

# Stepping into action – Heidelberg 2030

Prof. Dr. Eckart Würzner, Mayor



HEIDELBERG  
CLUB  
INTERNATIONAL

# Heidelberg in numbers

The world's leading  
and oldest  
German university (1386)



**160,000 inhabitants**

98% of Heidelberg residents feel comfortable in their city

**12 million visitors annually** 

**120,000 jobs**

**Exemplary citizen participation**

**Unique participation platform**  
#GetTheMayor

**8 sister cities**   
**around the globe**

**10 different universities**  
**57 Nobel laureates**



**35% academics**  
(national average 17%)

**40,000 students**  
(20% international)



**50% female**

**5,000 doctoral and habilitation students**  
(20% international)

**Outstanding medical care**  
**1 Mio. patients annually**





Hangzhou  
CHN



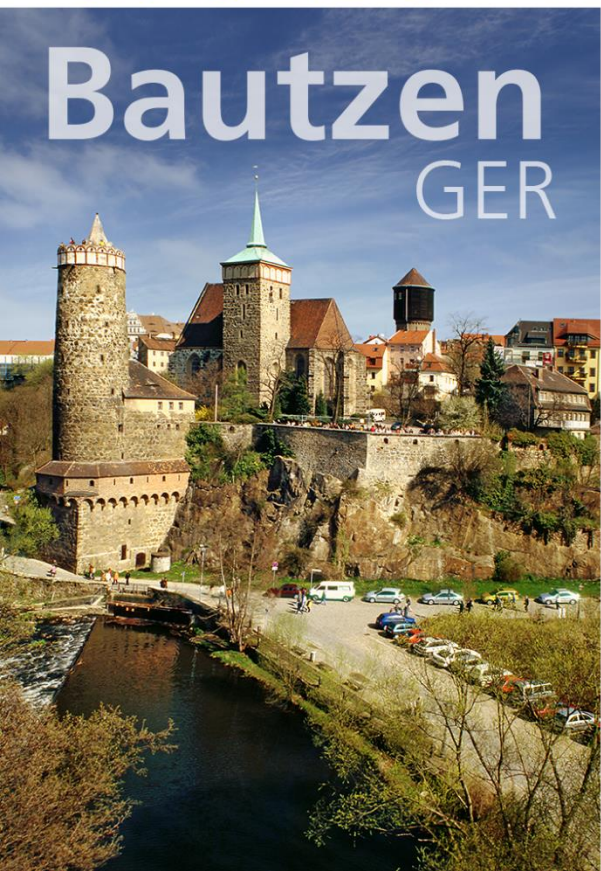
Palo Alto  
USA



Montpellier  
FR



Cambridge  
GB



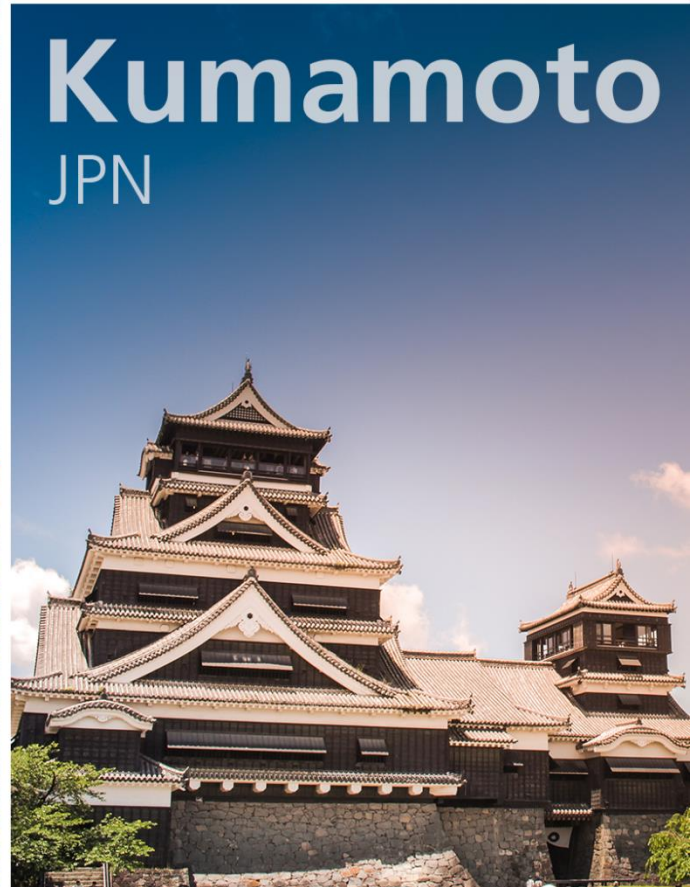
Bautzen  
GER




Simferopol  
RUS



Rehovot  
ISR



Kumamoto  
JPN



## We combine all the elements: science, economy and quality of life.

- Heidelberg as knowledge-pearl is given the best of opportunities. We are trailblazing within many fields of action, especially within the medical and education sector
- To further develop this status and the high quality of life, Heidelberg keeps using new possibilities like the smart city development. Therefore it is no end in itself, but supporting the goals of city development
- Heidelberg enacts its social responsibility through smart citizen services and digital civic participation

# Heidelberg University

## Future since 1386

- Heidelberg University was established in 1386 and is Germany's oldest university and also one of the strongest research universities in all of Europe
- 30.000 students



A photograph of a modern, curved glass skyscraper under a clear blue sky. The building's facade is highly reflective, showing the sky and surrounding environment. In the foreground, a lower building with large white letters spelling 'CORE' is visible, along with a group of people sitting on a grassy slope. A green semi-transparent box on the right side of the image contains text.

