

The Effects of Youth Entrepreneurship Community Engagement on Sustainable Design: A Case Study of Guangfu Village Redevelopment

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Abstract. Public participation plays a decisive role in the way to achieve sustainability design for local redevelopment. Guangfu Village, the first garden city model town in Taiwan is facing redevelopment issue when executing sustainable design with human resources after 921 earthquake in 1999. Recently, youth entrepreneurship program imported 70 non-residential participants for the purpose of promoting Guangfu Village as an ecological urbanism demonstration base on garden city planning in Taiwan. Previous studies approved sustainable development was benefited with place attachment of residents. Relative literatures indicated that imported creative community brought positive effects for local redevelopment. This study focused on exploring how community engagement as a trend of human resource influenced local redevelopment when facing the challenge of sustainable design. 70 questionnaires of youth entrepreneurship community members were analysed to verify place attachment of imported community in Guangfu Village. The study furthermore applied semi-structured questionnaire to explore the effects on sustainable design for local redevelopment. According to the research analysis, community involvement factors including involvement, participation and control, local dependency factors including local dependence and local identity are the major factors for sustainable design with social, economic and ecological aspects.

Keywords. youth entrepreneurship, community engagement, place attachment, sustainable design

1 Introduction

Sustainable design practice is in need of social sustainability as well as environmental sustainability. Therefore, public participation plays a decisive role in the way to achieve sustainability design for local redevelopment based on the identification and use of the resources and endogenous potentialities of a community. Located in cultural town, Wufeng, Guangfu Village is the first "new village" built after WWII. As the first garden city model town in Taiwan, Guangfu Village holds a special place in Taiwan's urban development history for its unique design aimed to integrate work and residential areas in green living space with the very first underground sewage system that separates rainwater and wastewater. Wufeng is full of cultural and educational atmosphere and rich in cultural resources and natural landscape, yet was heavily damaged by the 921 earthquake in 1999. After the residents moved out, Guangfu Village left empty and poignant space. To drive community revitalization, the major redevelopment issue

is importing sustainable design as well as human resources. Taichung City Government launched the "Taichung Youth Entrepreneurship" program and turned it into a cultural and creative village where artists and entrepreneurs came to establish their new community within the mottled historic red brick walls. Guangfu Village provided 39 buildings for 70 units as the main base of youth start-ups community. Resident participation has been proven to be an effective factor for local redevelopment. However, there still exists contradiction for residents to support green architectures when it costs more to execute sustainable design without government subsidy. On the contrary, new communities declare supporting ecological community development when they joined the program. The extent of engagement and place attachment of 70 youth entrepreneurship community members in Guangfu Village should be the key for sustainable development. The objectives of this study are as follows:

- To explore the interaction between youth entrepreneurship community participation and place attachment.
- To construct a conceptual framework of community engagement affects sustainable design.
- To examine the effects of youth entrepreneurship community engagement activities on sustainable development of Guangfu Village.

2 Research Context

The context setting of this research is to explore effects of youth entrepreneurship community engagement activities composed with interaction between community participation and place attachment on sustainable design of local redevelopment as shown in figure 1.



Figure 1 Research Context Setting

2.1. Youth Entrepreneurship Community Participation

Youth entrepreneurship community is improving employment, entrepreneurship, and civic engagement opportunities for young people to bring together their creativity and stimulate the entrepreneurial energy. Youth Entrepreneurship programs give youth access to the right resources which can effectively create opportunities for advancement and growth in labour markets while simultaneously addressing development needs. Youth entrepreneurship community participation illustrates the benefits of stimulating young people and providing them with the tools, resources or environment to put their creativities into effect. [1] [2]

2.2. Place Attachment

Place attachment consists place dependence and place identity two parts (Williams et al., 1992). [3] Place dependence arises from a positive evaluation of a place that it meets user's needs and allows them to achieve their goals; place identity concerns the meaning and significance of places for people, and how these meanings contribute to individuals' conceptualizations of self as shown in figure 2. [4] [5] [6]

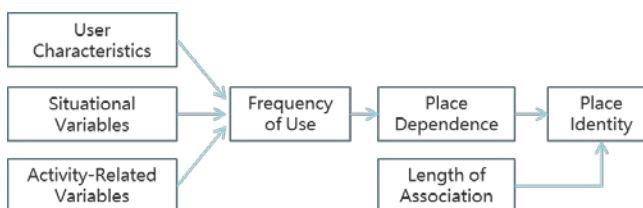


Figure 2 Place Attachment Structure

2.3. Community Engagement Activities

A community is a group of people that come together that have a common set of goals, values, and work together to achieve those common goals. Bagnall (1989) described community engagement activities for three different levels: presence, involvement and control. [7] [8] [9]

2.4. Sustainable Design

McLennan (2004) described sustainable design is the philosophy of designing physical objects, the built environment, and services to comply with the principles of social, economic, and ecological sustainability. The performance of sustainable design requires renewable resources, minimal impact on the environment, and links people to the natural environment to meet economic, social as well as ecological development. [10]

