

**m:ci**

# Project Meeting Vienna

June 25th – 27th 2014

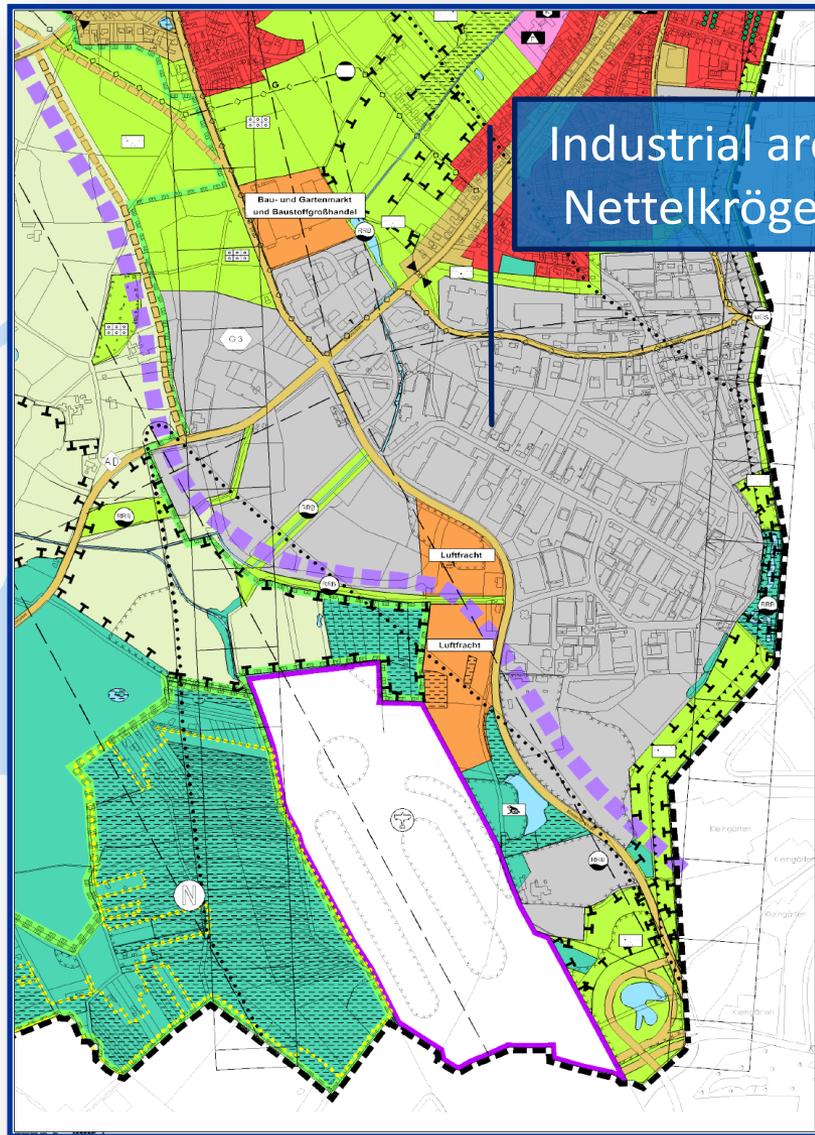
Sustainable development  
of industrial parks

