

Welcome to Heidelberg

„RECAST Urumqi – Meeting the Resource Efficiency Challenge
in a ClimAte SensiTive Dryland Megacity Environment
Urumqi as a Model City for Central Asia“

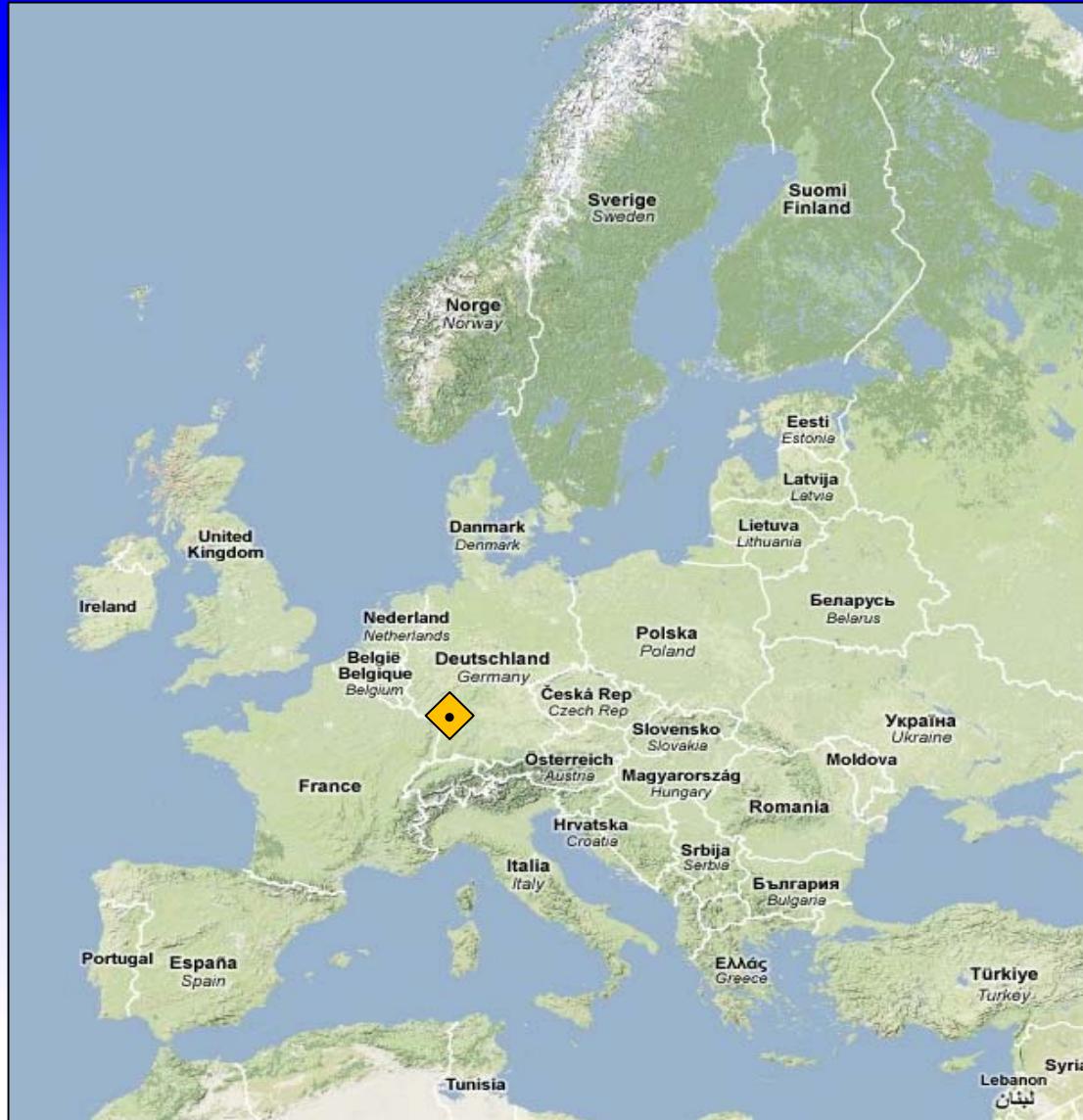


Lord Mayor Dr. Eckart Würzner

Summary

1. Heidelberg
2. Climate protection
3. Regional Cooperation project „sustainable management“
4. UKOM - Metropolitan centre of environmental expertise
5. International Relations