# SRH Heidelberg

- As one of the country's largest private universities, SRH Hochschule Heidelberg offers new access to education and knowledge
- The innovative study model based on the CORE principle (Competence Oriented Research and Education) puts active and independent learning at the center of study
- Over 3000 international students in about 40 degree courses

# Economy, new technologies and innovation

- Three DAX companies in proximity: Heidelberg Cement, BASF and SAP
- National and international organizations have research and training institutions in Heidelberg
- More than 70 % of all employees work in knowledge-intensive services
- Heidelberg is predicted to have the best prospects in “the economy and the job market” (Prognos Zukunftsatlas 2016)
- The new science campus in Bahnstadt provides the ideal infrastructure for scientific work



# Creative minds in research and development located in Heidelberg and the region

8 DECENT WORK AND ECONOMIC GROWTH



HEIDELBERGCEMENT

BASF  
The Chemical Company

SAP

Henkel

ProMinent®

HEIDELBERG

LAMY

FUCHS

MERCK

Roche

sas

BD

Reckitt Benckiser  
HEALTH · HYGIENE · HOME

NEC

ABB

BorgWarner

octapharma®

TI Automotive

Rockwell Collins

SRH



# For a better tomorrow: Sustainable Development Goals



- 17 goals to end poverty, protect the planet and ensure prosperity for all
- 193 countries adopted the goals and want to achieved the targets until 2030
- 20 cities are to become pioneers, amongst them Heidelberg and our sister cities like Palo Alto, Cambridge and Hangzhou
- Heidelberg is a trailblazer in the field of climate protection and sustainability and can therefore be a source of inspiration and a best-practice example

# If mayors ruled the world

- National policy bypasses subnational needs
- Cities and the mayors who lead them offer the best new forces of good governance
- Urgent need for more active and visionary networks globally to initiate change, like C 40 Cities, Global Covenant of Mayors for Climate and Energy, Energy Cities network, ICLEI - Local governments for Sustainability or the designated **UN Network of Mayors**