Network of Freiburg – Ludwigsburg – Norderstedt





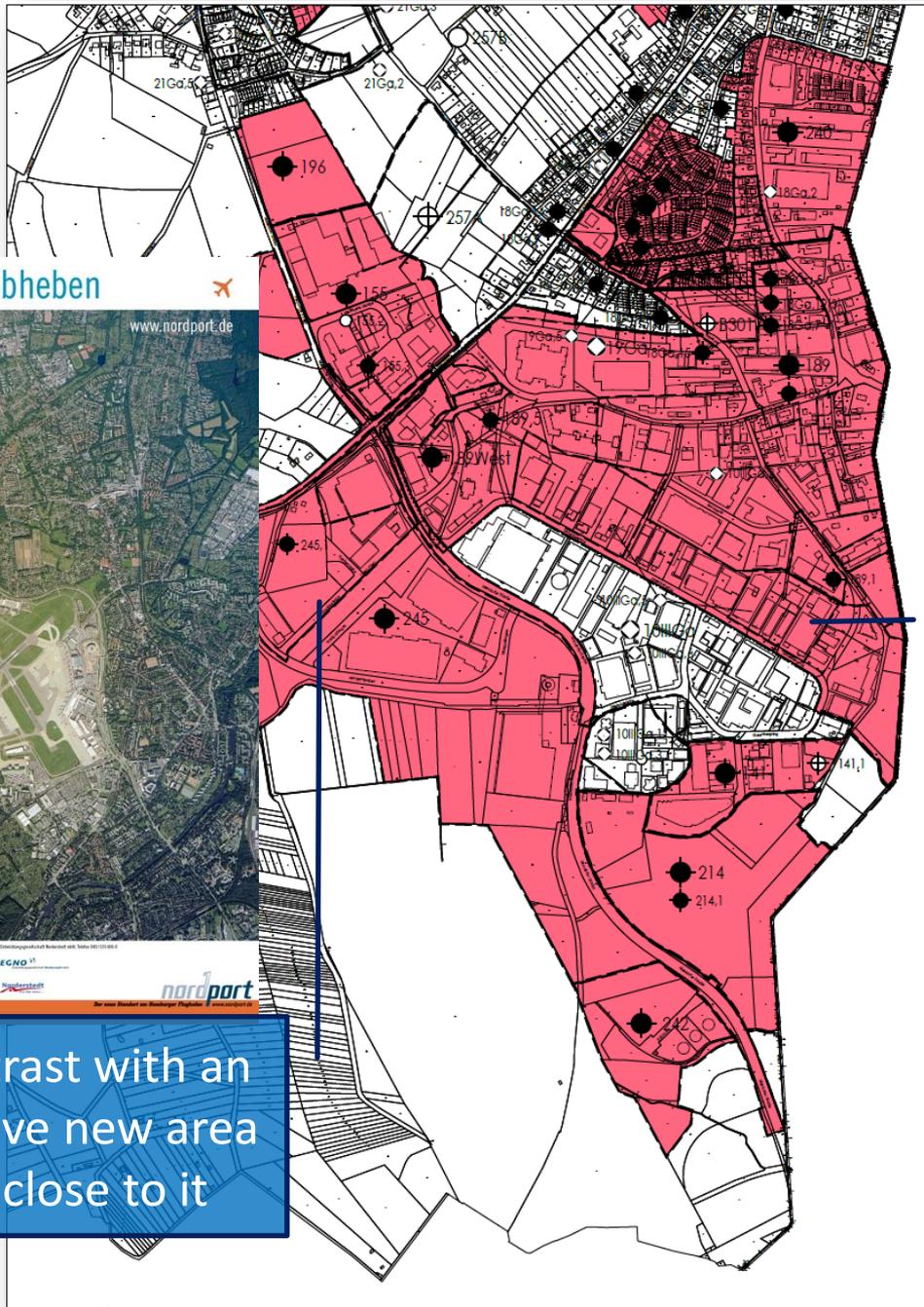
- founded 1970
- close to Hamburg
- 76.000 inhabitants
- 36.000 jobs



### Landen, wo andere abheben



In contrast with an attractive new area very close to it



Industrial area since 1967 (older than Norderstedt) → old structures, old buildings, no cluster, no branding, risk of downcycling



# Adressing traffic troubles: survey with the employes (comuters)



Innovationszentrum  
für Mobilität und gesellschaftlichen Wandel



## Befragung im Rahmen der ZukunftsWerkStadt Norderstedt

### Auswertung

Im Auftrag der e-fect dialog evaluation consulting eG



- 70% of the respondents use a car for their way to work
- Public transport is of high interest – if better pulsing
- Bike has potential for lunchtime / underground access

