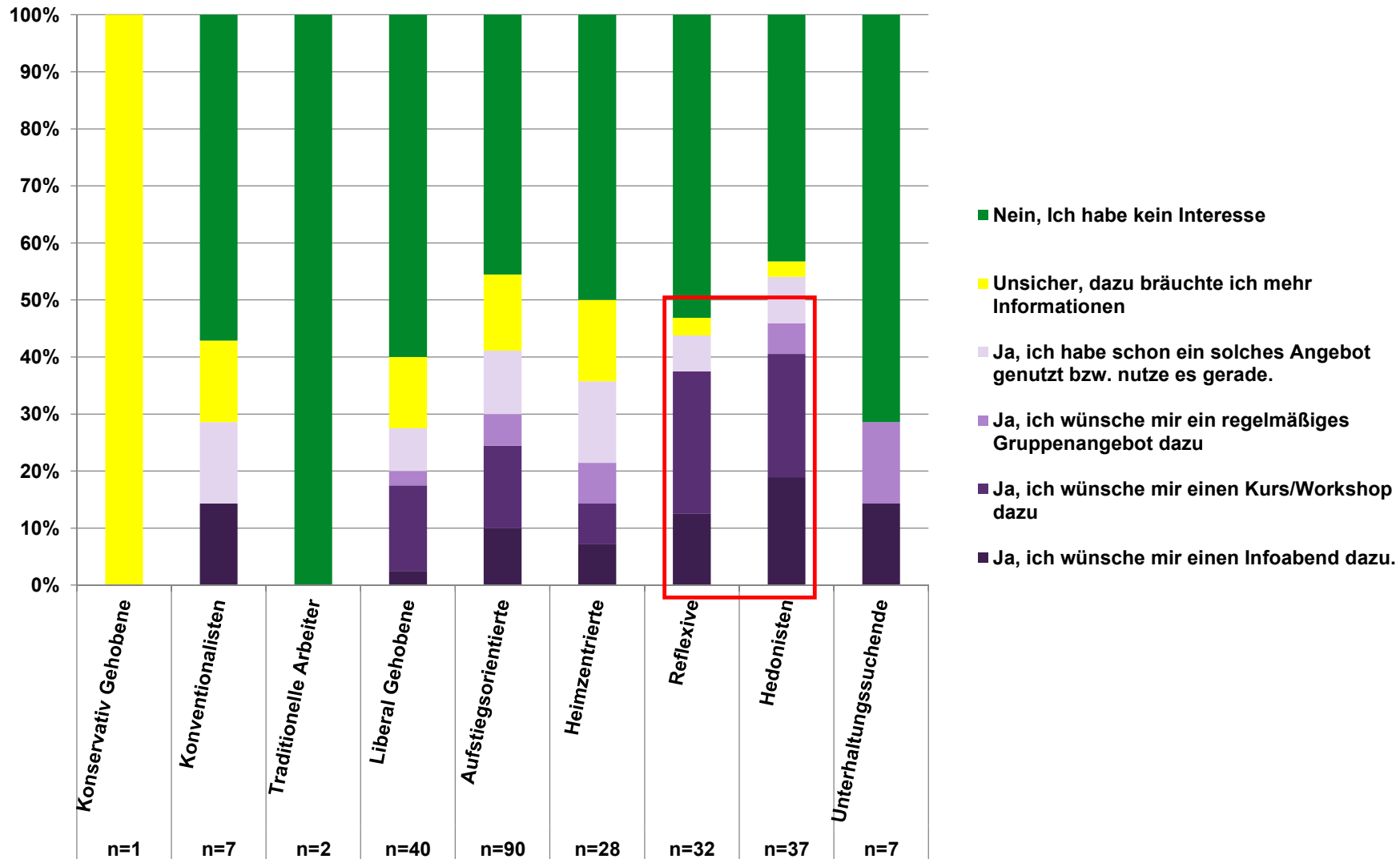
# Stakeholderanalyse und Lebensstile

Themenwunsch Nachhaltiges Essen (n=235)



