

CASE STUDY

PROJECT NAME:	HARBOR
PROJECT IMPLEMENTER:	ARS LONGA
WEBSITE:	https://www.roofscapes.studio

PROJECT OBJECTIVES:

THE HARBOR PROJECT AIMS TO:

- REACTIVATE THE RIVER AS A COMMON GOOD BY SETTING UP AN ARTISTIC AND SOLIDARITY EVENT, IN PARTNERSHIP WITH THE ODYSSEE SEINE FESTIVAL;
- DESIGN AN INCLUSIVE CONCEPT WITH A WORKSHOP TO HIGHLIGHT THE "INTELLIGENCE OF HANDS" (MICRO-SHIPYARDS IN THE HEART OF THE CITY);
- CONSIDERING THE RIVER AS A SOURCE OF INNOVATION TO COLLECTIVELY MEET THE CHALLENGES OF CLIMATE CHANGE AND, IN PARTICULAR, THE WATER CRISIS.



PROJECT RECIPIENTS:

ANYONE INTERESTED IN WATERWAYS AS SPACES FOR EXCHANGE AND CIRCULATION, AND IN PRESERVING THESE PLACES.

BUT MORE SPECIFICALLY, THE PROJECT'S VARIOUS ACTIVITIES ARE AIMED AT :

- YOUNG PEOPLE;
- VULNERABLE GROUPS;
- CREATIVE PEOPLE (ARCHITECTS, DESIGNERS, ARTISTS) WHO WANT TO GET INVOLVED IN THE ISSUES SURROUNDING THE RIVER AND WATER IN THE CITY.

PROJECT RESULTS:

HARBOR HAS DEVELOPED SEVERAL RESULTS:

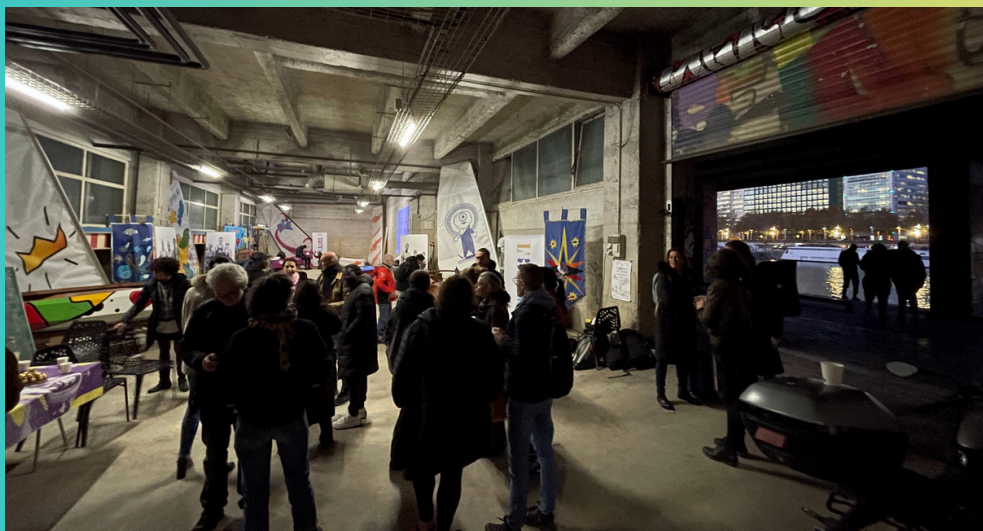
-RAISING AWARENESS AMONG PROJECT BENEFICIARIES OF THE SEINE, THEIR NATURAL SPACE, AN AREA RICH IN BIODIVERSITY, IN THE HEART OF THE CITY, WITH A RICH HERITAGE AND HISTORY. THE PUBLIC WAS MADE AWARE OF BIODIVERSITY AND INVOLVED IN THE ECO-RESPONSIBLE ACTIVITIES THAT CAN BE CARRIED OUT IN THIS SPACE.

-BRINGING TOGETHER INNOVATIVE SOLUTIONS, WITH CROSS-CUTTING THEMES, TO REVITALIZE LIFE ON THE WATERWAYS, ON THESE BANKS IN AN ECOLOGICAL AND ENVIRONMENTALLY-FRIENDLY APPROACH.

-TRANSMIT SKILLS TO BENEFICIARIES, ENABLING THEM TO FEEL INVOLVED AND MOBILIZED IN THE COLLECTIVE EFFORT TO REVITALIZE LA SEINE.

-DEVELOP TOOLS TO ENHANCE THE VALUE OF THE RIVER IN VARIOUS FIELDS: CIRCULAR ECONOMY, TOURISM, EDUCATION, ECOLOGY, HERITAGE, ETC.

