

m:ci

Project Meeting Vienna

June 25th – 27th 2014

**Sustainable development
of industrial parks**

Network of Freiburg – Ludwigsburg – Norderstedt

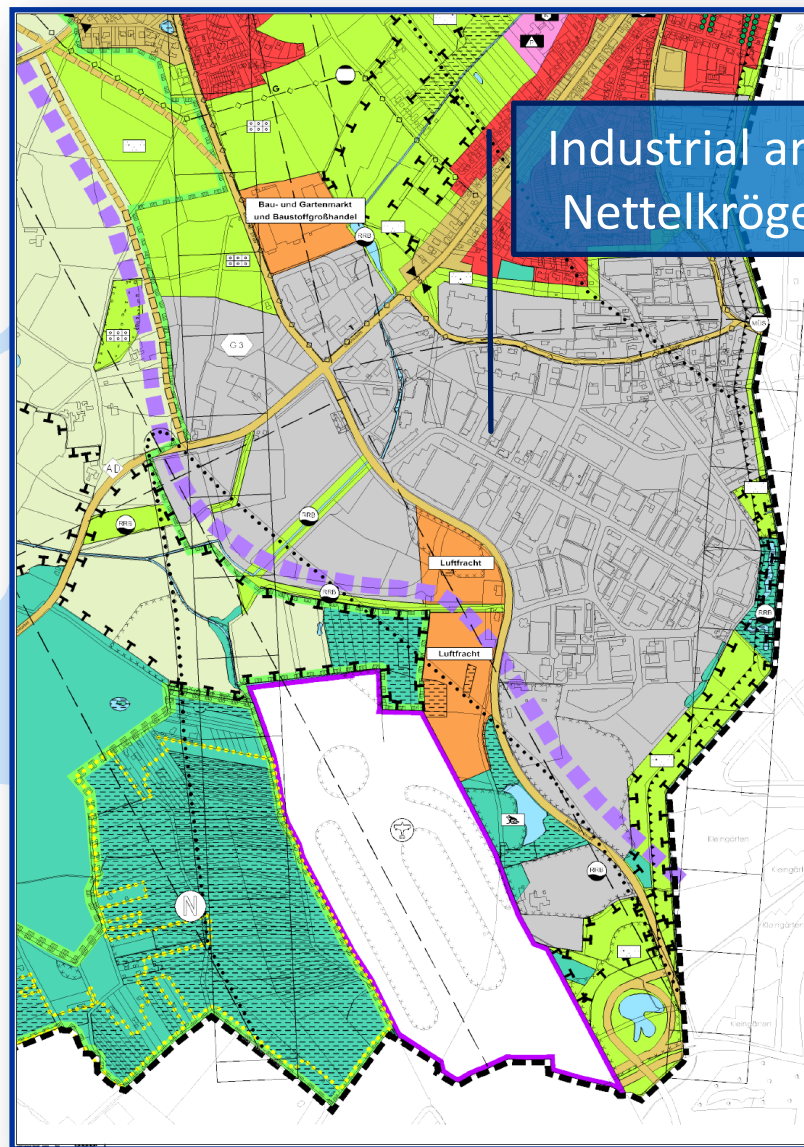




Norderstedt

Eine Idee voraus ...
Eine Idee voraus ...

