Munich
International Sustainable United in Solidarity
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Cities play an important role in the major challenges of our day – globalization, climate change and social cohesion. Currently more than half of the world’s population lives in cities and in 40 years time that will have increased to around 70 percent. Munich is aware of the responsibility this brings. In a time of globalization, our city has developed policies based on internationality, sustainability and solidarity. We are leading by example in small as well as large projects, such as “One World” or the switching of our energy supplies to renewable sources.

International Munich
Together with dedicated partners, Munich is supporting the vision of a future which is worth living and embracing – here and worldwide. With the UN’s Millennium Development Goals for the year 2015, 189 heads of state and government leaders have demonstrated their commitment to the fight against global poverty. Until October 2010, Munich has been one of the four European ambassador cities for these goals, supporting municipal and community efforts for a more equitable world. We continue to further “One World” issues within the framework of international partnerships for development.

Sustainable Munich
Munich has taken on a pioneering role. Over 150 German towns and cities have followed our example of a sustainable procurement policy for the city government. In the sphere of climate protection, we have set ourselves the target of halving Munich’s CO₂ emissions by 2030, based on levels in 1990, while the development campaign for renewable energy sources at Munich’s public utilities company, “Stadtwerke München”, continues at full strength, particularly in the areas of wind and solar energy. By the end of the campaign in 2025, the company will have invested around nine billion Euros to ensure that the whole of the city’s electricity demands – around 7.5 billion kWh - can be met with ecologically-sound energy, generated from the city’s own facilities.

Munich United in Solidarity
To act with solidarity means acting together. With partners such as public welfare bodies, religious communities and together with the city’s citizens, Munich is fighting against poverty and social inequality. A dense network of facilities and services has been created to implement these goals.

Munich has long supported the goal of a city united in solidarity. Not only does Munich’s social and welfare policy (on which the city spends around one billion Euros a year) play a role in that, but also a whole range of activities which involve and strengthen volunteer action. And we support people not just with the legal minimum of welfare relief, but with considerable extra assistance direct from the municipality. With funds from charities and foundations, and with donations from citizens and companies, we are able to reduce instances of real social hardship to an absolute minimum. In the European Year for Combating Poverty and Social Exclusion 2010, we have made the city’s safety-net even safer, with the campaign “Munich Against Poverty”.

This brochure offers, for the first time, a comprehensive overview of examples of best practice and innovation in the Bavarian capital, in the areas of internationality, sustainability and solidarity. We want to create positive effects with our projects and efforts, on both a micro and on a macro level. In close cooperation with other European cities, we are committed to finding the best possible solutions to the issues of our era, regardless of borders. Local communities and economic players are also very much welcomed and encouraged to play their part in this journey, developing innovations within their own areas of expertise. Only by working together will we reach our climate and environmental goals, and ensure social unity and harmony for the future.

Yours sincerely,

Christian Ude
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Sustainable action knows no borders

International Munich
Citizens of Munich around the world are involved in development aid. They are actively engaged in helping to make life better for those around them, providing elementary support to help in all kinds of situations, such as the fight against poverty, the improvement of education, the encouragement of democracy, the maintenance of peace, the promotion of good health and infrastructures, the strengthening of children's, women's and human rights. They help in times of emergency and natural disaster, they protect the environment, they add to international understanding across cultures and nations, and they assist in economic cooperation. Many of these areas of activity are closely linked to each other. With the UN’s Millennium Development Goals for the year 2015, 189 heads of state and government leaders have demonstrated their commitment to the fight against global poverty.

- Until October 2010, Munich has been one of four European ambassador cities for these goals, and supports municipal and citizen efforts for a fairer world.
- Fair Trade can be found all over Munich: In Transfair coffee at the Oktoberfest, with fair trade footballs used in Munich’s schools and sports clubs or in the fair trade handicrafts sold at the Tollwood festival.
- “One World” themes are promoted within the framework of international development partnerships.
- Munich has realized numerous international cooperations and development projects, including those with Munich’s partner cities Harare, the capital of Zimbabwe, and Kiev, the capital of the Ukraine.
- The city’s specialist departments and directorates also initiate and manage international partnerships in countries including Sri Lanka, Peru and Afghanistan.
Working Together for a Fairer World

With the establishment of a Central Office for International Affairs, the city of Munich has created a new structure for the coordination and execution of the international development partnerships and activities of the municipality’s directorates.

