Sustainability in the City of Freiburg

Simone Ariane Pflaum
What to expect

1. What do we want to communicate
   Strategic focus

2. How do we want to communicate
   Instruments
Strategic **focus**

1. Experience: Capita
2. What do we want to communicate?
   
   **Strategic focus:** *Sustainability goals*
Freiburg’s sustainability goals

- Responsible Consumption and Lifestyle
- Climate and Energy
- Urban Planning and Development
- Municipal Health-Promoting Measures
- Governance
- Natural Common Goods
- Social Justice
- Local Management for Sustainability
- A Dynamic and Future Proof Local Economy
- Education
- Improved Mobility
- Culture

Municipal Policy Areas
- Sustainable Finance
Freiburg’s sustainability focus areas

- Passed by the City Council on 21st January 2012

- Town planning & Development
- Improved Mobility, reduced traffic
- Education
- Social Justice
- Climate & Energy
Strategic instruments

1. Experience: Capita
2. Strategic focus: Sustainability goals
3. How do we want to communicate?

Instruments

a) Strategic key player
b) sustainable management circle
c) Strategic engagement
Sustainability **actors** analysis

**Who** are the main player to successfully implement sustainability on a local level?
**Sustainability management process**

**When** are the main player to be involved to successfully implement sustainability on a local level?

- **Baseline review**
- **Goal setting**
- **Ratification by Council**
- **Implementation & monitoring**
- **Reporting & Evaluation**

-Sustainability in the City of Freiburg Bonn Symposium 2014, sef: 26.11.2014

Dezernat I Nachhaltigkeitsmanagement

Freiburg IM BREISGAU
Strategic engagement

How are the main players involved to successfully implement sustainability on a local level?

1. rising awareness
   a) Education for sustainable development
   b) Social justice: community engagement

2. offering alternatives
   c) Mobility: a city of small distances
   d) Urban development: compact city
   e) Climate and energy: climate neutral by 2050
Sustainability target for education

We commit to furthering education and education for sustainable development in schools and all walks of life.

Targets:

- Lifelong learning
- School-level qualification for everyone
- Early promotion of language skills
- Mainstreaming education for sustainable development
Education for sustainable development

- UN-World decade "education for sustainable development": Freiburg sustainability clover accredited for outstanding educational work by the German UNESCO commission for the city, 16.09.2011

- “Green Tech” a cooperation of youth centres and the chamber of commerce and handcraft to raise awareness and promote Green Tech Jobs among youngsters

- First "United World College" in Germany will open 2014 in Freiburg teaching pupils from all over the world about sustainability, tolerance and responsibility.
Strategic focus: Social Justice

We commit to securing an integrative and supportive community.

Targets:
- Secure fit for purpose and affordable homes
- Secure equal opportunities, tolerance and acceptance of diversity
- Secure engagement in community dialogue: public participation
- Create jobs
Public participation: **participatory budget**

- **Tools**

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| 2. | Online-Plattform (städtische Homepage)  
  - Informieren  
  - Diskutieren  
  - Bewerten |
| 3. | Öffentlichkeitsarbeit  
  - Amtsblatt  
  - Infoflyer/Plakate  
  - Multiplikatoren  
  - Presse |
| 4. | Begleitende Elemente  
  - PC-Stationen in Stadtteiltreffs  
  - verwaltungsinterne Begleitgruppe |
Public participation: participatory budget

- Budget planning with citizens offers the possibility to legitimise the Council’s decisions

Through:
- Transparence → higher acceptance
- Participation → optimisation of decision making
- Equal opportunities → strengthen common good
- Create dialogue → reduce political disenchantment
Public participation: guidelines for sustainable neighbourhoods

- Informal plan created a framework for town planning in individual quarters
- Provides a foundation for buildings & neighbourhood planning and development, mobility and social infrastructure
- Generating civil engagement
Public participation: guidelines for sustainable neighbourhoods

- Engagement on eye level

**What can guidelines do?**
- define parameters for further development
- identify problems and suggest solutions
- potential: political support, submittal in the Town Council, in accordance with §1 paragraph 6 sentence 11 building regulation

**What can guidelines not do?**
- represent a detailed list of citizens’ wishes
- directly lead to projects that are not financially planned for in the City’s budget
Strategic engagement

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Bonn Symposium 2014, sef:
26.11.2014

Dezernat I
Nachhaltigkeitsmanagement

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