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

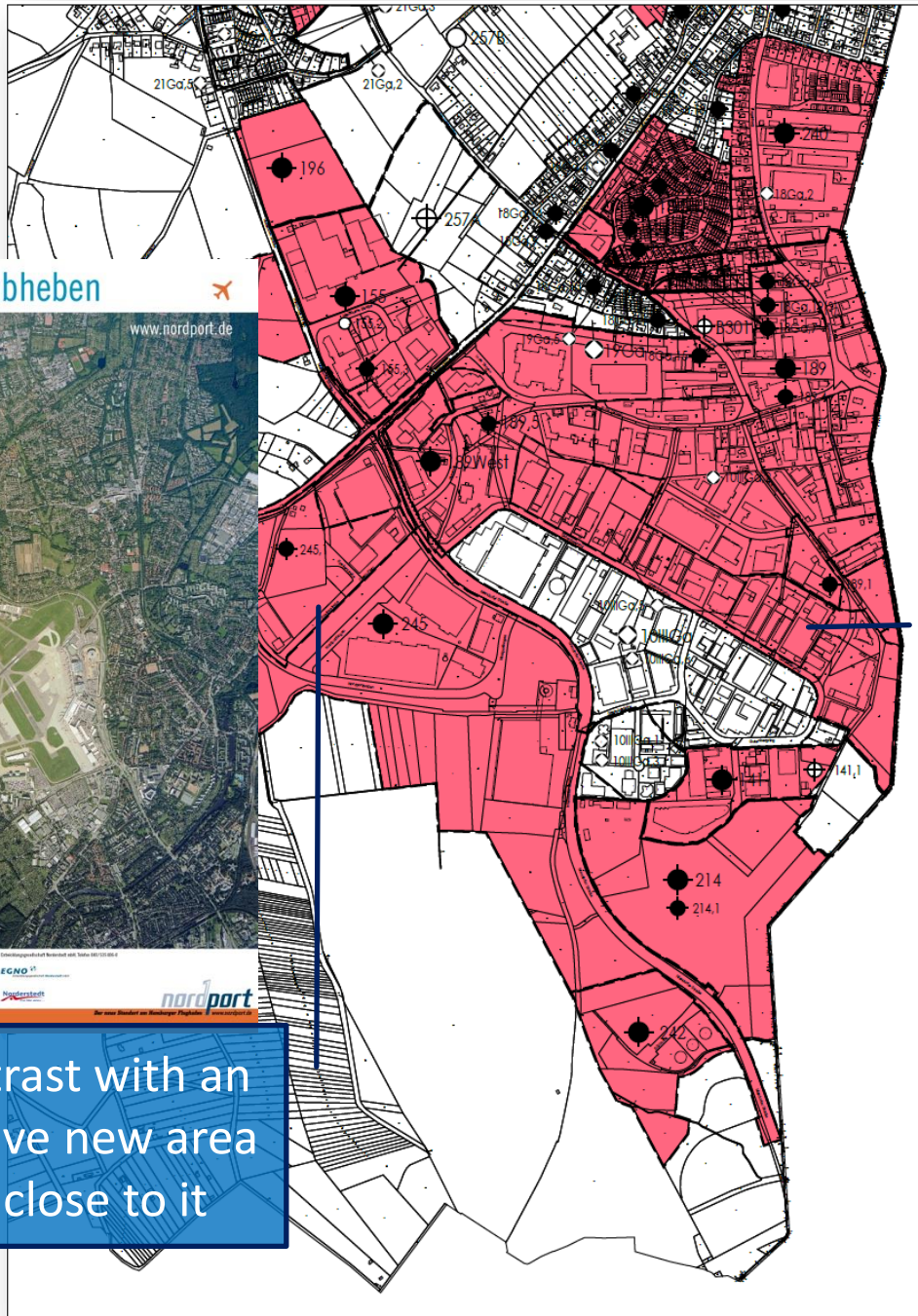


Industrial area
Nettelkrögen

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 employees (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