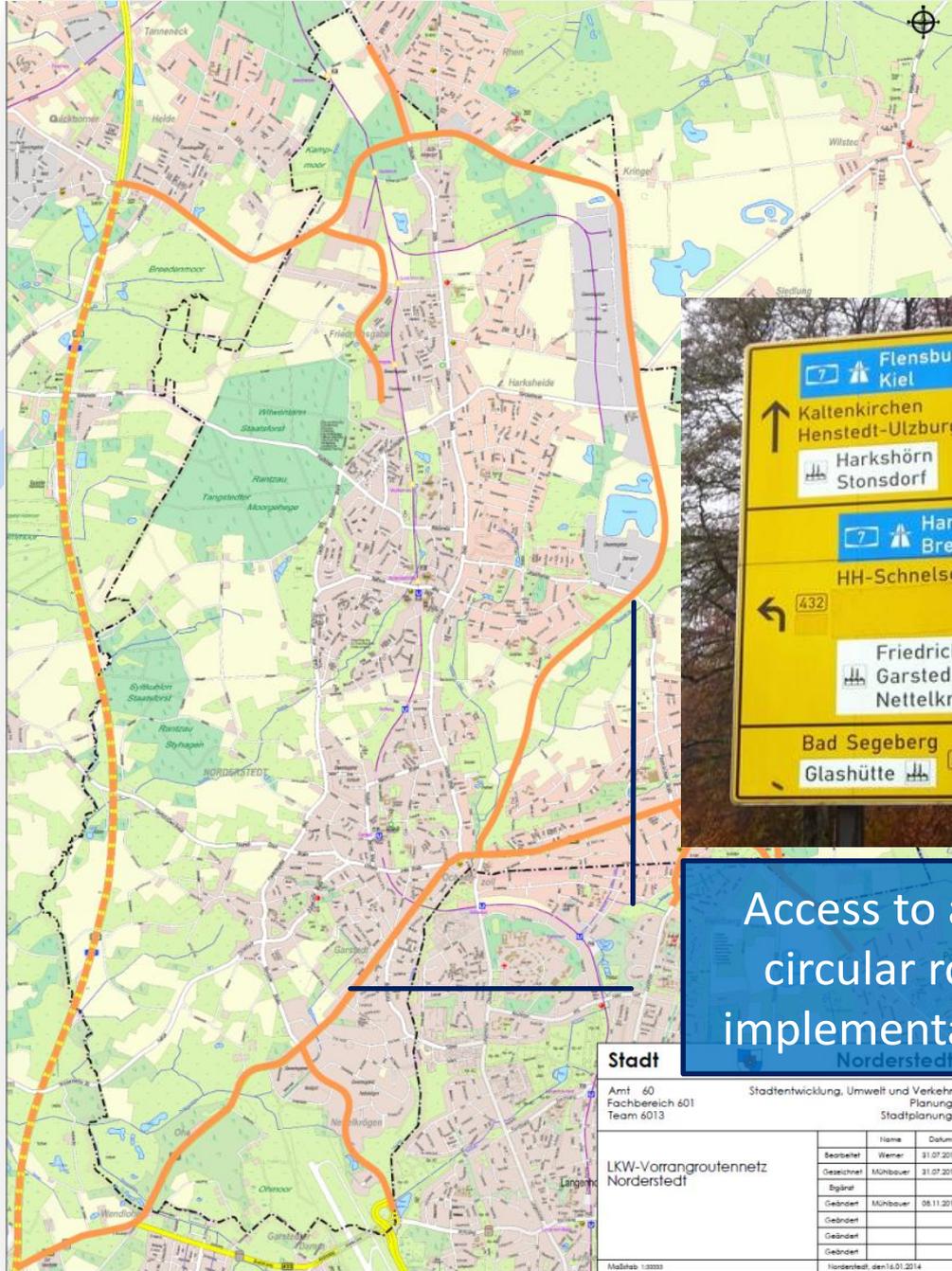


Interesting new investor: tesa SE

Favourable site: close to Hamburg airport

First Companies focussed on sustainability





The incentive strategy: ①



Access to all industrial areas via circular road / traffic signing / implementation in gps-navigation

