

12. Programme for dissemination of experiences and best practises

The European Green Capital will act as a role model to inspire other cities and will therefore have to disseminate and promote its best practices and experiences in all other European cities.

Please describe the programme of events and activities that your city will commit to should it win the European Green Capital Award. For example:

12.1. Programme goals

Hamburg is aware that cities in general, and Hamburg in particular, can make an important contribution towards achieving the climate protection targets specified by the European Council in March 2007.

During the Green Capital year Hamburg would like to demonstrate that it has successful concepts to offer, in particular in the fields of sustainable and energy-saving urban development, water, green and public open spaces, local public transport, the saving of resources, climate management and management of climate change effects, which can perform a role model function for other cities and regions. In this regard Hamburg is thinking beyond its municipal boundaries and will also include the Metropolitan Region of Hamburg in its preparations and implementation.

Active public relations measures in advance of and during the Green Year will publicise the climate protection activities taking place in the Metropolitan Region of Hamburg, on a Europe-wide as well as international scale. With a well-conceived strategy and an attractive programme of events, the Hanseatic city wishes to become a role model canvassing for more commitment on the part of key players in industry, the sciences, politics and civil society.

Hamburg will in particular:

- raise the visibility of successful concepts, projects and research results in the public and private sectors which could have a role model character for other European cities and regions,
- provide a platform for a Europe-wide dialogue on the part of experts and citizens, regarding environmental issues in the Hanseatic city as well as at European level, thus supporting the initiation of joint projects,

- include the Metropolitan Region of Hamburg in the Green Capital activities in order to demonstrate that successful solutions for an intact environment can only be achieved through cooperation of major cities with their surrounding hinterland,
- make use of international contacts to create a global awareness of the European commitment for a liveable environment,
- recognise the contributions of civil society and make its activities visible in order to keep up its motivation for the future,
- win the attention of young people for the conservation and improvement of the environment,
- gather its own proposals for further, trendsetting best-practice projects,
- support a change in public awareness so that environment and climate protection measures are no longer perceived as being restrictions but rather improvements to quality of life and as an economic opportunity.

12.2. Programme strategy

The focus of the programme will be on the five core issues of sustainable and energy-saving urban planning, water, green and public open spaces, local public transport, the saving of resources, climate management and management of climate change effects, in order to emphasise Hamburg's strengths in these fields.

The programme will be designed for specific target groups. The addressees will be experts, associations, enterprises and civil society at European and international level. Participation of Hamburg's citizens will be a particularly important cornerstone of public relations activities in this regard. The aim is to sharpen the awareness of all age groups, however especially young people, for environmental issues and to motivate them to become involved with own activities. Citizens will receive comprehensive information regarding existing activities and ways to participate and will be actively involved in the realisation of the Green Year.

Communication will be personalised with visual and emotional appeal. Hamburg's First Mayor will act as patron. All activities will be bundled under the brand "Hamburg - Green Capital 2010", combined with the slogan "Green cities ... fit for life".

Hamburg will use its European networks (e.g. ICLEI, METREX, Climate Alliance, Covenant of Mayors) as well

as its actively pursued relationships to its twin cities Shanghai, Osaka, Chicago, St. Petersburg, León, Prague, Marseilles and Dresden to disseminate the message of the Green Capital Hamburg at international level. Individuals with an international reputation, such as the globally active "Hamburg Ambassadors", can take on the function of climate ambassadors and carry Hamburg's environmental commitment to other cities, regions and countries.

In the exhibition year 2013, the City of Hamburg is organising both an International Building Exhibition - the IBA Hamburg 2013 - as well as an International Garden Show - the igs Hamburg 2013. The public relations activities for the IBA and igs will be an important cornerstone of the annual programme. Public relations activities and a dialogue with the city's residents are the key pillars of the IBA process. The IBA will be organising expert platforms, so-called IBA laboratories, on important issues and aspects of the key topics urban culture, urban development and ecology. These workshops, running over several days, will be held on the Elbe island of Wilhelmsburg. They will interlink the IBA national and international professional circles and enable an exchange of ideas and experience with leading experts.

The City will incorporate existing activities and projects in the Green Capital programme, such as European Commission's "mobility week" and events which take place annually in Hamburg, such as the Hamburg Future Weeks, Cruise Days, China Time or European Week. Over and above this, Hamburg will offer a participation platform for the numerous individual events put on by various groups in the Hanseatic city.

Phased programme management will ensure that the key topics are dealt with comprehensively and considered from various perspectives. An agency will be set up to plan and implement the Green Capital programme as well as to ensure the interlinking of and communication between all parties involved.