Energy

Society

Environment

Science

Tourism

Trafficmanagement

Safety

# The smartness of tomorrow

Education

Administration

Commerce

Open Data

Culture

Infrastructure

Health

**Education is the passport to the future; for tomorrow belongs to those who prepare for it today.**

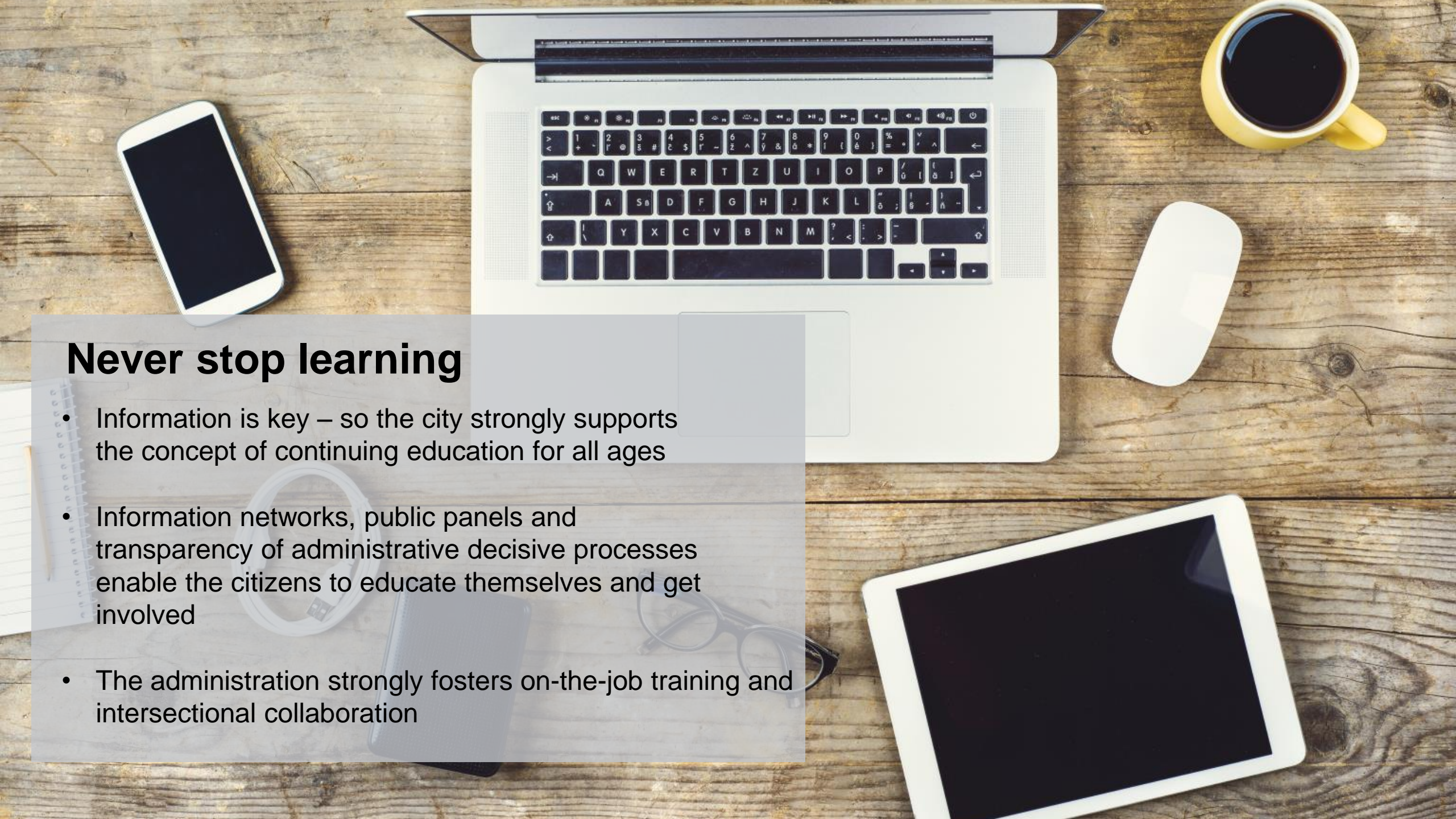
Malcolm X





## Quality education

- National leader in academic learning (Bertelsmann-Stiftung)
- The least early school leavers nationally (Caritas study)
- International Summer Science School
- € 200 Mio. in school refurbishment
- Numerous non-formal education and research opportunities

A top-down view of a wooden desk with a laptop, smartphone, tablet, mouse, and coffee cup. The laptop is silver and open, with a black keyboard. To its left is a white smartphone. To its right is a white mouse and a yellow coffee cup filled with dark liquid. In the bottom right corner, a white tablet is lying flat. The desk is made of dark wood with visible grain and knots.

## Never stop learning

- Information is key – so the city strongly supports the concept of continuing education for all ages
- Information networks, public panels and transparency of administrative decisive processes enable the citizens to educate themselves and get involved
- The administration strongly fosters on-the-job training and intersectional collaboration

A group of people, including laureates and scientists, are gathered in a modern, multi-level atrium. They are engaged in a discussion, with some sitting on the floor and others standing. The architecture features curved balconies and glass railings. The scene is brightly lit, suggesting a professional and collaborative environment.