**Stadt Norderstedt**

Amt 60  
Fachbereich 601  
Team 6013

Stadtentwicklung, Umwelt und Verkehr  
Planung  
Stadtplanung

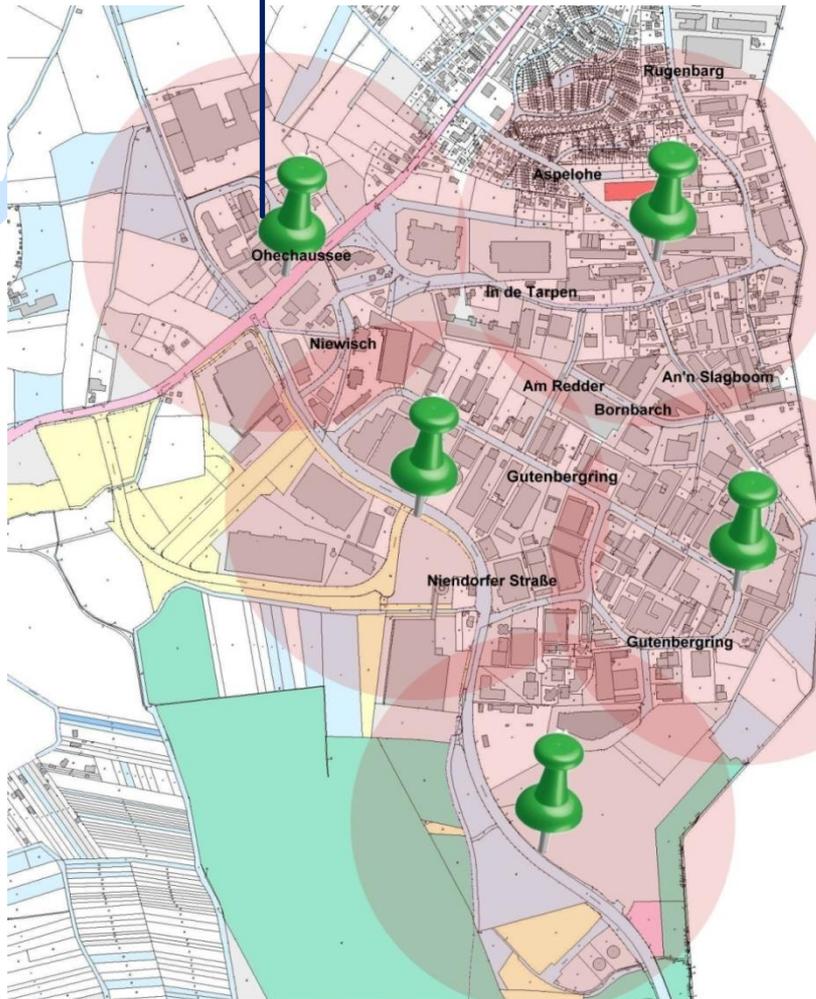
	Name	Datum
Bearbeiter	Werner	31.07.2013
Gescheiter	Mühlbauer	31.07.2013
Begleitet		
Gebändert	Mühlbauer	08.11.2014
Gebändert		
Gebändert		
Gebändert		