Foreign aid, as it was previously known, was until recently the exclusive responsibility of central government and the governments of Germany’s federal states. Today, the country’s municipalities play a much larger role, cooperating on aid projects with city administrations and local non-governmental organizations in developing and newly industrializing countries. The goal is to enhance opportunities for development and to tackle global challenges together. Development is a process which cannot be decreed from above, but should be generated where politics and citizens are closest – in cities and communities themselves. Furthermore, the most pressing of development problems, such as environmental pollution, water shortages and poverty, are often compounded in urban areas, where over 50 percent of the world’s population already lives. In order to solve these issues, municipal know-how is needed, which is why the growing international involvement of the world’s cities in development policy is being welcomed and supported by the United Nations, the European Union, as well as the German national and federal state governments.

Together with representatives of Munich’s various specialized directorates, the central Office for International Affairs has formulated goals for the city’s development aid activities, and these have been endorsed by the city’s local government as targets to which the whole city will strive.

These goals include, for example, the carrying out of further development projects with partner cities Harare and Kiev, and to utilize these partnerships in various education projects in Munich itself. Cooperation between the local administration and various non-governmental groups in Munich should also be intensified through these joint projects. Themes and major projects which have been suggested for next year include international cooperations on water supply and waste management, climate protection and the encouragement of citizen participation. The concept also includes quality criteria for projects, which were originally laid out in 2001 and which will now be updated. Furthermore, a “tool box” for Munich’s city directorates has also be created, which describes the various instruments available to municipalities in their development aid work. Alongside the execution of the city’s own major cooperation projects, smaller, simpler activities can also be carried out, which are just as important in assisting the development effort. An example is the training of apprentices and trainees from developing countries, in Munich’s local administration. Not only do these trainees gain a valuable vocational education in Munich, but their own communities benefit from the know-how and knowledge they bring home with them.

The city’s development aid work is coordinated and managed by the office of Munich’s third Mayor, Hep Monatzeder (left-hand photo, on the right).
Climate Protection in the Peruvian Rainforest

Munich’s membership of the movement “Climate Alliance: Municipalities in Europe with the Indigenous Peoples of the Amazon Region” was, in 1997, the catalyst for a partnership with the Asháninka people; a community of around 70,000 in the central Peruvian rainforest. Munich supports the Asháninka in their preservation of the rainforest as the “green lung” of the planet, and also as their own home.

This support is bearing rewards. Munich’s main involvement is in cooperating with the Asháninka’s own autonomous organization (known as ARPI) for the central Peruvian rainforest region, and with the office for the sustainable development of the Asháninka village community in the Rio Negro district, also in Peru’s central rainforests. This office is the first of its kind in the area, and allows the indigenous inhabitants of the region to have a direct influence in local politics. Also new for the area of Rio Negro, is the introduction of so-called “participatory budgeting”, whereby local people can take part in deciding how public money is spent.

Donations from abroad are important for projects in the rainforest. As yet, most cities and provinces in Peru’s jungle areas have given very little public money to support initiatives by the indigenous population. In the Rio Negro region, the city of Munich has reached an agreement with local municipal decision-makers: Donations from Munich for concrete activities in Asháninka villages (e.g. education, women’s support, replanting of trees, nutritional support), will be bolstered by funds from the local administration. That can mean a doubling or tripling of the donation, or the provision of crucial technical assistance.

The following are examples of how this money is spent:

- Birth certificates for Asháninka children, so that they can officially attend school.
- Conversion of state schools, in which all teaching is carried out only in Spanish, into bilingual institutions. Supplementary teaching in the Asháninka language is provided from indigenous teachers, who are aware of the situation in the rainforest.
- Replanting of destroyed areas of rainforest with indigenous tree species.
- Support for indigenous organizations in the fight against increasing destruction of their rainforest home, caused by illegal logging activities and oil companies.