## The future is bright

- The Heidelberg Laureate Forum offers selected young scientists of mathematics and computer science the unique opportunity to meet the most important scientists in their field
- Among the participants are also winners of the highest scientific awards in these disciplines, the "Laureates"
- Valuable impulse generator with regard to "Industry 4.0"

# The best way to predict the future is to create it.

A. Lincoln





An aerial photograph of the Patrick-Henry-Village Smart City Lab development. The image shows a large, colorful 3D architectural model overlaid on a real-world aerial view of the site. The model features a prominent blue skyscraper, a large blue dome, and various colorful buildings and structures. A large red sphere with the text 'PATRICK HENRY' is visible on the left side of the model. The background shows a suburban town with houses and green fields, with rolling hills in the distance.

## Patrick-Henry-Village: Smart City Lab

- The former conversion area serves as an urban lab for new and pioneering forms of living and working
- Urban development of the future with a visionary approach at the pulse of time
- Development process controlled by IBA

Innovation Alley

# Heidelberg Innovation Park (HIP)

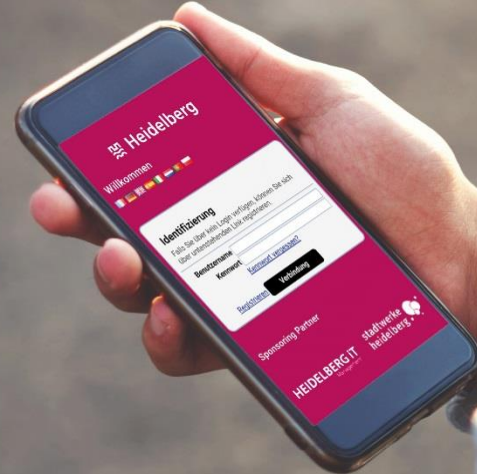
- Patton Barracks is a modern, urban business area with an IT and media park as the main focus
- The design of buildings and the public space are intended to reflect the creativity and innovative spirit of their users and to encourage intensive exchanges
- The aim is to create an atmosphere in which ideas, ideas and ideas can lead to joint projects between industry, research and start ups