Mapstab 1:2000  
Norderstedt, den 16.01.2014

# Implementation of bike-sharing system in industrial area

The incentive strategy: ②

**U** Kiwittsmoor

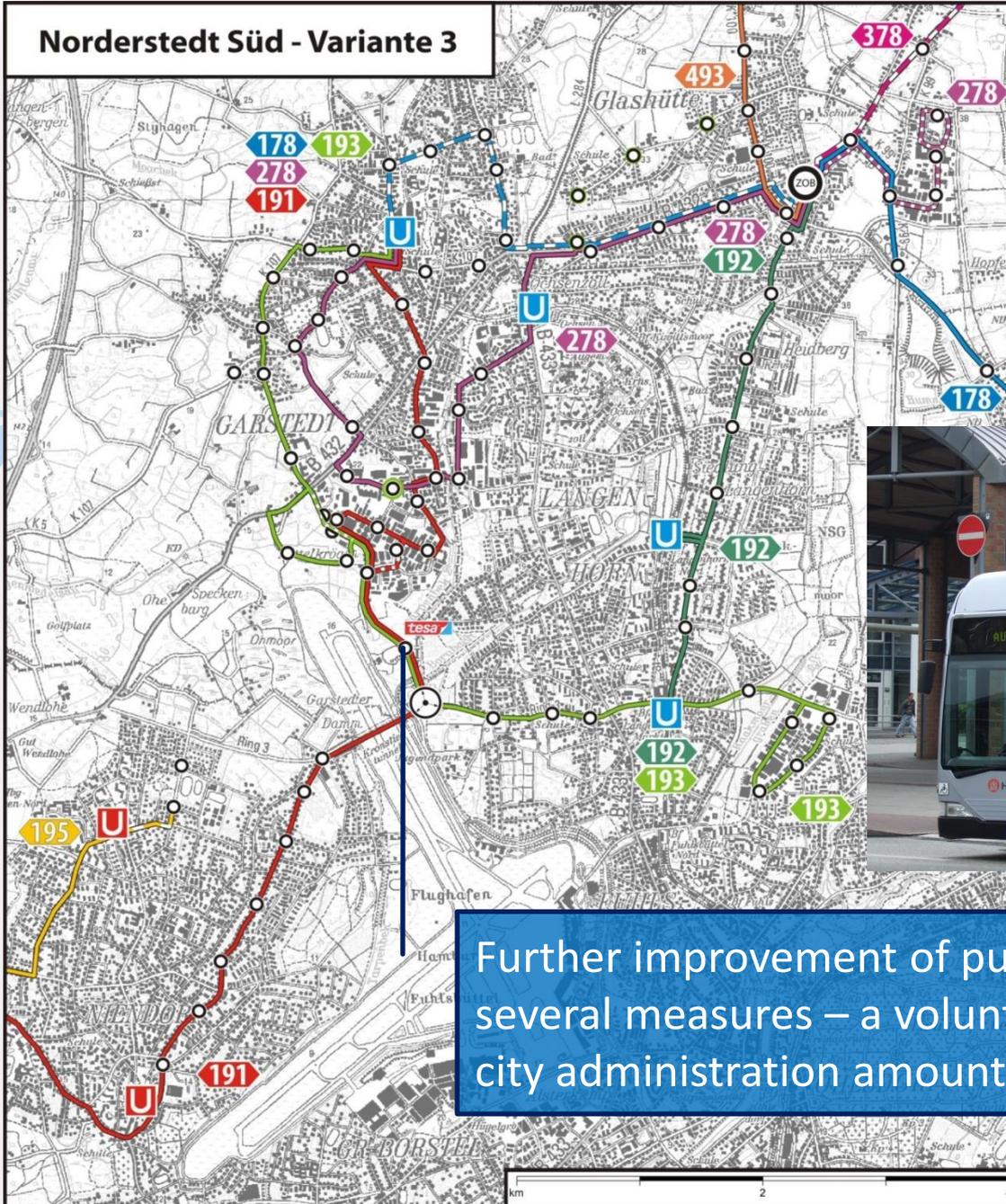


### Legende

- Für Fußwege attraktiver Radius 300 m - Flächenzugriff sicher
- Für Fußwege attraktiver Radius 300 m - Flächenzugriff noch offen
- Für Fußwege attraktiver Radius 300 m - wenn Pkw-Stellplatz entfällt
- Standort für mögliche nextbike-Stationen
- U-Bahnstation