12.3. Programme of events

Hamburg will organise a programme which is based upon the cornerstones described below. The existing ideas relating to these cornerstones can be described in more detail in a second phase of the bid to become European Green Capital.

12.3.1. Official inaugural ceremony with Hamburg Environmental Days

The starting signal will be an official inaugural ceremony in early 2010, which will be supplemented by the "European Environmental Days in Hamburg" with various technical focuses and best practice examples. Target groups are the regional and supraregional opinion leaders in the fields of environment, business, politics, education, science and culture as well as civil society.

Ideas:

- Symposium with European experts
- Dialogue with children and adolescents from Europe
- Open day for best practice ideas
- Pop-Event organised by Frank Otto focussing on climate change and environment

12.3.2. Conferences / Workshops

Hamburg will organise at least one further, larger conference and four workshops for experts, aimed at European and international professional circles and providing experts with an opportunity to exchange ideas and experiences.

Ideas:

- ICLEI conference
- Annual conference of the Covenant of Mayors
- IBA/igs conference, presentation of the guiding issues and the current status of the projects, planning and building (interim statement - 2010)
- Climate change effects and extreme weather conference (Max Planck Institute for Meteorology, GKSS research centre)
- Climate and logistics (Hamburger Logistikinitiative e.V.)
- Future workshop: development of new ideas and solutions on the topic "Green city of the future - visions and concepts for post-fossil urban development" (HafenCity University)
- EUCO2 80/50 conference (Hamburg is Lead Partner of the INTERREG project)
- Interdisciplinary workshop with environmental experts, sociologists, philosophers and urban planners on the topic "Urban society - where are we developing"
- Congress on environmental technologies: exchange of experience on the topics cold, mobility, energy, building technology (Hamburg University of Technology)

TUHH, Chamber of Skilled Crafts and Small Businesses and municipal enterprises)

- Presentation of Hamburg's sustainability strategy

12.3.3. Events and network events

Hamburg will include various events and network events in its programme as Green Capital.

Ideas:

- Organisation of the "EU Sustainable Energy Week"
- Participation in the EU Commission's "mobility week" in September 2010: Hamburg presents itself as a mostly car-free city and makes more use of other methods of transport and traffic routes, such as waterways
- Animation of all stakeholders from industry, science and research as well as from civil society and associations to run their own events under the umbrella of the "Green Capital". The partners would be provided with guidelines covering the options for taking part and the usage of the communication template.
- Information events at the City's representation in Berlin and at the Hanse-Office in Brussels

12.3.4. Exhibitions

Hamburg will campaign for the issues of Hamburg as Green Capital by means of exhibitions in Europe and world-wide.

Ideas:

- Touring exhibition: "Hamburg Green City - EU Green Capital 2010" (Hamburg, Brussels, Hamburg House EXPO Shanghai, etc.)
- Hybrid bus tour (diesel hybrid) around Europe, promoting the issues of Green Capital and electromobility in various cities
- Exhibition in the Hamburg House, exhibit at the 2010 EXPO in Shanghai
- Exhibition "The world's 20 best climate ideas"

12.3.5. Visitor programme

Over the course of one year Hamburg will provide an exciting visitor programme for Hamburg locals and tourists visiting our city.

Ideas:

- Walking and/or cycling tours led by students and NGO representatives on various topics, e.g.: innovative technical solutions, green urban development, nature conservation areas in Hamburg and its environs, Hamburg's Landscape Architecture - Parks and Squares for the Developing City
- Performing art in public parks and in nature; "a wall is a screen" - projection of environmental projects on building walls
- The environment as key topic during Hamburg's "Long Night of the Museums"
- Integration into the tourist industry: Green all-inclusive visitor package and tickets for events in the Green Capital
- Vote to find the most environment-friendly hotel in Hamburg
- Accompanying of and programme for delegations of experts

12.3.6. Educational work

Hamburg will closely involve schools and institutions of higher education in the Year of the Green Capital.

Ideas:

- Creative competition on the topic Green Capital in schools
- School children develop environmental projects for their own daily life
- International youth meeting on a cruise ship in Hamburg's port (adolescents as environmental ambassadors)
- The environment as core subject during Hamburg's "Long Night of the Sciences"

12.3.7. Competitions

Hamburg would like to actively involve its residents by means of competitions.

Ideas:

- Creative competition: design of a commemorative coin (Hamburg coin)
- Short film competition with public presentation and internet presentation (Hamburg Film Foundation)
- Poster competition (Hamburg University of the Visual Arts)
- International architectural competition on the topic climate-friendly building (HafenCity University, Ministry for Urban Development and the Environment)

12.3.8. Closing ceremony

A large closing event will be the highlight of the Green Capital Year as well as mark its end in a manner which attracts broad media attention and emphasises that the process will continue to be actively promoted.