1. Heidelberg – Where we are



1. Heidelberg - facts

- **140.000 inhabitants**
- 20.000 foreigners
- 30.000 students

- **109 km² area**
- 30% settlements
- 40% forest
- 30% farmland

- **97.500 jobs**
- 80% service sector
- 20% manufacturing sector

- **3.829 GWh/a energy supply HSW**
- 29,5 % electricity
- 49,0 % gas
- 16,0 % district H.
- 4,5 % oil
- 1,0 % RE.

- **946.000 t CO₂ emission/a**





HEIDELBERG

1. Heidelberg – City of poets and philosophers

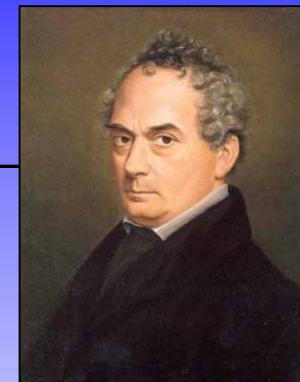
- **Friedrich Hölderlin**

* 20.03.1770 † 07.06.1843



- **Clemens Brentano**

* 09.09.1778 † 28.07.1842



- **Jean Paul**

* 21.03.1763 † 14.11.1825



- **Kurt Tucholsky**

* 09.01.1890 † 21.12.1935



1. Heidelberg - Awards

- Bundeshauptstadt im Naturschutz 2007 (DUH)
- Deutscher Solarpreis 2006 (Eurosolar)
- Klimaschutzpreis 2005 (Climate Group)
- European Sustainable City Award 2003
(Europäische Kommission)
- Climate Star 2002 (Klimabündnis)



1. Heidelberg – Metropolitan Region

The Rhine-Neckar metropolitan region offers people and businesses a unique triad of innovative economy, brilliant science and the highest quality of life