3 Research Object: From Garden City to Eco-Urbanism Demonstration

Guangfu Village, the first “new village” built after WWII was erected as a residential area for officials working in the provincial government. As the first garden city model town in Taiwan, Guangfu Village holds a special place in Taiwan’s urban development history for its unique design aimed to integrate work and residential areas in green living space with the very first underground sewage system that separates rainwater and wastewater. Guangfu Village is facing redevelopment issue when executing sustainable design with human resources after 921 earthquake, one of the most serious earthquakes in Taiwan. Recently, in 1999. Youth entrepreneurship program imported 70 non-residential participants for the purpose of promoting Guangfu Village as an ecological urbanism demonstration base on garden city planning in Taiwan. Guangfu Village has turned into a cultural and creative village where young artists and entrepreneurs came to establish their creative base within the mottled historic red brick walls as shown in figure 3 and figure 4.



Figure 3 Green Resource of Guangfu Village



Figure 4 Garden City Planning of Guangfu Village

4 Research Method

Both questionnaire and interview survey were used to detect the cognitive and the results presented in this study. Questionnaire design the results of the literature review serve as the basis for designing the structured questionnaire. According to the preliminary results of pre-test to amend and establish a formal questionnaire. A semi-structured questionnaire was used in this study to interview youth entrepreneurship community members of Guangfu Village to examine the interaction between community participation and place attachment for sustainable design of local redevelopment. Intensive individual interviews with youth entrepreneurship community members were made to explore their perspectives of community engagement factors and effects on the sustainable design.

4.1. Conceptual Framework

From the perspective of place attachment and community engagement, this paper explores the attitude and relevance of the youth community to the base and makes a positive analysis of the current communities in Guangfu village that have not withdrawn from the project as shown in figure 5.

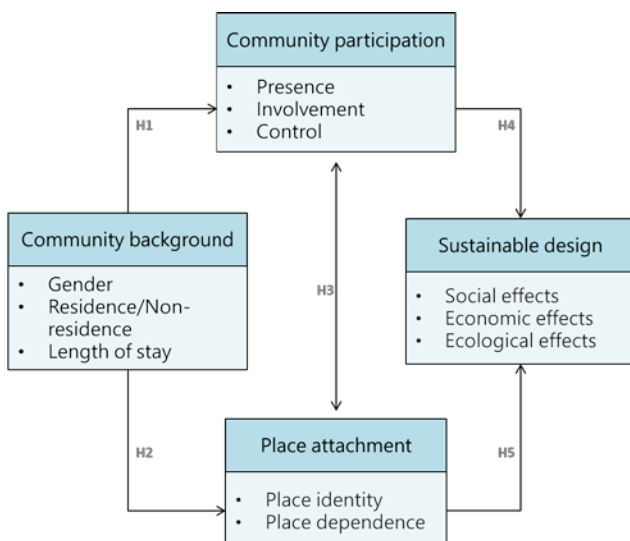


Figure 5 Conceptual Framework of Community Engagement affects Sustainable Design

4.2. Community Engagement Activities

Community engagement activities are composed of community participation and place attachment.

4.2.1 Community Participation Factors

- Presence : Means the participation of the community less involved in the activities of the region, only to participate in activities ◦
- Involvement : Means participation in regional activities in the middle, including personal and social involvement in two parts. Individual means participating in activities to input opinions or opinions; society means to sharing activities and behaviors.
- Control : Means individuals with high participation in community activities, can plan or lead activists.

4.2.2 Place Attachment Factors

- Place Attachment take Williams et al. (1992) proposed a "place-dependent" and "local identity" two facets. [3]
- Place dependence : Residents' perceptions, beliefs and expectations arising from regional functional dependency.
- Place identity : Resident psychologically dependent on the feelings of the region, ideas and expectations.

5 Conclusion Research

5.1. Results

The study applied a structured questionnaire to analyst the research hypotheses and verify the youth entrepreneurship community existing strong engagement in place dependence (4.14) and medium engagement in community participation (3.38) and place identity (3.92). The community expressed strong willing to support sustainable design of local development (4.44) as shown in figure 6. A semi-structured questionnaire and interviews examined as follows: 1. No significant difference between community backgrounds affecting community engagement. 2. Resident showed more place dependence than Non-resident. 3. The extent of community participation reflected the status of place attachment. 4. The extent of community engagement activities, both of community participation and place attachment are statistical significance on the effects of sustainable design for local redevelopment.

	min	max	mean	std
Community Participation	2.63	4.00	3.3750	.54199
Place dependence	3.43	4.86	4.1429	.46070
Place identity	3.14	5.00	3.9286	.66853
Sustainable Design	4.00	5.00	4.4444	.41722

Figure 6 Descriptive Statistics of Community Engagement

5.2. Discussion

Social communities and social entrepreneurs development play an important role in local development with public sector's promotion. Social communities as well as residents support sustainable design of local development. The major issue is how to establish a platform for the interactions and dialogue between social community and residents to share the same goal for achieving local sustainable development. It is proposed that youth entrepreneurship program could establish a rolling mechanism to combine with nonprofit organization to establish an interactive mechanism in local redevelopment activities. It should recognize and attach importance to the public and the community's efforts and strengths on sustainable development.

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