Ideas:

- Closing ceremony in the City Hall with prominent Europeans
- Adoption of a "Hamburg Environmental Statement"
- An additional festival with a gala concert (Hamburg bands play for the environment) and/or a charity event to provide financial support for a climate protection project outside of Hamburg

12.4. Public relations activities

Hamburg will carry out public relations activities on a Europe-wide scale.

12.4.1. Internet-based information and dialogue platform

Based on "graphic identity", a "communications toolbox" which has already been developed, Hamburg will present a bilingual internet website (English, German) which offers information, interactivity and citizen-friendliness in connection with the Green Capital and provides links to best practice pilot projects as well as tips on environment-friendly behaviour and environmental support programmes.

12.4.2. Publications

Hamburg will design a programme booklet which not only lists the main programme of events but also provides all groups in the city with the possibility of taking part in the Green Capital programme with their own activities.

There will be an "Green Capital Hamburg" promotion flyer presenting highlights from the programme of events and a map of Hamburg showing Green Capital highlights for an alternative exploration of the city.

In 2008, Hamburg published a pocket guide "Parks and Squares for the Developing City - A Guide to Landscape Architecture" in German, English and French. This new architectural guide, on sale world-wide, presents Hamburg's current landscape planning and thus the most interesting public open spaces of the past five years as well as provides an outlook on the development of the green metropolis by the water. 60 projects, selected by an independent jury, are presented with photos, texts and location maps. The practical pocket format (7.5 x 10.4 cm) contains a large amount of information while remaining environment-friendly by minimising the amount of paper used. It also includes an integrated route plan of local public transport which makes it possible to visit all projects in an environment-friendly manner.

Another pocket guide "Hamburg: Building for the Growing City", published in 2006, is also available and includes information on architectural and urban development projects in Hamburg. This guide will be re-published in a revised and updated edition in three languages in 2009, with a main focus on climate protection. It will be on sale world-wide.

It is also planned to disseminate the issues of the Green Capital by means of scientific contributions to specialist journals, thus facilitating discussion in professional circles.

12.4.3. Branding

Hamburg will make use of the experience it has already gained in the branding of various objects.

Ideas:

- Decoration of the exterior surfaces of public transport vehicles by school children to present environmental topics

- Rental bicycles belonging to the Free and Hanseatic City of Hamburg
- HighFlyer Hamburg (captive balloon)
- Banners/Flags on public buildings and, if appropriate, on tourist information centres, the Hamburg Welcome Centre, at the airport and at railway stations
- CityLight campaign (SIA) and advertising pillars
- Exhibitions (Du & Deine Welt, MIPIM, Expo, etc.)
- Representations of the city-state of Hamburg

12.4.4. Slogan and key visual

Hamburg will use a slogan which has been expanded to relate to the city: "Green cities ... fit for life: Hamburg - Green Capital 2010".

Additional idea:

- Creation of a "key visual" to attract media attention and which could be used for publications and public relations activities; a work of art would be suitable as landmark and symbol of the Green Year and would have a high recognition value

12.4.5. Advertising

Hamburg will produce a promotional film to accompany the campaign.

Idea:

- Trailer created by pupils from the graduating class of the Hamburg Media School
- Promotional ads on commencement of the Green Capital Year in selected media

12.4.5. Media relations

Hamburg will maintain internationally focused media relations in advance of and during the Green Capital Year and employ an agency to this end.

Ideas:

- Multilingual press pack with background information on Hamburg as the Green Capital
- Regular event tips for local media
- Media cooperations / lottery / free advertising campaign for innovative Hamburg companies in the environmental field
- Invitation to a press trip to Hamburg with Green Capital programme
- International media contacts
- Editorial road show - information meetings with selected media to sensitise them to the issue: what is Green Capital, what is the objective, what are Hamburg's activities
- Expert forum for journalists - experts from the fields of business, science and politics are available to the media to answer questions relating to the Green Capital

12.5.6. Information mailing shot to:

- Embassies / Consulates
- Representations of federal states
- Chambers of Commerce

12.5.7. Merchandising

- Pins
- Stickers
- Jute bags
- Bicycle seat protectors
- Windmills for bicycles
- Euro coin or commemorative coin embossed with environmental logo
- Eco-stamps
- Use of special eco-paper
- Fabric carrier bags, lighters, pens with printed logo
- Car stickers