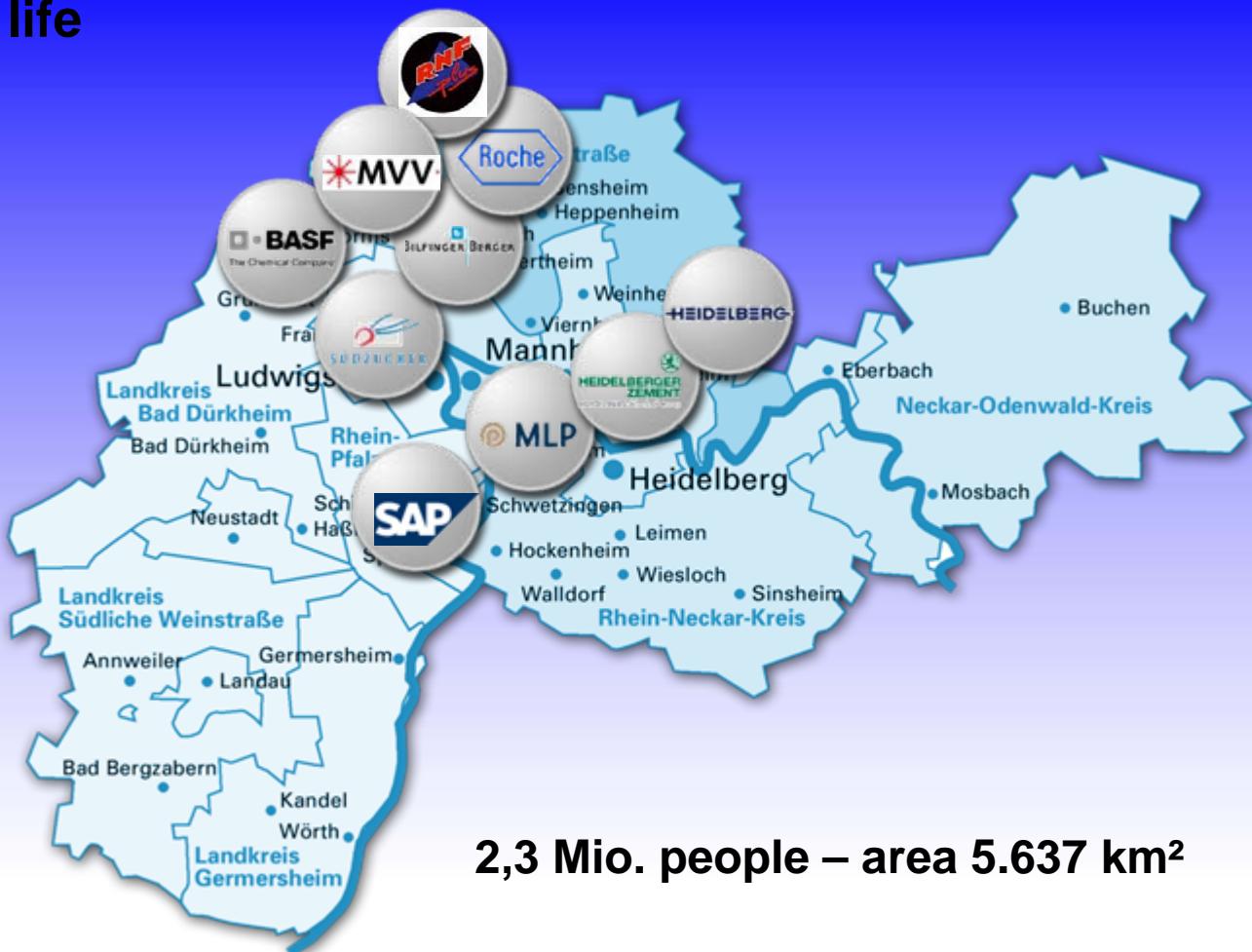
Region of Economy



Region of Science



Region of Quality of Life



1. Heidelberg – Metropolitan Region

Universities and locations of science

- 22 Universities, 80.986 Students,
thereof about 10 % from abroad

- Regional Universities und Academies within top-rankings

- Research centers with international reputation

UNIVERSITÄT
MANNHEIM

RUPRECHT-KARLS-UNIVERSITÄT
HEIDELBERG

FACHHOCHSCHULE
MANNHEIM
Hochschule für Technik und Gestaltung

DHV
Deutsche Hochschule für
Verwaltungswissenschaften
Speyer

FORSCHUNGSGRUPPE
WAHLEN ONLINE

dkfz.
DEUTSCHES
KREBSFORSCHUNGZENTRUM
IN DER HELMHOLTZ-GEMEINSCHAFT

ZEW
Zentrum für Europäische
Wirtschaftsforschung GmbH
Centre for European
Economic Research

EMBL



I
DS INSTITUT FÜR
DEUTSCHE SPRACHE

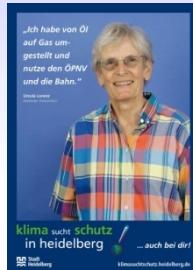
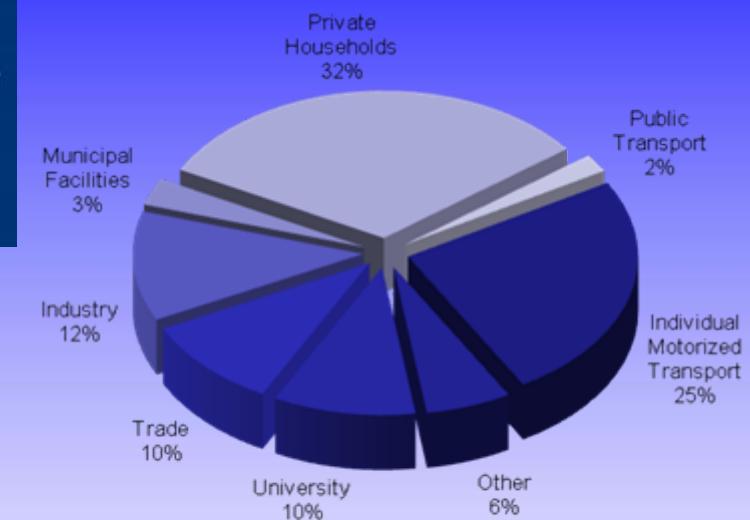
Stadt
Heidelberg

**klima sucht schutz
in heidelberg**

... auch bei dir!