**U** Langenhorn Markt

# Norderstedt Süd - Variante 3



The incentive strategy: ③



Further improvement of public transport with several measures – a voluntary service of the city administration amounting to 230.000 € / a



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The incentive strategy: 4

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Entwicklungsgesellschaft  
Norderstedt mbH

Support in development of working structures - including management of the newly founded community of interest (registered society)





Energiewende vor Ort gestalten

### Der B.A.U.M. Zukunftsfonds – Pilotprojekt in drei Kommunen

GEFÖRDERT DURCH:



Bundesministerium für Umwelt, Naturschutz und Reaktorsicherheit



NATIONALE KLIMASCHUTZ INITIATIVE

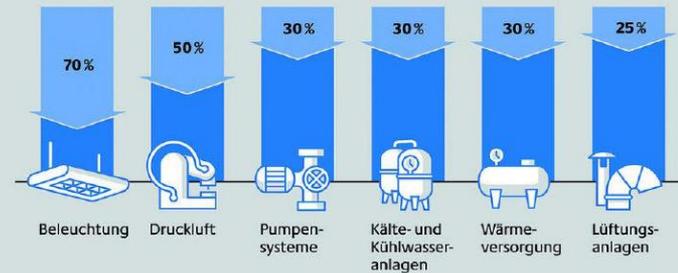
- Support in energy efficiency
- crowd funding, if necessary
- financed as research project

Door opener for a sustainable energy management ???  
 ⇒ Smart grid products (2015)  
 ⇒ District heating (change of legal frame)

The incentive strategy: 5

#### Energie und Kosten sparen in Industrie und Gewerbe

Energieeffizienzpotenziale bei branchenübergreifenden Querschnittstechnologien in Prozent



Weitere Informationen unter [www.industrie-energieeffizienz.de](http://www.industrie-energieeffizienz.de)

Quelle: Initiative Energieeffizienz, Deutsche Energie-Agentur GmbH (dena)

**EGNO**

Entwicklungsgesellschaft  
Norderstedt mbH

**Stadtwerke Norderstedt**  
Energie ist unser Ding.

**wilhelm.tel**  
Die Kommunikation

# The partnership approach (Freiburg / Ludwigsburg / Norderstedt): Similar problems ⇒ different strategies ⇒ sustainable solutions

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Das Industrie u. Gewerbegebiet (IG) Nord



badenova  
Energie. Tag für Tag

### „Green Industry Park“ in Freiburg

- Bestandsgebiet
- 300 Hektar
- 15.000 Angestellte
- „Innovative“ Projekte u. Treiber
- 300 Unternehmen, davon...
  - 4 Fraunhofer Institute,
  - Universität,
  - badenova,
  - Messe Freiburg (FWTM).



# The partnership approach (Freiburg / Ludwigsburg / Norderstedt): Similar problems ⇒ different strategies ⇒ sustainable solutions

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## Green Industry Park Freiburg

Freiburg

badenova  
Energie. Tag für Tag.

