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Hamburg European Green Capital 2011 – The City of the Future

Great economic revolutions in history always have occurred, when new energy regimes converge with new communication regimes. This idea was brought up by Jeremy Rifkin, famous advisor to Germany chancellor Angela Merkel and the European Commission. The first hydraulic agricultural societies in Mesopotamia and Egypt invented writing to manage the better storage and distribution of grain. In the modern era, with the coming together of coal powered steam technology and the print press gave birth to the first industrial revolution – Rifkin said. In the second industrial revolution the first electrical forms of communication – telegraph, telephone and television – converged with the use of oil and internal combustion engine. And now, people use the global internet with its decentralized form of production and use of information - and also are starting to use and produce energy in a decentralized form like solar power, hydrogen or bio energy. This idea should give us the persuasive power to proceed into future.

Hamburg is the European Green Capital 2011 – and therefore the City of the Future. It is a very green and blue city with many parks and a big river called the Elbe. Around 1.8 million people (2007) and a total number of 4.3 millions live in the metropolitan region. Hamburg is not a perfect city with all environmental problems already solved, but Hamburg is working hard to find solutions. We see Hamburg as a laboratory for Europe - where all aspects of European environmental policy can be found- giving us true role model potential. That is why we say Hamburg is Europe in a nutshell.

Hamburg is a green waterside metropolis with the highest standard of living. It is situated on the river Elbe not far away from the North Sea. This makes Hamburg vulnerable to climate change. Hamburg was and is exposed to storm tides and pluvial floods. Since February 1962, the people of Hamburg know, what to be flooded means. 315 people died, tens of thousands became homeless. By fighting climate change, we fight for the existence of our city. So Hamburg has set up very ambitious goals: CO₂-emissions will have to decrease by 40 % by 2020 and 80% by 2050. We have already achieved 18% by 2006, quite good in a boomtown with growth. We provide an extra annual funding of 25 million Euro for new ideas and projects.

What most people don't expect is that Hamburg has heavy industry within the city limits. For example, Europe's largest copper smelter is only 2 km away from Hamburg's city hall. We want to keep our industry and jobs in our city. But, at the same time, we want clean air and a quiet environment. That is why local government and companies work together more closely than perhaps anywhere else. For example, since 1985, Hamburg has been concluding environmental agreements with our copper smelter. Air pollution as well as CO₂ emissions have each been reduced by 80%.

Urban Development: We want to reverse the direction. We want Hamburg to grow towards its center, not to push its periphery further and further out into the surrounding areas with negative impacts such as destroying nature and creating more traffic.

Hamburg's most prominent urban development project is the HafenCity. With our HafenCity project we want to regain urban character for downtown Hamburg. We also want to set new standards for sustainable building and achieve very high quality of urban design and architecture, e.g. the Elbe Philharmonic Hall, Science-Center, HafenCity University, Spiegel-Building (biggest German newspaper magazine).

Our second major redevelopment project is the so called "leap across the Elbe" to the Elbe island of Wilhelmsburg. An area of 35 square kilometers is redeveloped with residential and commercial areas and an innovative energy supply. In this area Hamburg intends to showcase its developments in 2013 with the International Building Exhibition (IBA) and the International Garden Show right in the middle of Wilhelmsburg, to be opened in April 2013, with a size that can almost compare with Hyde Park in London.

Another example of our inner growth approach and the improvement of our leisure areas is the so-

called A7 enclosure. We will cover the A7-motorway, which today cuts through urban areas. Cover, not block!

Over 100 years ago, we have started to build our public transport system – since then, we have expanded it – we opened a new link to the airport and to the HafenCity. The next step will be the newly planned tramway, which will add another 40 km of railway.

Every major city in Europe could apply for the Green Capital Award – and Hamburg is the winner 2011, because Hamburg has not only achieved excellent environmental standards across the board, but has also set very ambitious future plans which promise additional improvements.

As the European Green Capital, we wish to be a platform for European exchange between experts and citizens on environmental issues under the slogan "The whole city joins in"

In 2011 there will be not only a Info point as a central contact point in Hamburg, but also environmental study tours to show best-practice projects for environmental protection in Hamburg and many events such as a Green Film Festival, a Green Youth Summit, and of course specialist events and workshops.

A "Train of Ideas" will communicate our ideas throughout Europe. We invite other European cities to participate in this mobile exhibition by presenting their own ideas in their own containers. At the end of the year, the Train of Ideas will arrive back in Hamburg with a whole lot of new ideas.

We will also take the ideas of the European Green Capital to the world EXPO 2010 in our twin-city Shanghai. We are building a low-energy "Hamburg house", where we will present best practices concerning environmental protection made in Hamburg and Europe.

Hamburg is taking the political lead and arranged the first Annual Conference of Mayors, the "Hamburg City Climate Convention" in November 2009, just before the Copenhagen summit.

Half of the world's population is living in cities, and they contribute to more than 80% of the world's emissions. If the European cities won't manage the turnaround in resource consumption, I don't see how the world can deal with the future. We want to show how cities can become part of the solution of our global problems. Hamburg is ready to do so.