2. Climate protection strategy



LOCAL ACTION PLAN for the reduction of CO₂ emissions 1992/2004

- Political target: reduction of CO₂ about 20% from 1987 until 2015
- Integration of all local actors
- CO₂-balance
- Sectoral catalogue of 200 measures
- Municipality as a model, motivator, coordinator and promotor



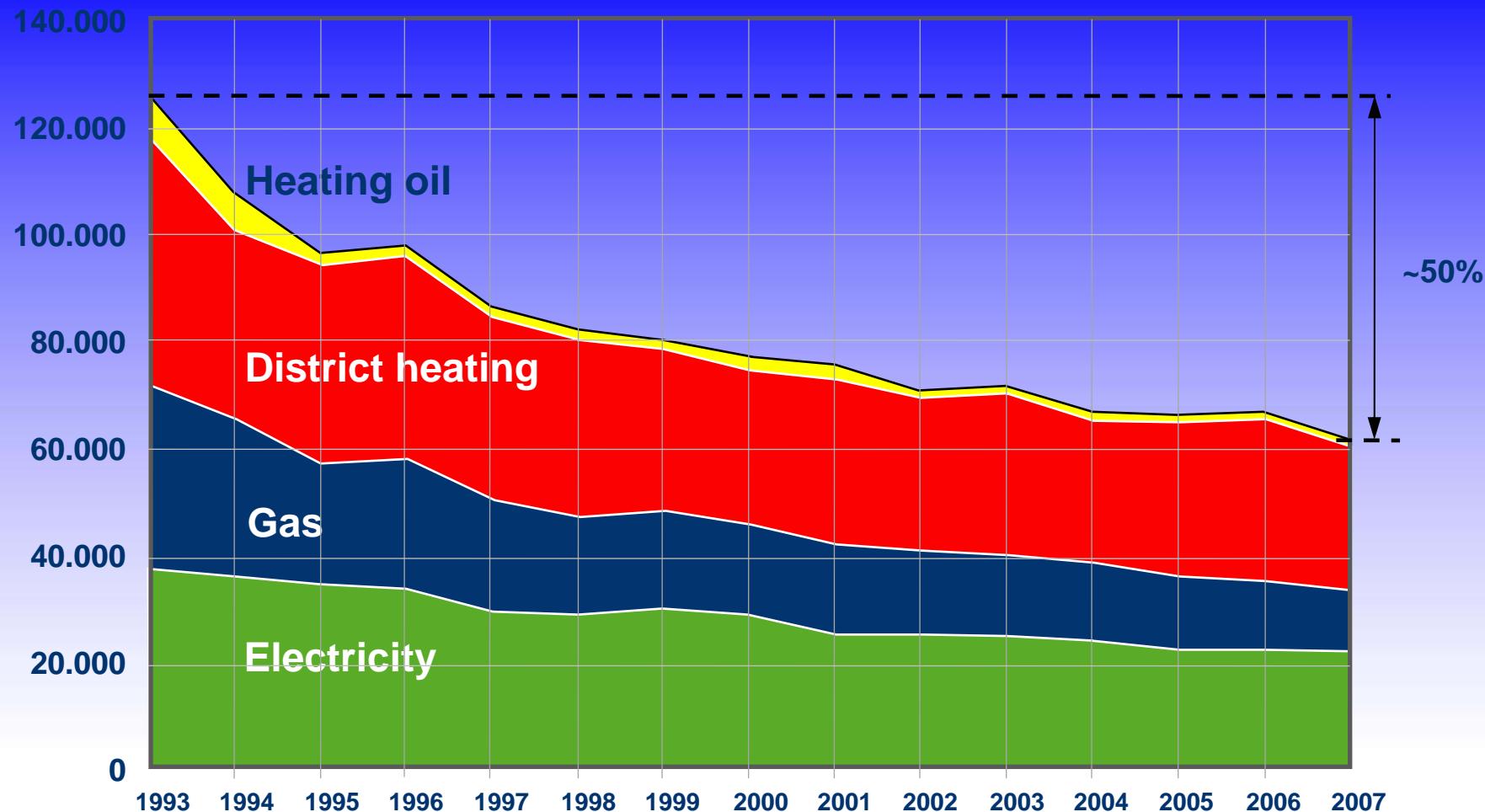
2. Climate protection management



- **energy management/ controlling of public buildings**
analysis and measures for energy and cost savings
- **buying green electricity**
100% of all kindergartens and schools
- **environmental education in schools**
E-teams and environmental management
- **energy-optimised urban planning**
- **best-practice projects**
energy saving projects and renewables