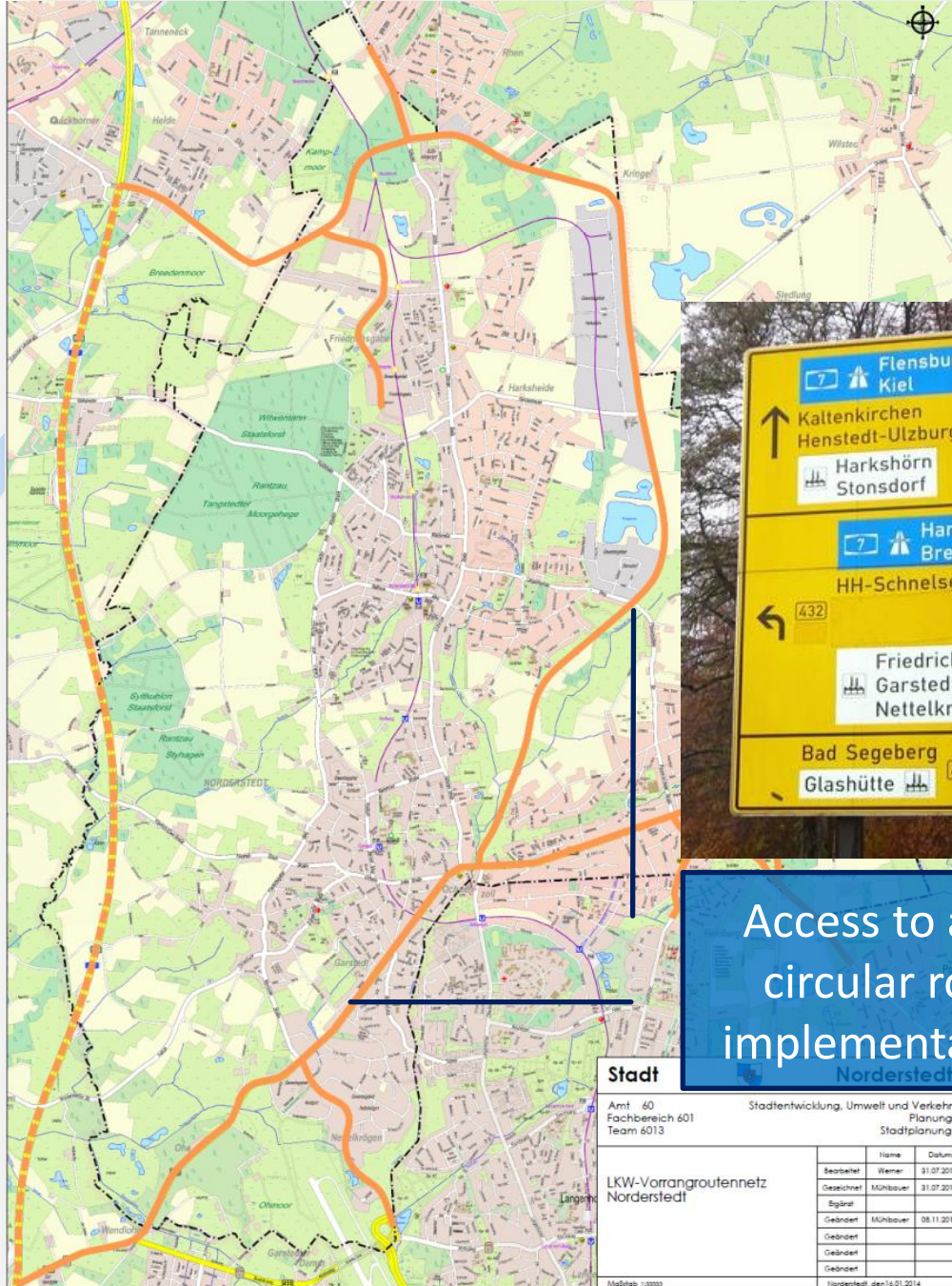


Interesting new investor: tesa SE

Favourable site:
close to Hamburg airport

First Companies
focussed on sustainability





The incentive strategy: ①

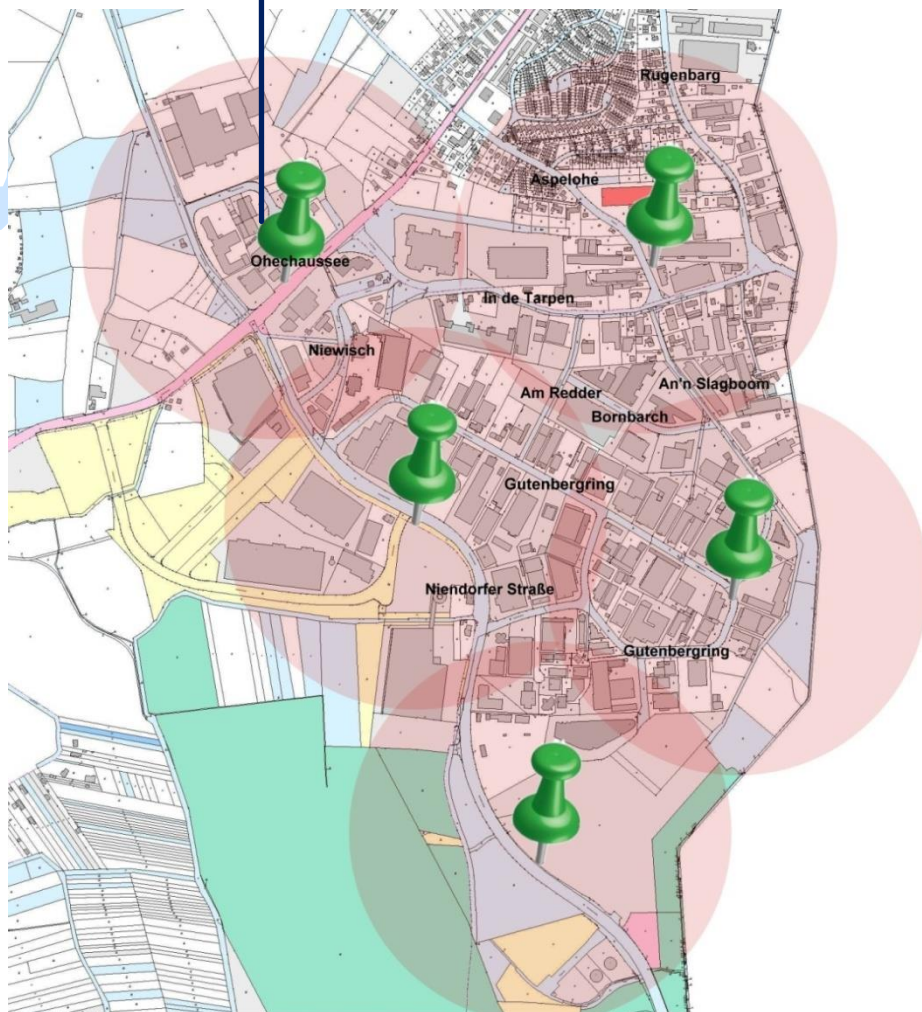


Access to all industrial areas via circular road / traffic signing / implementation in gps-navigation

| Stadt Norderstedt | |
|---|------------------------------------|
| Amt 60 Fachbereich 601 Team 6013 | |
| Stadtentwicklung, Umwelt und Verkehr Planung Stadtplanung | |
| LKW-Vorrangroutennetz Norderstedt | Name Bearbeiter: Werner |
| | Datum Bearbeiter: 31.07.2013 |
| | Gezeichnet Mithöfer: 31.07.2013 |
| | Geändert Mithöfer: 08.11.2013 |
| | Geändert |
| | Geändert |
| Maßstab: 1:10000 Norderstedt, den 16.01.2014 | |

