Freiburg
IM BREISGAU

Sustainability in the City of Freiburg

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Deutscher
Nachhaltigkeitspreis
Deutschlands nachhaltigste
Großstadt 2012

What to expect

1. What do we want to communicate

   Strategic focus

2. How do we want to communicate

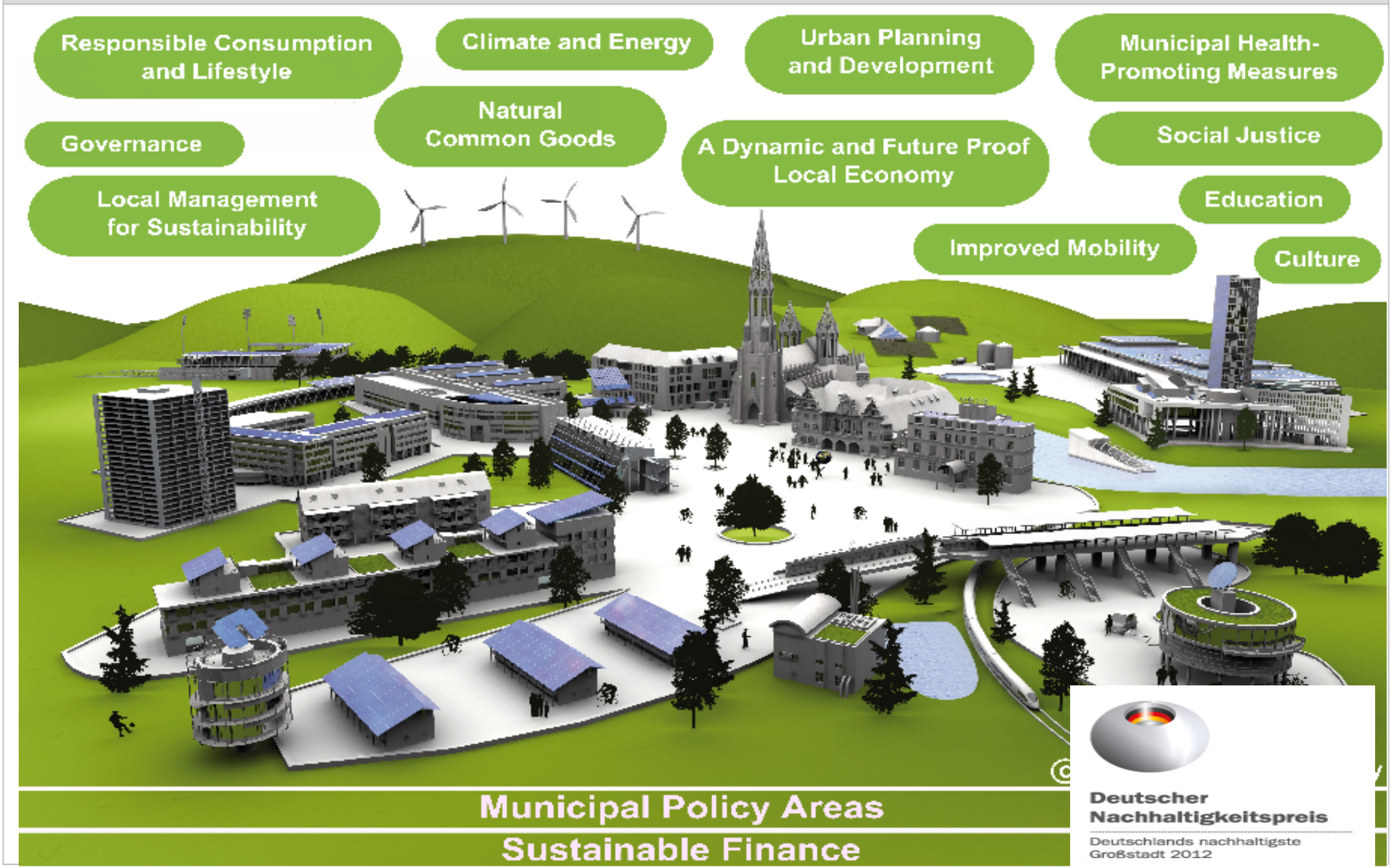
   Instruments

Strategic focus

1. Experience: Capita
2. What do we want to communicate?

   Strategic focus: Sustainability goals

Freiburg´s sustainability goals



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Freiburg´s sustainability focus areas