2. Result

Energy consumption of municipal facilities [kWh]



2. Example: The new science City

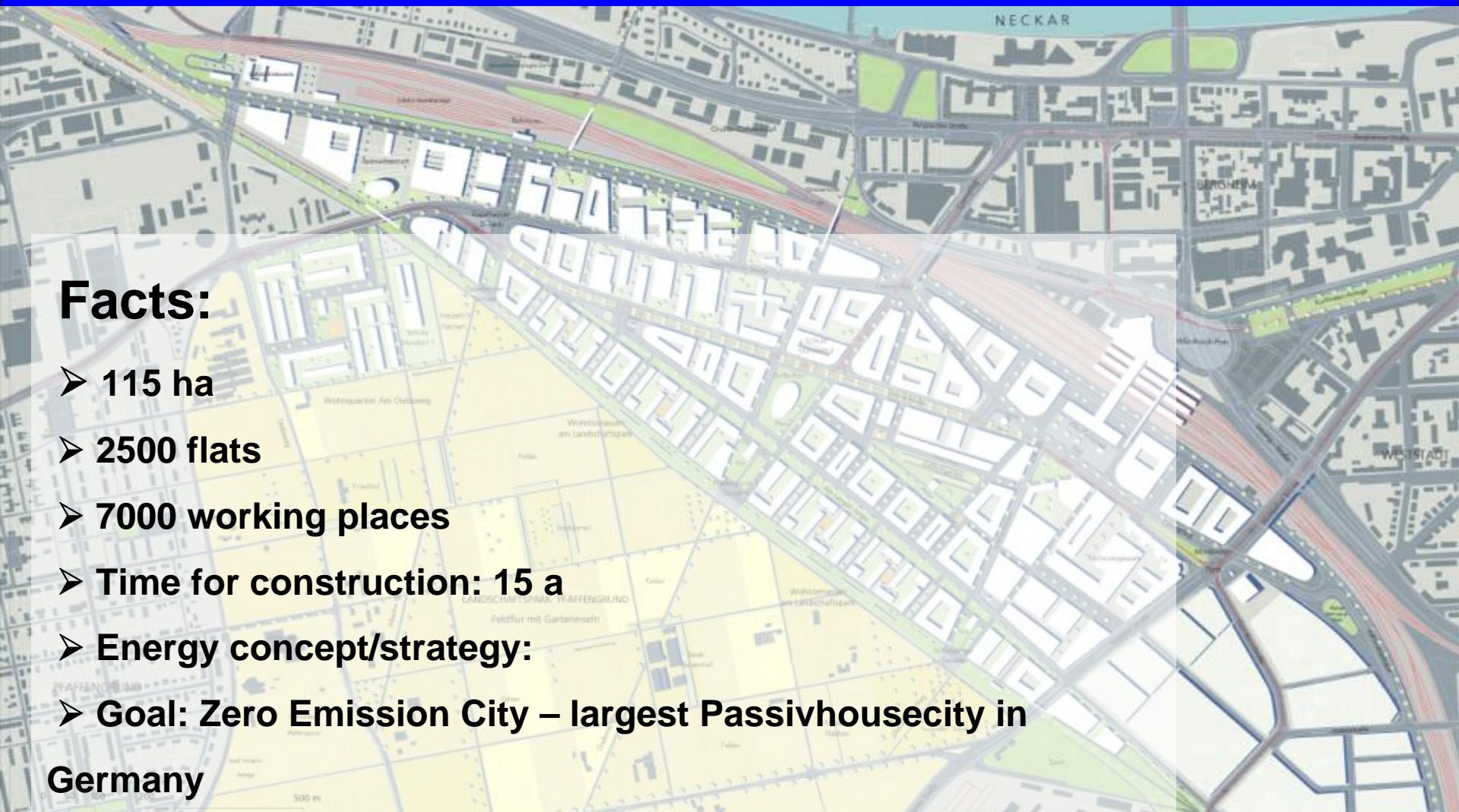
Heidelberg Bahnstadt ■

Facts:

- 115 ha
- 2500 flats
- 7000 working places
- Time for construction: 15 a
- Energy concept/strategy:
- Goal: Zero Emission City – largest Passivhousecity in

Germany

- Geothermal MW-Powerplant



3. Regional Cooperation project „sustainable management“



Nachhaltiges Wirtschaften

3. Development of a concept



- **Branche specific projects:**
 - „hairdressers and environment“
 - „bakeries and environment“
 - „painters and environment“
- **Round table „sustainable management“**
bringing together all important local actors
- **Pilot project „sustainable management“ for SME:**
 - since 2001, networking/ common workshops
 - start funding by DBU (125.000 €, 2 years)
 - coordination and financial support by the City of Heidelberg
 - moderation, analysis and support by external professionals
 - 2009: 71 enterprises, 3.600 employees

3. Cooperation project Sustainable Management



*Excellent business within the
project of City of Heidelberg*



Nachhaltiges
Wirtschaften

6. Sustainability: communication, cooperation, social aspects

5. Traffic/ emission protection : choice of the mode of transport

4. Waste: waste-ballance, waste-strategies, sewage

3. Climate protection: weak-point analysis energy und water

2. Purchase/ hazardous material: purchase, storage, hazardous material

1. Project organisation: course of the project, staff motivation, first environmental check-up

3. Advantages for the participating enterprises

- **environmental damages**
will be avoided or reduced
- **costs**
will be saved by realization
of innovative measures
- **image profit**
the participating enterprises may
use a special logo after successfull
finish of the project to demonstrate
their engagement
- **more legal certainty for the
enterprises.**



The Motto: advice and promotion instead of reglementation and punishment!

4. UKOM - Centre of environmental expertise



**Dr. Eckart Würzner
Chairman**

4. UKOM - Centre of environmental expertise

Main goals:

- Strengthening of regional environmental expertise
- Connecting environmental networks and facilities
- Transfer management of experiences, achievements, and know-how
- Starting projects and coordination
- Stimulation of the job market through the promotion of innovative environmental technologies
- Information and communication management
- Advanced capital acquisition



4. Areas of expertise



climate and energy



environmental management



soil



water



production technology



communication

nature conservation



health



5. International Relations



Twin City	Heidelbergclub International HCI	Technology Park Heidelberg Co-operation Partner	Memberships and Cooperations
Bautzen	Chicago	Canada, Laval/Montreal	Energie Cités
Cambridge	Los Angeles	China, Beijing	Climate Alliance
Kumamoto	New York	China, Jinan	ICLEI
Montpellier	San Francisco	China, Qingdao	
Rehovot		China, Shanghai	
Simferopol	Osaka	France, Montpellier	
	Tokyo	India, Hyderabad	
		Italy, Lodi/Milano	
	Seoul	Panama, Panama City	
	Beijing	Saudi Arabia, Jeddah	
		Singapore, Singapore	
	Paris	Sweden, Uppsala	
	London	UK, Cambridge	
		USA, Louisville	

**Goal: Conservation and development as a City of Science, Economy and Tourism.
Attraction for international experts and management**



IUWA



„Klimaschutz verbindet.“

IGH Heidelberg und Middel School No. 8 Urumqi
Heidelberger Klimaschützer

klima sucht schutz
in heidelberg ... auch bei dir!

Stadt Heidelberg

klimasuchschutz.heidelberg.de

„We learned a lot from Heidelberg
about saving energy and protecting
the environment.
We like this city!“

Yue Zeng und Jian Feng Chen
Heidelberger Klimaschützer

klima sucht schutz
in heidelberg ... auch bei dir!

Stadt Heidelberg

klimasuchschutz.heidelberg.de

Thank you very much for your attention!