Implementation of bike-sharing system in industrial area

The incentive strategy: ②



Kiwittsmoor

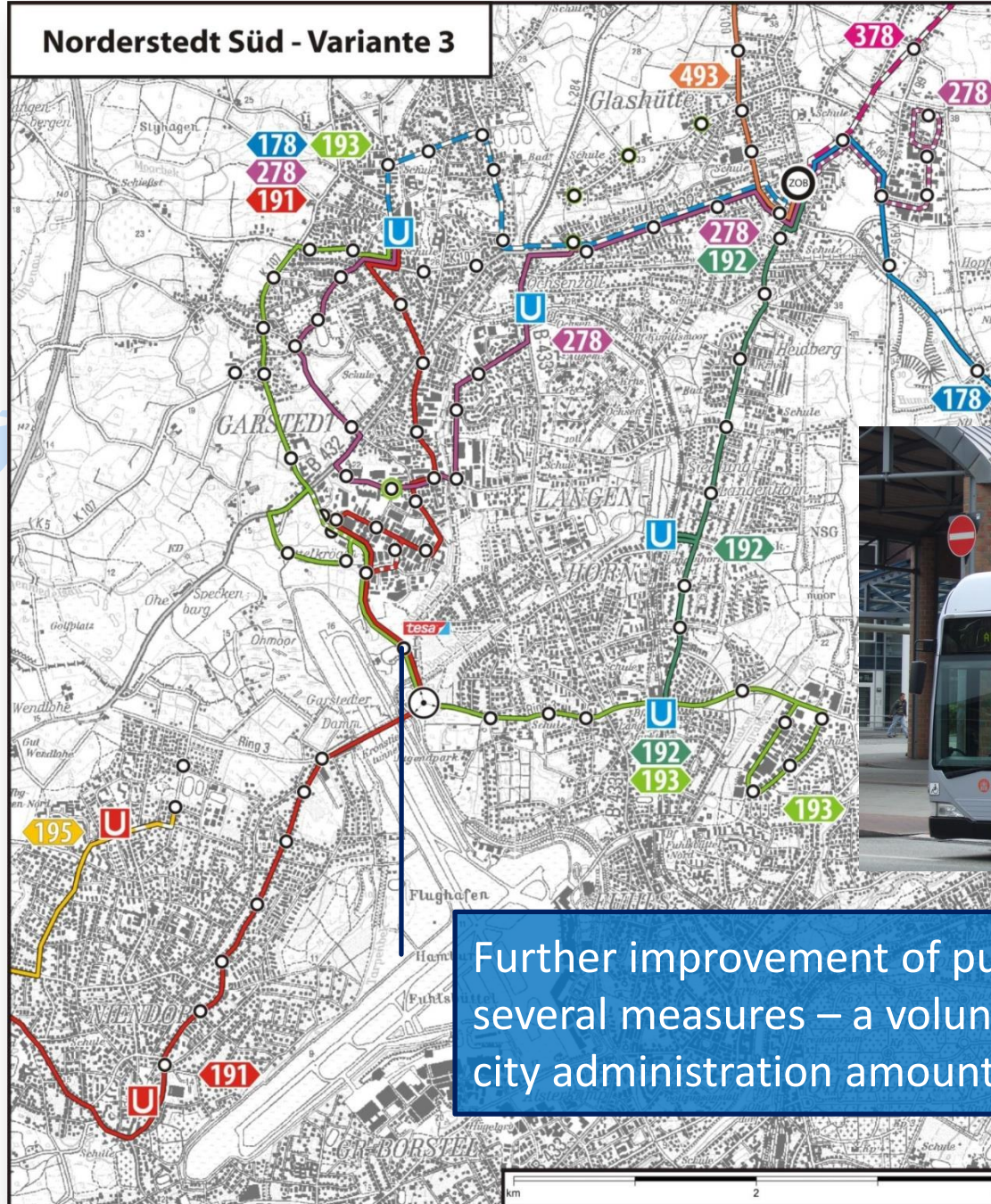


Legende

- 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

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



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

The incentive
strategy: 4

EGNO
Entwicklungsgesellschaft
Norderstedt mbH





Energiewende vor Ort gestalten

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

GEFÖRDERT DURCH:



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

Door opener for a sustainable energy management ???

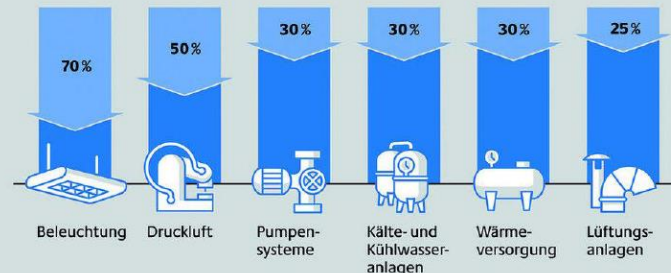
⇒ Smart grid products (2015)

⇒ 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

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

Das Industrie u. Gewerbegebiet (IG) Nord

„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).

