

PRESS RELEASE

Zollverein UNESCO World Heritage Site Data, Facts and Figures

As per: June 2018

// The UNESCO World Heritage Site “Zollverein Coal Mine Industrial Complex”¹ comprises the areas of Shaft XII, Shaft 1/2/8 and the Coking Plant and thus a total area of 100 ha. This equals the size of 100 large football fields. Therefore, the Zollverein site is larger than Essen’s city centre (94 ha).

// The Zollverein Coal Mine was closed down in 1986 as the last of about 290 collieries in Essen. Essen once was the largest mining city on the European Continent.

// Shaft XII was put under a preservation order in December 1986 by ministerial decree, while Shaft 1/2/8 and the Zollverein Coking Plant followed on 20 June 2000.

// 96 buildings, more than 200 technical plants and machines, approx. 2.7 km of conveyor bridges and over 13.2 km of pipes are located on the site.² Consequently, Zollverein is one of the largest industrial monuments in Europe and all over the world.

// In 2001, the Zollverein Coal Mine and Coking Plant was declared a UNESCO World Heritage Site. The inclusion in the World Heritage List was based on criteria (ii) and (iii).³

// Zollverein has been developed as a location for the creative industry (art, culture, design), for education, tourism and recreation. The basis for this is the Zollverein master plan developed in 2002 by architect Rem Koolhaas and the Metropolitan Office for Architecture (OMA).

// Zollverein is a supreme example for mastering the structural change in an old industrial region and an international best-practice example for dealing with outstanding monuments of industrial history in line with preservation requirements.

// The mighty “Doppelbock” pit head gear has established itself as the landmark of the Ruhr area and is the symbol of identification for an entire region.⁴

// Conversion projects and new buildings at Zollverein, which were designed by renowned architects, won numerous awards and acknowledgements.⁵

// Zollverein as a tourist and leisure time destination provides numerous – partly unique – places to visit and experience.

// Zollverein is the central anchor point of the “Route of Industrial Heritage” as well as a significant anchor point of the “European Route of Industrial Heritage” (ERIH).

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// Along the Denkmalpfad ZOLLVEREIN® (Monument Path), the facilities of the coal mine and coking plant which are maintained in their original condition, the history and production processes become comprehensible and come to life thanks to the combination of innovative media technology and the explanations of excellently trained guides.

// The Ruhr Museum is the first natural and cultural history museum of the Ruhr area with national prominence. Since its opening in January 2010, about 200,000 guests visit the permanent and special exhibition of the museum every year.

// Zollverein enjoys international reputation as a design location (Red Dot Design Museum / Red Dot Design and Red Dot Communication Award).

// PACT Zollverein (Choreographisches Zentrum NRW / Tanzlandschaft Ruhr) is internationally renowned for pioneering, multi-discipline developments in the fields of dance, performance, theatre, media, and fine arts.

// The “Portal of Industrial Heritage” as an information centre on industrial heritage is unique throughout Europe.

// The Design Faculty of the Folkwang University of the Arts makes the Zollverein World Heritage Site a location for research into and teaching of design sciences.

// The Zollverein World Heritage Site repeatedly won the CONGA-Award and the Location Award as Germany's best event location.

// Zollverein is a venue for cultural events and trade fairs of national and international prestige like Ruhrtriennale, Klavier-Festival Ruhr, ExtraSchicht, contemporary art ruhr (C.A.R.).

// Zollverein Park with an area of approx. 70 ha (and more than 20 artworks by nationally and internationally renowned artists) was an important part of 'The European Green Capital 2017' and is part of the Emscher Landschaftspark – in the valley of the river Emscher (ELP).⁶

// With about 1.5 million visitors per year, Zollverein comes second (after the Cologne Cathedral) as cultural tourist attraction in North Rhine-Westphalia.⁷

// 99% of Zollverein visitors state that they will recommend the tourist and cultural offers at Zollverein.⁸

// In the overall rating, visitors award the offerings and services at the Zollverein UNESCO World Heritage Site the average grade of 1.6.⁹

// The World Heritage Site is the base of 50 companies which mainly come from the creative industry and employ approx. 1.030 Personen in 2016¹⁰:

> Shaft XII: approx. 300 jobs

> Shaft 1/2/8: approx. 300 jobs

> Coking Plant: approx. 400 jobs

They generated added value (total output/advance work) of almost EUR 60 million.

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// The construction of the new administrative headquarters of RAG-Stiftung and RAG Aktiengesellschaft added approximately 220 jobs on the coking plant premises in 2017. Another 50 jobs were created by the Humanitas nursing service, the agency syscom360 and Grand Hall Zollverein. At the end of 2017, 70 employees of the Design Faculty of Folkwang University of the Arts moved into the new building at Shaft 1/2/8.