# Intelligence is the ability to adapt to change.

S. Hawking



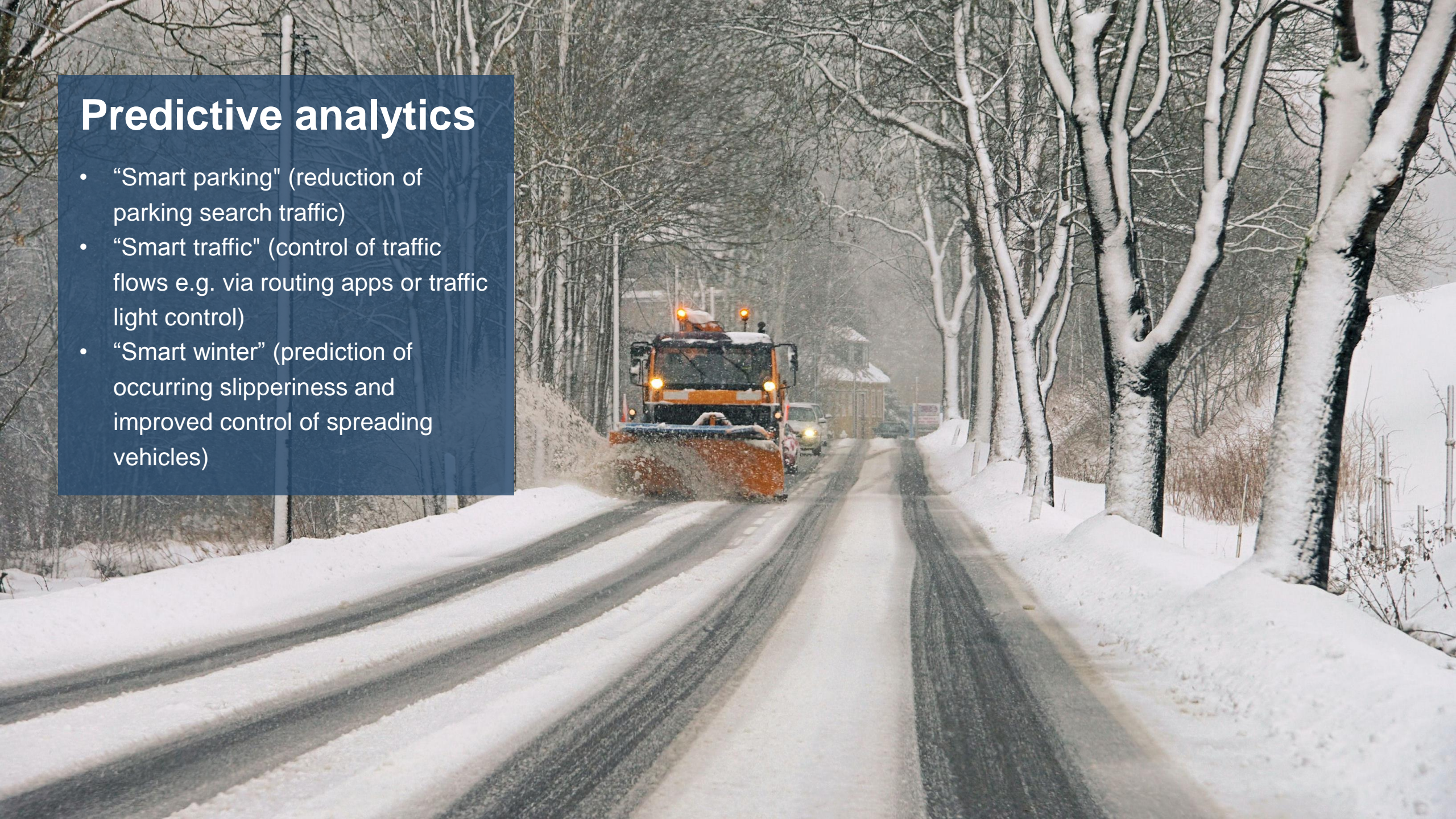


## Smart, smarter, Heidelberg

- Providing digital infrastructure: Broadband expansion, free Wi-Fi all over Heidelberg (180 hotspots)
- Creating a digital Ecosystem: Digital Agency, Digital Hub
- E - Government processes: self-service terminal to apply for ID – cards and passports
- Digital files: electronic building permit procedure to accelerate and simplify the process. All parties involved (client, architect, co-worker...) can access the file at any time

# Predictive analytics

- “Smart parking” (reduction of parking search traffic)
- “Smart traffic” (control of traffic flows e.g. via routing apps or traffic light control)
- “Smart winter” (prediction of occurring slipperiness and improved control of spreading vehicles)



# Smart Waste

- Garbage bins equipped with sensors sending alerts, when the bin is full
- Optimized routing of garbage collection trucks
- Added information on hazardous garbage bin contents





98 suggestions submitted



12 Launch January 12, 2015



5,138 votes



28 meetings



**Digital Ways of Participation**  
Heidelberg was the first German city to draw up binding rules for public participation in municipal projects.  
The online portal „#GetTheMayor“ creates an easy and transparent access to the administration.  
#GetTheMayor is multi-awarded.

A top-down illustration of a workspace. At the top left, a hand in an orange sleeve holds a coffee cup. Next to it is a green plant. To the right, a hand in a yellow sleeve holds a smartphone. At the bottom, a hand in a green sleeve writes on a notebook, with another hand pointing at it. A blue pen and a red pencil are on a circular holder. A coffee cup is also visible at the bottom right.

## Keep in touch with your citizens

- **Digital citizen portal** to grant easy access to public services
- **Digitalität@Heidelberg**: public panels to inform society about current developments and upcoming projects
- **Route planning** for people with restricted mobility
- **MAsH** (Multi-platform for Heidelberg): **cross-administrative cooperation** between different stakeholders
- **Council information platform**
- **Digital list of municipal projects**, transparent and easy accessible for everyone
- **Mein Heidelberg** App: suitable for both tourists and citizens, offering a direct contact to the municipal complaints office



# Thank you

Prof. Dr. Eckart Würzner

Mayor

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