- Passed by the City Council on 21st January 2012

Strategic instruments

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

   Instruments

   a) Strategic key player

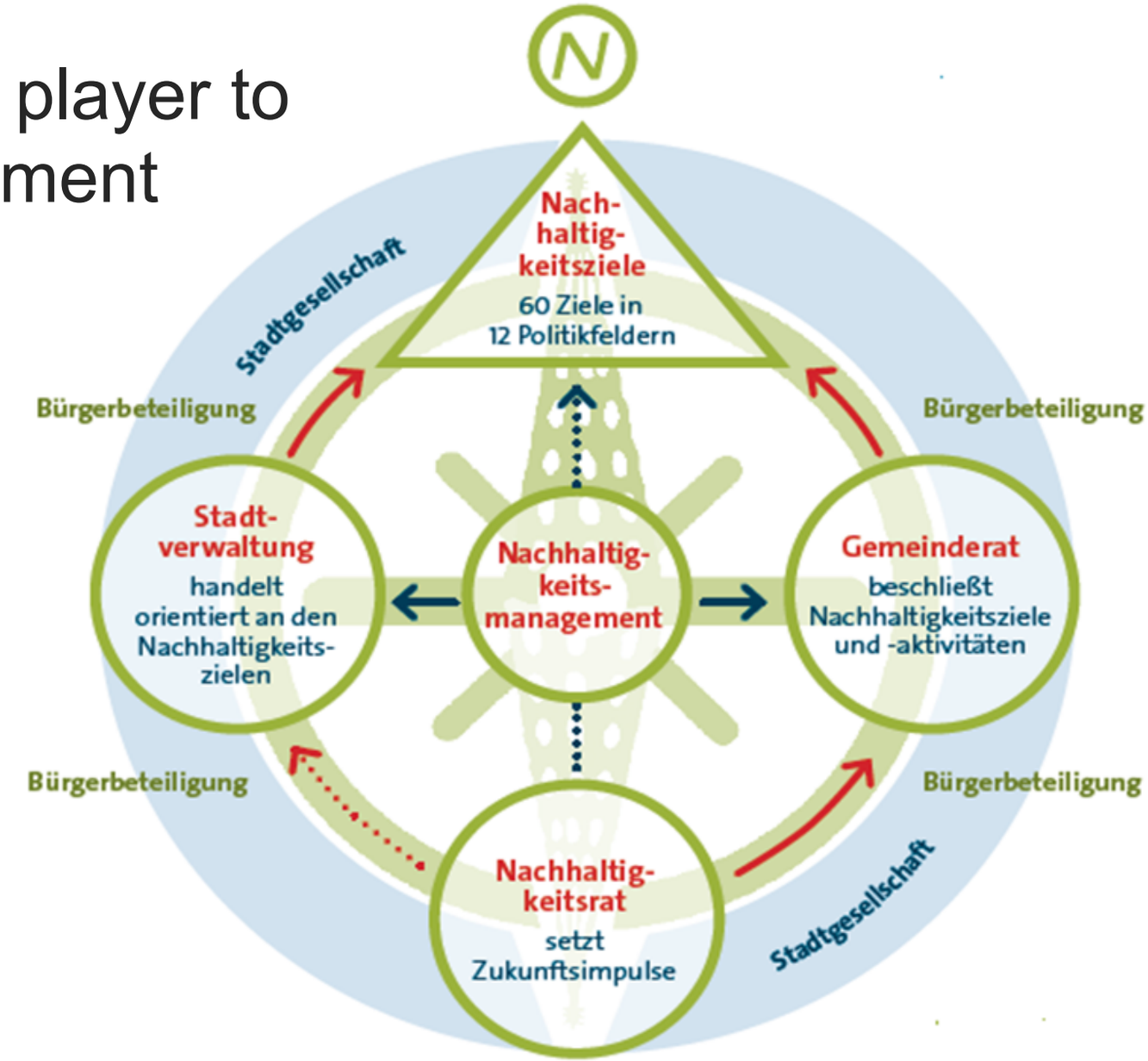
   b) sustainable management circle

   c) Strategic engagement

Sustainability actors analysis

NACHHALTIGKEITS KOMPASS STADT FREIBURG

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?

Strategic engagement

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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

Nachhaltigkeit lernen

Weltdekade der Vereinten Nationen 2005–2014
Bildung für nachhaltige Entwicklung
UNESCO

- 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

LEIF
Lernen erleben
in Freiburg

UWC DEUTSCHLAND

- 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

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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

1.	Bürgerumfrage
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 planing with citizens offer 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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