Scientists say, that we can handle our problems only when the rise of temperature is not more than two degrees in this century. So, where does the world go to?

Hamburg supports the umbrella organization of over 100 environmental oriented non-government organizations in the city: the Future Council Hamburg (Zukunftsrat Hamburg) is partner to officials. The FCH publishes an annual independent report on the basis of official numbers with 30 indicators in the fields of sustainable city development, local and global responsibility and preservation of the potential. The results are shown as traffic lights – the green light shows a successful work, whereas the red light means that the city is doing very poor.

Five examples: There is a green light for the natural resources indicator: the water consumption in liters per Person and day is declining and pretty close to the goal of 120 liters. Also green is the indicator for fair-trade consumption: the percentage of fair-trade coffee sold climbs up annually. Only orange light for climate protection: the CO₂-emission of almost 10 tons per inhabitant and year is still too high. Hamburg got red lights for the use of renewable energy, because the percentage of renewable energy sources is too low and got it also for ESD, because there are still too many drop-out kids of public school without a degree.

But education alone cannot solve these problems: Education for sustainable development IS NOT sustainability! This can easily be seen by looking at the four dimensions of ESD: ecological sustainability, social justice, economic productivity and good governance. Education can provide awareness, skills to act and new methods for teaching, but education alone cannot produce a sustainable society.

With its initiative „Hamburg is Learning Sustainability“ Hamburg started a collaborative effort by different actors to support the UN-Decade ESD in April 2005. A steering committee assembles members of all ministries relevant for education. About 120 actors take part: professional associations, non governmental organizations, companies, administrations, educational institutions, ordinary citizens and experts from all areas of education.

The initiative released a plan of action and invites all actors for a yearly round table discussion.

There are many good practices, e.g. in education for climate protection. Examples are given not only in formal education, e.g. children's day-care centers, schools, vocational training, universities and further education but also in non-formal education. Especially informal learning is getting more and more important. There are up to 30 environmental centers in Hamburg, where everyone can explore nature and learn about climate change. Many public events, exhibitions, movies or

discussions nowadays are dealing with the climate change.

For its efforts, in 2007/08 Hamburg was the first city in Germany to be awarded the title "Official City of the UN Decade" and got a second time the award for 2009/10. Hamburg is also member of the annual meeting of German Cities of the UN-Decade.

So Hamburg is worth a visit - I hope to see you again in Hamburg, maybe in 2011?

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Workshop: **The role of non-formal Education and NGOs in ESD**

First input: Mr. Yusri Sabri, CID Egypt

Second input: Juergen Forkel-Schubert: **Adventure non-formal Education**

Formal education is a top-down process of learning: highly institutionalized, bureaucratic, curriculum driven, and formally recognized with grades, diplomas, or certificates.

Non-formal education has been used most often to describe organized learning outside of the formal education system. These offerings tend to be short-term, voluntary, and have few if any prerequisites. However they typically have a curriculum and often a facilitator.

Informal learning means processes which are non-formal or not formally organized and therefore not financed by institutions. It's a learning, which takes place in the everyday life, on the job, in the family circle or in the spare time. It is not structured (regarding training aims, learning time or learning promotion) and does not lead usually to a certification. Informal learning can be purposeful, however in most cases it is not intended (casually).

Sustainable development has to do with social or ecological situation, ESD cares about people and their life. People live in a different way in Hamburg, Iraq or Kuwait, but they are all interested in the same things: fresh water, good conditions and health, good housing, food and mobility.

Informal learning means you have to meet people where they get together: in meetings, on journeys or on work. There is one big thing for most of all people: nature! It always attracts people and people can learn a lot from nature, e.g. what do birds do to protect against cold weather or how does nature use the energy from the sun.

It is not easy to convince people to do something for the nature, because people have many things in mind and there's a competition between the different interests and needs. If you want to win, consider these five steps of the BRIDI-concept:

B = look if there is a BENEFIT for the people

R = a REDUCTION of complicated issues is necessary down to the one most important thing

I = try to find an IDENTIFICATION symbol (or testimonial) for most of the people

D = DRAMATISATION means: make your project exciting, not boring!

I = INFORMATION TRANSFER means: choose the right way to address people, e.g. through mass media, events or handouts?

Create win – win situations. There are good examples to save money and nature as well. In Hamburg so called “fifty-fifty schools” can keep 50 % of the money of all energy they saved. In the project “Eco-profit in business” companies get trainings to save resources and save money. But how can you make people interested and move them?

First of all consider, that there are big barriers between consciousness and acting. People may often use excuses like

- “It is the fault of the others” (means: lacking of personal responsibility)
- “I can do nothing against it” (means: missing conscious for effectiveness)
- “It is too expensive for me” (means: expected disadvantages)
- “That does not concern me” (means: felt distance to the problem)
- “It is due to the situation” (means: cognitive self discharge)
- “The others do it just the same way” (means: behavior of others as a standard)
- “I made that always in such a way” (means: power of the habit)

To overcome these convictions, link sustainability with practical work as there is: playing theater, cooking together,...

And: start a network.