Wagner / badenova AG & Co. KG

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



Green Industry Park Freiburg

Freiburg 

badenova 

Fraunhofer ISE 

Management Marketing FWTM FREIBURG 

@Damian Wagner / badenova



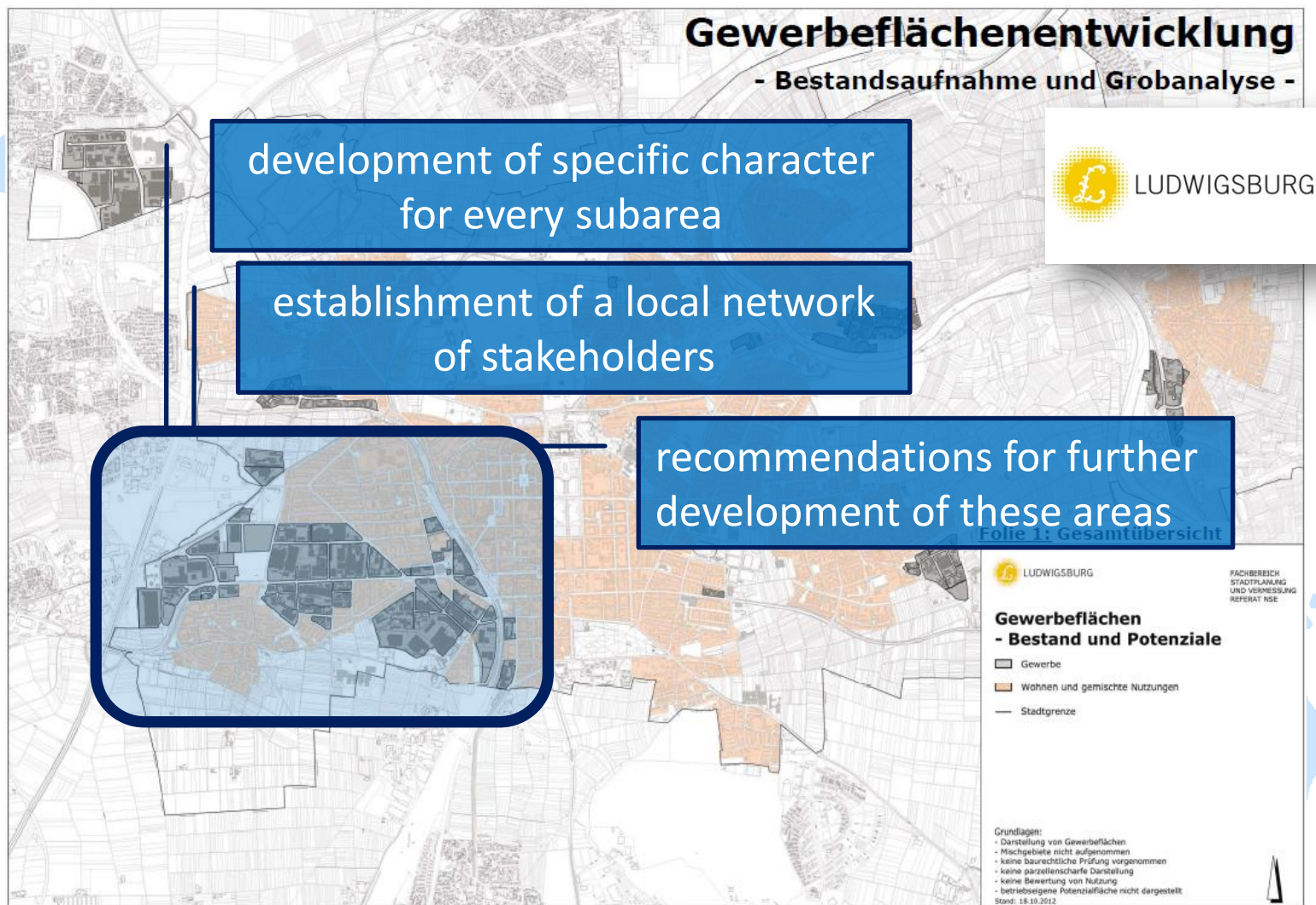
Gemeinsam. Vorreiter.