Fraunhofer  
ISE

Management  
Marketing  
FWTM  
FREIBURG

@Damian Wagner / badenova



Identification of first movers

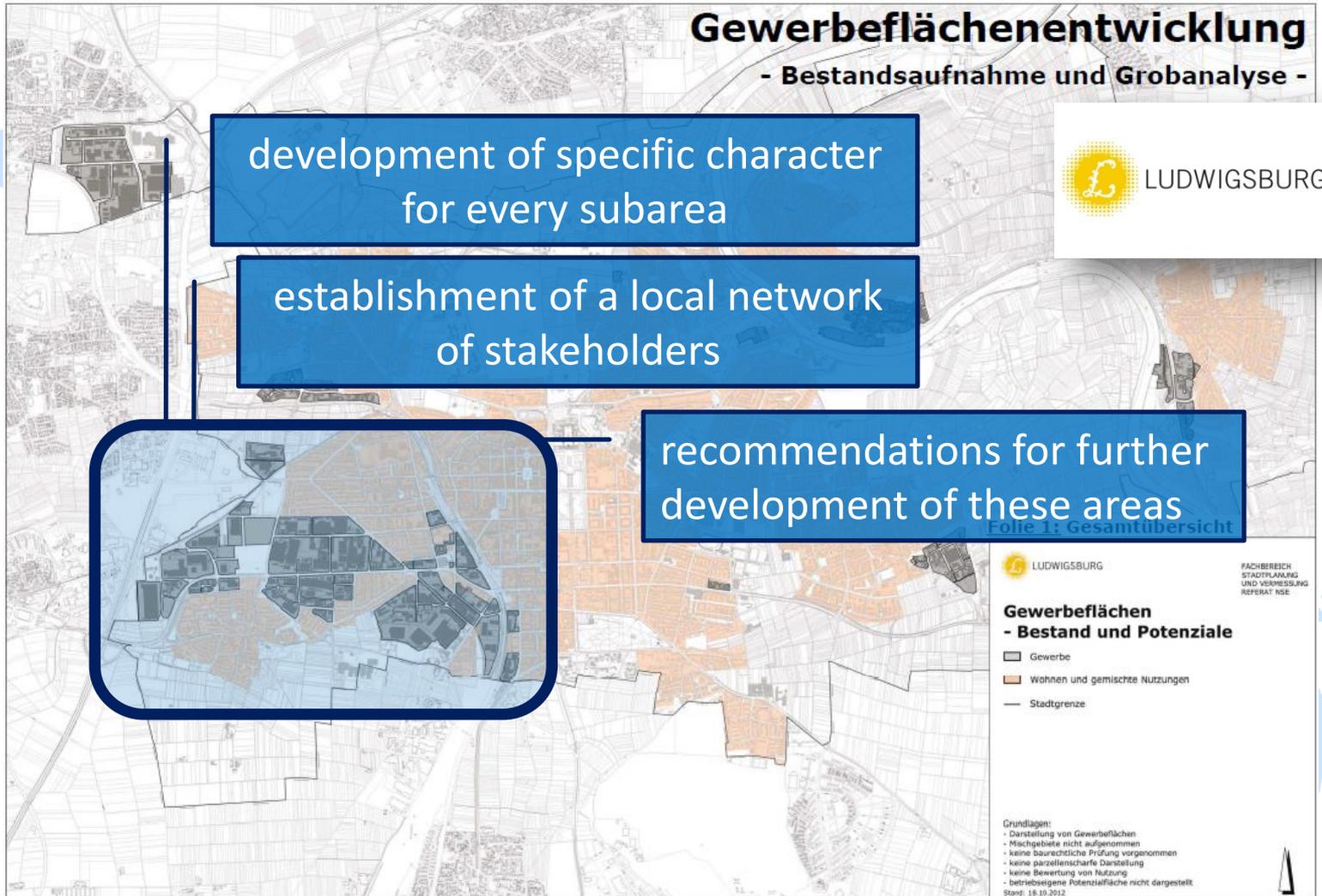
The vision as a branding:  
,Green Industry Park‘ Freiburg

Climate protection concept:  
collecting data (questionnaire)

Creating ideas together with  
companies (workshop)

**Gemeinsam. Vorreiter.**

# The partnership approach (Freiburg / Ludwigsburg / Norderstedt): Similar problems ⇒ different strategies ⇒ sustainable solutions