BRING TOGETHER CREATORS AND PLAYERS COMMITTED TO MEETING THE CHALLENGES OF THE RIVER AND WATER IN THE CITY, POOLING INITIATIVES ACROSS EUROPE AND DEVELOPING IDEAS FOR JOINT PROJECTS.



CALENDAR/ACTIVITIES

ACTIVITIES INCLUDE:

-EMOTION MAP: EXPLORING EMOTIONAL MAP TOOLS ALONG WATERWAYS (UNDER DEVELOPMENT);

-FOODTRACK: A PLATFORM DEDICATED TO THE HISTORY OF URBAN MARKET GARDENING TECHNIQUES, WHERE THE WATERCOURSE BECOMES AN ESSENTIAL SOURCE;

-RE-LABEL: A PLATFORM FOR LABELING ECO-RESPONSIBLE PRACTICES IN CRAFTSMEN'S WORKSHOPS.

-DEVELOPMENT AND CONSTRUCTION OF DINGHIES USING NEW TECHNIQUES AND ECO-RESPONSIBLE MATERIALS;

-ORGANIZATION OF MONTH-LONG BOATYARDS, ENABLING YOUNG PEOPLE TO LEARN AND BUILD SMALL DINGHIES.

DETERMINE FACTORS

ABOVE ALL, THE PROJECT IS A SUCCESS BECAUSE IT COMBINES A NUMBER OF FACTORS AND METHODS: IT IS AIMED AT PEOPLE WHO ARE CLOSE TO THE REVITALIZED AREA AND WHO THEREFORE HAVE A LINK, A COMMON EMOTION ASSOCIATED WITH THE TERRITORY. LEARNING THE SKILLS AND KNOWLEDGE OF THE DEDICATED AREA MAKES PEOPLE AWARE OF ITS FRAGILITY, AND GIVES THEM THE SKILLS THEY NEED TO RESPECT, MAINTAIN AND REVITALIZE IT. THE USE OF INNOVATIVE IDEAS, PROCESSES AND TOOLS ALSO ENCOURAGES THE USE OF METHODS OR SERVICES THAT RESPOND DIFFERENTLY TO THE STRENGTHS OF THE AREA AND ITS INHABITANTS, AND HELP TO INVOLVE THEM.

INVOLVED OVER THE LONG TERM THROUGH A RANGE OF ENTERTAINING AND EDUCATIONAL ACTIVITIES, THESE KEEP THE PUBLIC INVOLVED IN PRESERVING AND ANIMATING THE SEINE.



BUSINESS MODELS

THE PROJECT WAS STRUCTURED AROUND 3 AXES: LEARNING, DOING AND SHARING.

AS SEVERAL PARTNERS WERE INVOLVED (ASSOCIATION ARS LONGA, FESTIVAL ODYSSEE SEINE, BOW ARCHITECTURE, FAB CITY GRAND PARIS ETC.), GOOD COORDINATION BETWEEN THE PROJECT MANAGERS WAS DEEMED FUNDAMENTAL. THEY BUILT A RISK MATRIX TO HELP ASSESS THE PROJECT'S RESULTS. TO CALCULATE THE IMPACT OF THE YOUNG PEOPLE, AND MORE SPECIFICALLY THEIR LEVEL OF INVOLVEMENT, THE TIME SPENT ON THE WORKSITES WAS ALSO ASSESSED, AS WAS THEIR WILLINGNESS TO SHOWCASE THEIR PRODUCTION AT EVENTS TO WHICH HARBOR WAS INVITED. THE MATRIX WAS USED TO ASSESS VARIOUS SKILLS: ANALYSIS, GROUP WORK, COMMUNICATION, CREATIVITY AND PROJECT MANAGEMENT.

IN TERMS OF MANAGEMENT, THE PROJECT PROMOTERS ATTACHED GREAT IMPORTANCE TO THE TRANSFER OF SKILLS (WITH PATIENCE AND PEDAGOGY) AND TO MONITORING THE PROJECT BENEFICIARIES INVOLVED IN THE ACTIVITIES.

TEAMWORK WAS FAVORED. IT WAS ENCOURAGED TO GIVE PARTICIPANTS A DEGREE OF FLEXIBILITY AND SELF-MANAGEMENT, SO THAT THEY COULD EXPRESS THEIR CREATIVITY. PARTICIPATIVE INVOLVEMENT WAS ALSO VALUED.

EACH MODULE OF THE PROJECT WAS ANALYZED TO FACILITATE ITS REPLICABILITY.