Also: find exciting new methods of training such as “Future Conference” workshops (www.zwnetz.de/EPages/einblick.html). They normally start with a preparation phase and continue with three operational phases:

- a. Preparation Phase: the method, its rules and the scheduled course of the workshop (in accordance with the participants) is introduced.
- b. Critique phase: the problem is investigated critically and thoroughly. First of all, a visualized brainstorming is performed and a general and critical question concerning the problem is framed.
- c. Fantasy Phase: all participants try to work out an utopia, to draw an exaggerated picture of future possibilities.
- d. Implementation phase: the ideas found are checked and evaluated in regard to their practicability.

Please do also start a quality management process and seek continuity and success.

Good luck!

Workshop process:

After a short introduction of everyone we started with the question: What do you expect from the workshop? Answers were:

- More time for discussion
- Better networking
- More tools for our work
- More participation
- What means ESD?
- Empowerment of NGOs
- More practice
- Special workshops for different target groups

To stimulate the discussion and the search for solutions, the method of “Metaplan “ was introduced to the participants (see www.metaplan.com): To a certain question everyone writes down just one word for an answer on a piece of paper (everyone can write as many pieces of paper as he/she likes it). The pieces of paper then are fixed on a flipchart. All papers are sorted and clustered to find superior specific terms. After that, the participants can give a valuation by making one to three crosses to the most important terms. The term with most agreement is then the starting-point for the next round (or question).

1. Question: “**Why is ESD relevant?**”

- **It brings new methods for a change** (papers: SD is a problem / Because everything starts with education / Search for solutions / The way / ESD is not SD)
- **It's the future** (papers: Future / A big important need for the future generation / The guarantee for the future of the generation)
- **Communities** (papers: Raise awareness in communities)
- **global – local** (papers: It involves everyone and all communities / Education is basic but the follow leads to sustainability / Because it addresses – tackles major – global issues and provides lasting solutions to them)

2. Question: “Who should be involved?”

- **Individuals** (papers: Families / Children / Everyone / Individuals)
- **Civil society** (papers: Civil Society Organizations / Public Organizations / NGOs)
- **Government** (papers: Political parties and its satellite directorates / Government Commission / ministry / Government)
- **Volunteers** (papers: Volunteers / Scouts)
- **Media** (papers: Media by all its tools / Media)
- **Formal education** (papers: Education / University students / Teachers / Education and higher education staff / School children, youth)
- **Specific units** (papers: Rural units / Women associations and communities / Religious authorities)
- **International organizations** (papers: International communities, potential partnerships)
- **Private sector** (papers: professional syndicates / Private sector)

3. Question: “Mechanisms for implementation”

- **ESD Strategy** (papers: Plan for ESD / Strategy – in incorporating all stakeholders recommendations / workshops, seminars, meetings / Establish working groups / Dialog/ Yearly or all 2 years conference(s) / Create movement for the NGO and support / Cooperation)
- **Laws about NGOs** (papers: Create reliability between government and NGO)
- **Laws for sustainability** (papers: New laws / Change the law / Regulation)
- **Include private sector** (papers: Technology / Give benefits to private companies to support corporate social responsibility (CSR))
- **Media Campaign** (papers: Media involvement / Campaign / The role of art and drama in conveying sustainability to people / Awareness through publications and campaigns / Awareness campaigns in schools by interactive methods)
- **Capacity building** (papers: Capacity building / Funding / Networking / Participation all together / Specify the obstacles in the future)
- **Research how to do it** (papers: Research)

4. Question: “Recommendations”

- **Empowerment and partnership** (6 points of agreement – papers: Meetings between governmental educational agencies and civil society NGOs / Synergies and coordination / sustained partnership / support voluntary work / Empowerment / Link it to citizenship)
- **Follow-up** (6 points – papers: Follow-up / Solid follow-up process / Follow-up)
- **Better curriculum** (5 points – papers: Education plan / The integration of sustainable notions into school curriculums)
- **Action** (3 points – papers: Not theoretical but actions / Water / Protection of life, living kids)
- **Campaign** (3 points – papers: Awareness through publications and campaigns / Make a national campaign / The easing of bureaucratic procedures for civil society organizations)
- **Better trainings** (2 points – papers: Specific workshops / Continuous trainings / Teacher's trainings)
- **Database in internet / Information network** (0 points – papers: Stakeholders database,

subject for continuous updates)

After discussion the group decided to choose the following four issues for recommendations:

1. We need to start a campaign for ESD

Who? NGO, government, media, individuals and private sector - all together as partners
How? In an open and fair process, start with a planning group with 3 of each stakeholder group
Action? Depends on money and issue – steps are

2. We need capacity building and empowerment of civil society

Who? NGOs, media and government
How? First start discussion on round table meetings (on local scale maybe monthly or quarterly and on national level maybe once a year), collect best practices, set up an action plan and evolution process
Action? Yes, regularly

3. Improve network between non-formal ESD actors

Who? Start with a small network between the participants of the workshop, later invite all participants of the conference and other NGOs
How? Exchange address and these recommendations (coordination made by Jasmin and George)
Action? Begin small and make it bigger with access for all – search for support!

4. Better school curriculum – complementation by informal learning possibilities

(Unfortunately there was not enough time to complete this recommendation)