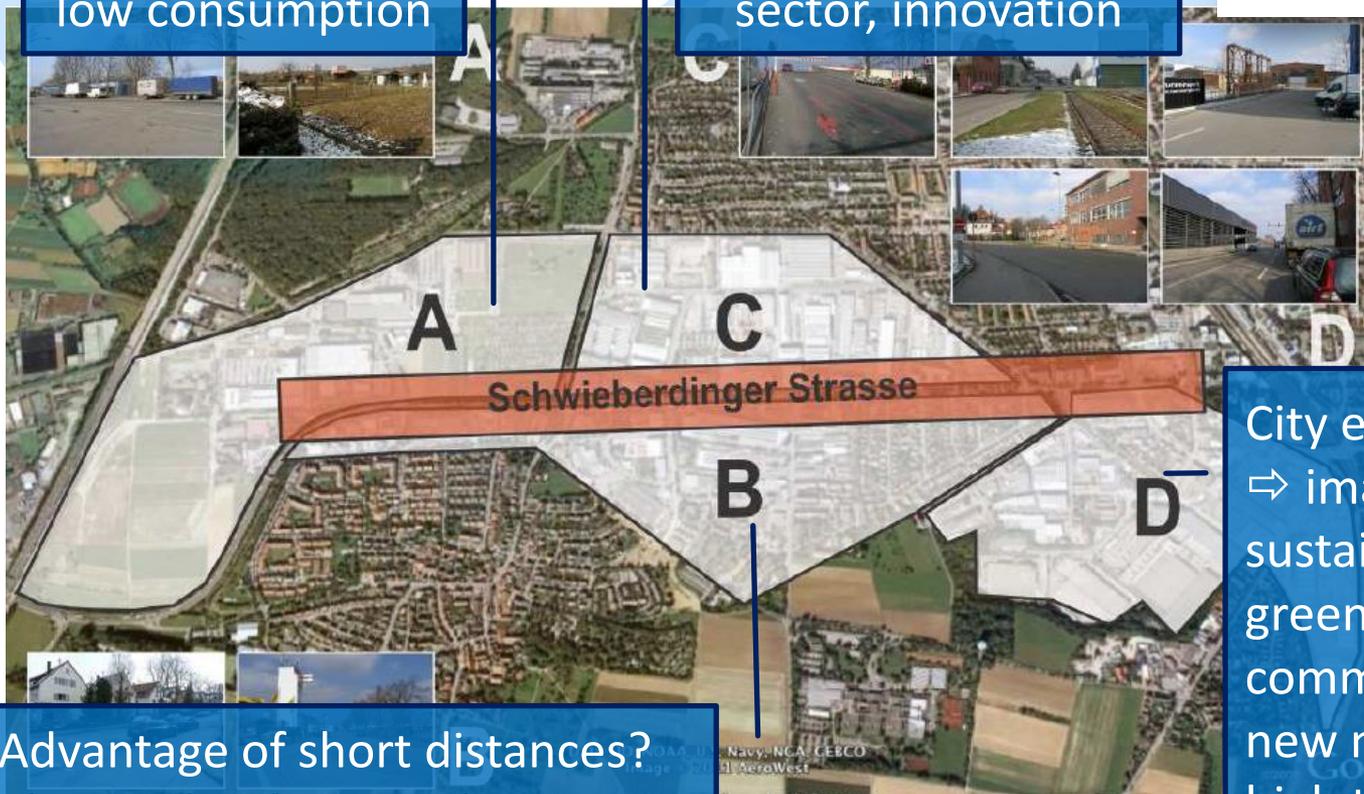


# The partnership approach (Freiburg / Ludwigsburg / Norderstedt): Similar problems ⇒ different strategies ⇒ sustainable solutions

Focus on energy:  
redevelopment,  
low consumption



Mixed area: common  
structures, creative  
sector, innovation

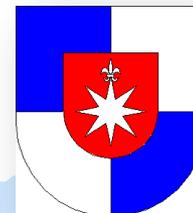


Advantage of short distances?  
Plus: cycle of materials + energy

City entrance  
⇒ image of sustainability:  
green energy,  
common use,  
new mobility,  
high tech?



LUDWIGSBURG



We are just starting & looking for partners  
on our way to reconstruct industrial areas  
in a more sustainable way

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D-22846 Norderstedt

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