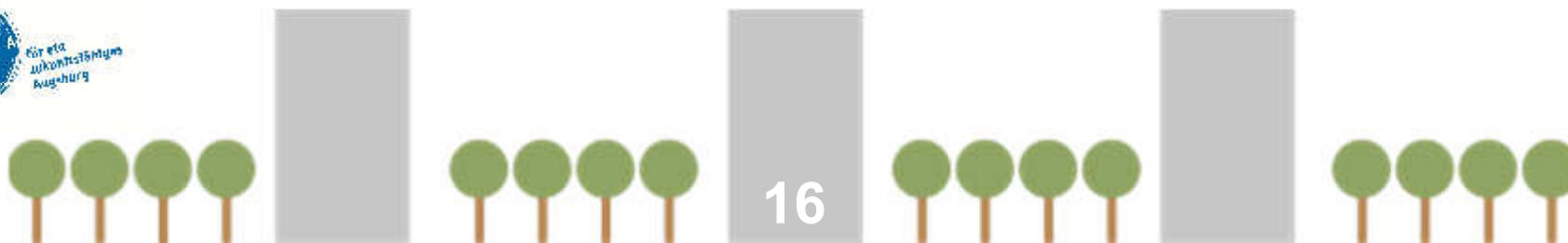
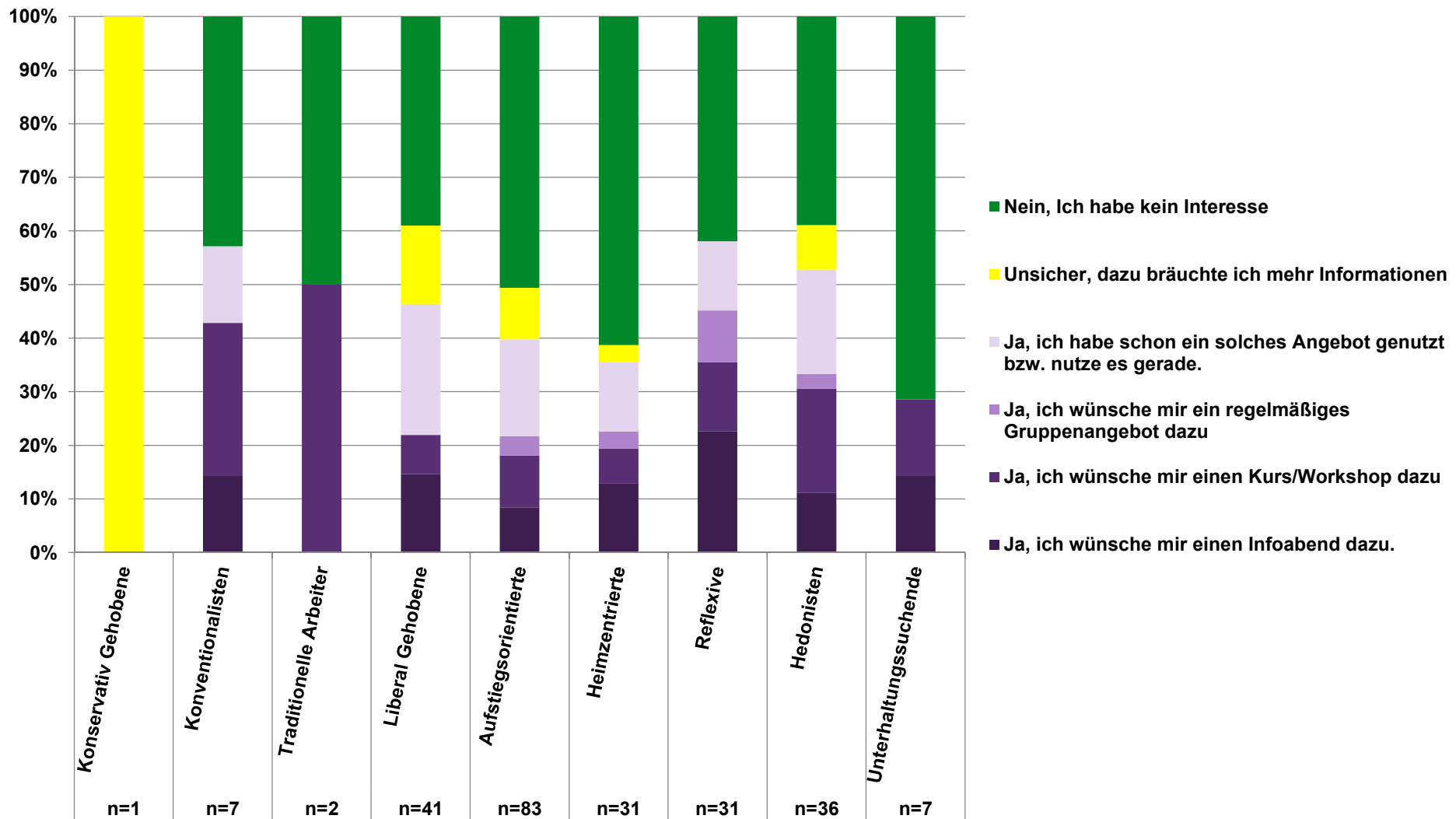
# Stakeholderanalyse und Lebensstile

Themenwunsch Selbermach-Fahrradreparatur (n=244)



# Stakeholderanalyse und Lebensstile

Themenwunsch Eigenes Gemüse/Obst anbauen (n=239)



# Wer macht mit?

- ❖ Wohnzimmerleute / Schwabencenterbewohner\*
- ❖ Stadtteilbewohner\*Innen / Nachbar\*Innen
- ❖ Agenda Akteure
- ❖ Stadtverwaltung Augsburg
- ❖ InterQuality
- ❖ Spezialist\*Innen
- ❖ Künstler\*Innen
- ❖ Studierende



# Wie gehen wir vor?

- ❖ bekannt machen
- ❖ einladen
- ❖ ausprobieren
- ❖ durchführen
- ❖ reflektieren
- ❖ verbessern
- ❖ verstetigen



*Ziel:  
Kurze Wege zum  
Klimaschutz*



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# Was bieten wir an?



- ❖ Workshops
- ❖ regelmäßige Gruppenangebote
- ❖ Ausstellungen
- ❖ Aktionen

- ❖ Theater
- ❖ Exkursionen
- ❖ Vorträge
- ❖ Installationen



# Wo wird gespielt?

- ❖ Wohnzimmer im Schwabencenter
- ❖ Dächer auf dem Schwabencenter
- ❖ Einkaufspassage im Schwabencenter
- ❖ Uni / Hochschule
- ❖ Museen?
- ❖ öffentliche Plätze im Quartier



# Unterstützende

GEFÖRDERT DURCH:



Bundesministerium  
für Umwelt, Naturschutz,  
Bau und Reaktorsicherheit



NATIONALE  
KLIMASCHUTZ  
INITIATIVE

**UNIA** Universität  
Augsburg  
University



für ein  
zukunftsfähiges  
Augsburg

 **InterQuality**  
Architekten GmbH