// The employment effects of the activities on the site amounted to more than 1,300 jobs (direct, indirect and consumption-induced) in 2016.¹¹

// In addition, there were temporary employment effects from public and private investments amounting to 680 jobs in 2016.¹²

// In 2016, the tourism demand secured approx. 760 jobs in Essen through turnover generated by visitors to the UNESCO World Heritage Site Zollverein in Essen.¹³

// The investment volume spent between 2001-2009 for the conversion of the former Coal Washery and the construction of the new SANAA Building (so-called large-scale EU projects) indirectly triggered the generation of 2,168 jobs, with the regional share amounting to 49 % = 1,062 jobs.¹⁴

// From 1990–2016, the EU, the federal government, the State of North Rhine-Westphalia, the City of Essen, and Regionalverband Ruhr/Association of the Ruhr Area (RVR) spent a total of 334 million Euros on terrain preparation as well as maintenance and conversion measures for buildings and facilities.¹⁵

// Looking at approved, planned and as yet unapproved investments in total, the investment volume for the years 2017-2025 amounts to more than EUR 108 million.

// The development of Zollverein has a positive effect on the surrounding districts.

// Investments at Zollverein (overhaul, maintenance, operation) contribute to the strengthening of the (particular medium-sized) local and regional economy and safeguard jobs.

// Investments are to a considerable extent returned to public authorities via taxes (VAT, business tax, income tax etc.).

// About 11 million Euros of VAT and approx. 1.5 million pro rata wage and income tax as well as business and real estate tax arising from Zollverein tourism are flushed into public coffers.¹⁶

Sources:

¹ UNESCO: World Heritage List. <http://whc.unesco.org/en/list/975> (22.11.2017).

² Erhebung Stiftung Zollverein 2017.

³ The selection criteria stated by the German UNESCO Commission: The Committee considers a site to be of outstanding universal value if the site meets at least one out of the following criteria. Therefore, registered sites should: [...] (ii) exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; (iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; [...]". German UNESCO Commission: selection criteria. <https://www.unesco.de/kultur/welterbe/welterbe-fragen-und-antworten/welterbe-aufnahmekriterien.html> (22.11.2017).

⁴ FOCUS-online: Glanzlichter der Industriekultur. http://www.focus.de/reisen/monte-welt/ruhrgebiet-glanzlichter-der-industriekultur_did_23278.html (22.11.2017).

⁵ Vgl. u.a. <http://www.competitionline.com/de/beitraege/13600>, http://www.baunetz.de/wettbewerbe/Deutscher_Architekturpreis_2007_108316.html, <http://www.competitionline.com/de/projekte/43834/per/post/38979>, <http://www.competitionline.com/de/wettbewerbe/36446>, <http://www.bba-online.de/allgemein/vergangenes-ans-licht-geholt/>.

⁶ Besucherbefragung (2015) des Regionalverband Ruhr (RVR) und der Stiftung Zollverein.

⁷ Tourismus NRW (unveröffentlicht) und RVR Besucherbefragung 2014. <http://www.informationsdienst.ruhr/archiv/detail/archiv/2014/august/artikel/rvr-besucherbefragung-emscher-landschaftspark-wird-immer-beliebter-zollvereinpark-und-landschafts.html> (22.11.2017).

⁸ Besucherbefragung (2015) des Regionalverband Ruhr (RVR) und der Stiftung Zollverein.

⁹ Besucherbefragung (2015) des Regionalverband Ruhr (RVR) und der Stiftung Zollverein.

¹⁰ Prüfungsmitteilung des Europäischen Rechnungshofs vom 16.03.2012 über die Wirtschaftlichkeitsprüfung im Hinblick auf die Sanierung ehemaliger Industrie- und Militärbrachen und deren Nutzung zur Schaffung von Arbeitsplätzen und Gewerbegebieten (Zahlen fortgeschrieben).

¹¹ Studie „Identifikation, Beschreibung und Erklärung der wirtschaftlichen Effekte des UNESCO-Welterbes Zollverein“ der Prognos AG, 2017.

¹² Studie „Identifikation, Beschreibung und Erklärung der wirtschaftlichen Effekte des UNESCO-Welterbes Zollverein“ der Prognos AG, 2017.

¹³ Studie „Identifikation, Beschreibung und Erklärung der wirtschaftlichen Effekte des UNESCO-Welterbes Zollverein“ der Prognos AG, 2017.

¹⁴ Prüfungsmitteilung des Europäischen Rechnungshofs vom 16.03.2012 über die Wirtschaftlichkeitsprüfung im Hinblick auf die Sanierung ehemaliger Industrie- und Militärbrachen und deren Nutzung zur Schaffung von Arbeitsplätzen und Gewerbegebieten (Zahlen fortgeschrieben).

¹⁵ Antwort der Landesregierung auf die Kleine Anfrage 471 – Kosten der Welterbestätte Zollverein für die öffentliche Hand (Landtags-Drucksache 16/1176) (Zahlen fortgeschrieben).

¹⁶ Zollverein-bezogene Berechnung auf der Grundlage der Studie „Wirtschaftsfaktor Tourismus in der Stadt Essen (2010) – Institut für Management und Tourismus (IM)“ der Fachhochschule Westküste.