- 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)

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

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Norderstedt

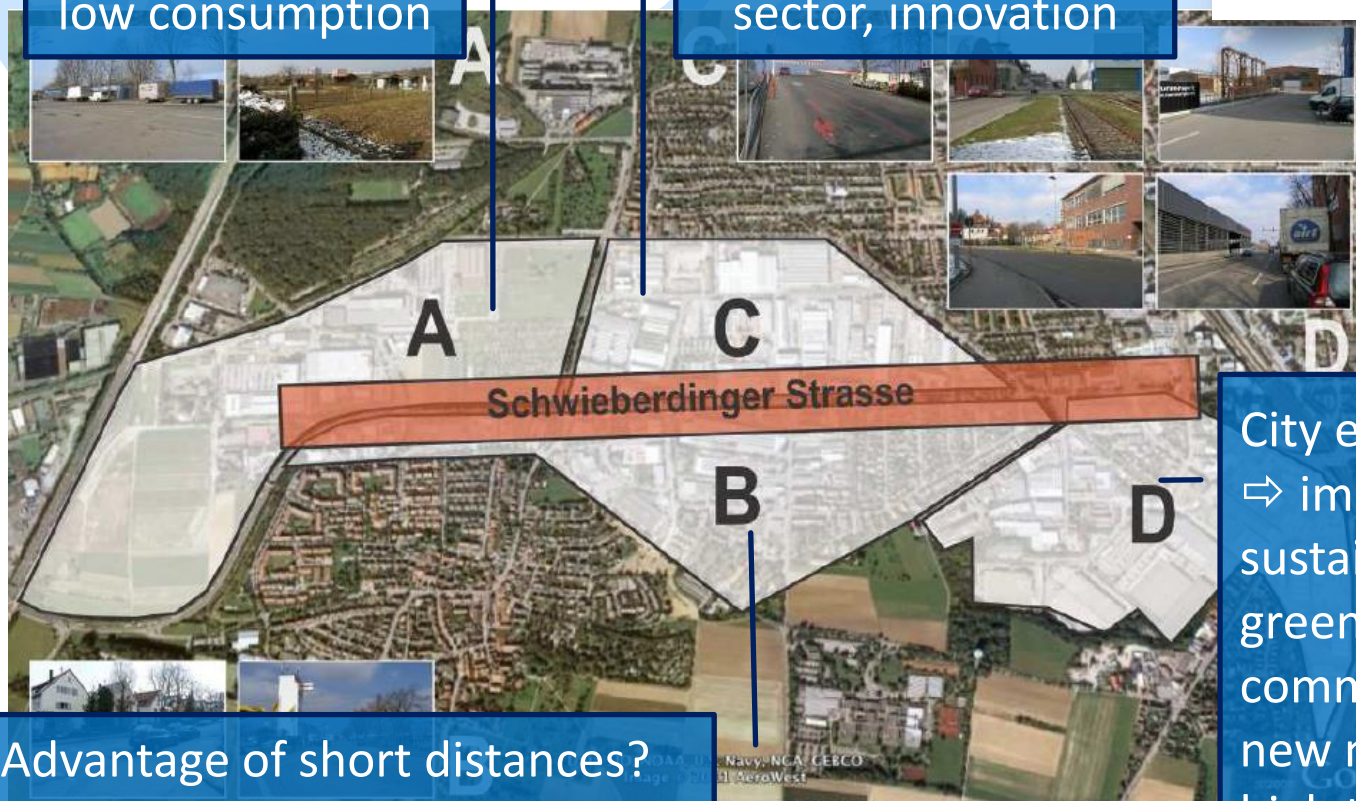


The partnership approach (Freiburg / Ludwigsburg / Norderstedt): Similar problems ⇒ different strategies ⇒ sustainable solutions

Focus on energy:
redevelopment,
low consumption



Mixed area: common
structures, creative
sector, innovation

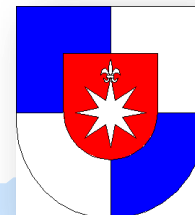


Advantage of short distances?
Plus: cycle of materials + energy

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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City of Norderstedt
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D-22846 Norderstedt



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