BUSINESS PERSPECTIVE

FIRSTLY, SUCCESS IS REFLECTED IN THE FACT THAT THE PROJECT WAS SELECTED AS A NEW EUROPEAN INITIATIVE BY THE BAUHAUS, WHICH THUS RECOGNIZED ITS INNOVATIVE AND QUALITATIVE ASPECT WITH THE AIM OF REVITALIZING THE SEINE.

SECONDLY, THE IMPACT OF THE ACTIVITIES ON THE PROJECT'S BENEFICIARIES IS POSITIVE, WITH PARTICIPANTS ENJOYING THE ACTIVITIES ON OFFER AND FEELING INVOLVED. SEVERAL OF THE YOUNG PEOPLE WHO TOOK PART IN THE WORKCAMPS EXPRESSED A DESIRE TO HELP THE ARS LONGA AGENCY DESIGN NEW DINGHIES AND ORGANIZE THE NEXT EDITION OF THE "L'ODYSSÉE SEINE" FESTIVAL. THIS SUCCESS IS ALSO REFLECTED IN THE SUCCESS OF THE "L'ODYSSÉE SEINE" FESTIVAL, A PARTNER IN THE PROJECT. LAUNCHED 4 YEARS AGO, THE FESTIVAL ATTRACTS A LARGE AUDIENCE.

FINALLY, OTHER AWARD-WINNING PROJECTS FROM THE NEW EUROPEAN BAUHAUS INITIATIVE HAVE ALSO MET WITH A POSITIVE RESPONSE. THE PROJECT'S METHODS AND ELEMENTS HAVE BEEN TAKEN UP BY OTHER ORGANIZATIONS IN PARIS, PROVING THEIR EFFECTIVENESS.



SUSTAINABILITY PERSPECTIVE

THE ENVIRONMENTAL PERSPECTIVE IS AT THE HEART OF THIS PROJECT. THE RELATIONSHIP WITH THE RIVER IS CENTRAL. THE AIM IS TO REINVIGORATE ACTIVITY IN A FORMERLY DYNAMIC AREA, WITH A VIEW TO COPING WITH THE EFFECTS OF CLIMATE CHANGE. THE PROJECT ADDRESSES A NUMBER OF ECOLOGICAL AND ENVIRONMENTAL THEMES: THE CIRCULAR ECONOMY, BIODIVERSITY AND SUSTAINABLE DEVELOPMENT.

THE ACTIVITIES DEVELOPED HAVE HELPED TO RAISE AWARENESS OF THE RIVER'S FRAGILITY, AND TO ENCOURAGE BENEFICIARIES TO ACT IN AN ECO-RESPONSIBLE MANNER WHEN CARRYING OUT THEIR ACTIVITIES THERE.

THE ACTIVITIES DEVELOPED IN THE PROJECT ARE ECO-RESPONSIBLE (NAVIGATION ON THE RIVER BY CANOE OR DINGHY, HELPING TO RE-ESTABLISH THE LINK BETWEEN CITIZENS AND RIVERS). SIMILARLY, THE DINGHIES WERE BUILT USING REUSABLE, ECO-RESPONSIBLE MATERIALS

CULTURAL VALUE

HARBOR ALSO HAS ARTISTIC AND CULTURAL VALUE. LIFELONG LEARNING IS INTEGRATED INTO THE VARIOUS COMPONENTS OF THE PROJECT: ON THE HISTORY OF THE RIVER, ON ITS EVOLUTION, AND SO ON.

SOME SPECIFIC ACTIVITIES FOCUS PRIMARILY ON CULTURE, SUCH AS THE DEVELOPMENT OF AN EMOTIONAL MAP ALONG THE WATERWAYS.

AS WELL AS LEARNING AND TRANSFERRING SKILLS, THE BOATYARDS ALSO HAVE AN ARTISTIC DIMENSION. FOR A MONTH, PARTICIPANTS ARE ENGAGED IN A PROCESS OF CREATING A WORK OF ART, WHERE THEY ARE GIVEN SPACE TO EXPRESS THEIR CREATIVITY, AND MAKE THE BOAT THEY BUILD UNIQUE. IN THIS WAY, EACH DINGHY HAS ITS HULL PAINTED WITH A DIFFERENT REPRESENTATION AND COLORS, MAKING EACH ONE UNIQUE.

FINALLY, THE L'ODYSSÉE SEINE FESTIVAL ALSO INCLUDES CULTURAL AND ARTISTIC ACTIVITIES, WITH A BALL, CHOREOGRAPHIC REHEARSALS AND MUSIC.