This partnership is strongly assisted and encouraged through the direct involvement of Munich’s citizens. An example of this is the municipal kindergarten in Waxensteinstrasse, which has been involved with the project “We are Friends of the Asháninka” for more than ten years and is supporting the creation and upkeep of a school for indigenous children in Peru’s rainforest. Through events such as children’s parties, auctions and bazaars and the commitment of the kindergarten’s children, parents and staff, around 3000 Euros have been raised for the school so far.

Munich Chocolate

“Munich Chocolate” is the newest initiative to help support the Asháninka; a fine, milk chocolate with at least 40% organic cocoa content, made with cocoa beans farmed ecologically in the Pangoa valley of Peru’s jungle. The 35 gram bar has been developed by the association “Nord Süd Forum München,” and can be purchased at various locations in Munich, including “Fairkauf Handelskontor eG” (Brecherspitzstrasse 8), “Weltladen” (Weissenburger Strasse 14) and “Ei-neWeltHaus München” (Schwanthaler Strasse 80). Five cents from each bar sold goes towards preserving the rainforest in the Asháninka’s region.
Taking the Lead through Citizen Involvement

The Bavarian capital, Munich, maintains numerous partnerships with cities and associations around the world. Alongside causes such as the fight against poverty, the provision of clean water and protection of the environment, the city also plays its part in the promotion of democracy and the protection of human rights. In Munich’s work in developing countries, the city’s twinning with Harare, the capital of Zimbabwe, has a special significance.

Professional cooperation between the cities’ administrations, which were first forged through joint projects on water supply, the provision of health services and in waste management, have been hard to maintain in the last few years, due to the difficult political situation in Zimbabwe. It has frequently been necessary to suspend formal relations with Harare. This has not, however, stopped partnerships with civil society in the city from being further developed, and these contacts now form a central part of the association between the two municipalities.

The “Nord-Süd-Forum München” society played a central role in pushing for a city partnership with Harare back in 1996, and has continued to bring life to the partnership ever since. The goal is not just a formal twinning, but the creation of a bridge between the citizens of both cities. The “Nord-Süd-Forum München” is a conglomeration of more than 50 Munich “One World” groups and development organizations, forming one of Germany’s largest local political movements for development policy.

Part of this forum is the working group, “HaMuPa” (Harare Munich Partnership), where interested citizens can get involved in the forum’s activities. HaMuPa has set itself the following goals:

- To inform Munich’s citizens, first hand, about life, culture, current issues and the political situation in Zimbabwe and Harare.
- To assist organizations and individuals seeking to use the city partnership as a bridge, by providing contacts, know-how and information.
- To maintain contact with basis groups in Harare, show solidarity and support them in democratic resistance.
- To highlight and publicize activity in Zimbabwe which is undemocratic or in contravention of human rights, and to protest and act against it.

www.nordsuedforum.de/hamupa

München für Harare e.V. (Munich for Harare)

This partnership, which connects at a personal, cultural and technical level, shows that both sides can learn a lot from each other. Nonetheless, it would be wrong to look away from the serious poverty and social problems which exist in Harare, which certainly cannot be solved by a partner city. For this reason, the initiative “Munich for Harare” was founded by several members of the city council. The organization, which is supported by the office of Munich’s third Mayor, collects donations for socially disadvantaged groups in Harare, primarily for the city’s street children.

More Information at:
www.muenchen-fuer-harare.de
For Fair Trade and Against Child Labour
Munich has managed to give the theme of “fair trade” a new strategic orientation, which is now acting as an example across Germany. Munich was the first city in Germany to pledge in law not to procure any products which may have been produced through child labour, setting a clear signal for the protection of children in many parts of the world. This example has been followed by over 200 German cities.

In 2009, Munich won second prize in the national competition “Capital of Fair Trade 2009”, at which various German municipalities were awarded honours and prizes for “exemplary and innovative activity to strengthen and promote fair trade”. The competition’s 20,000 Euro prize money must be spent on fair trade activities.

According to the competition’s jury, Munich has been instrumental in ensuring that social criteria play a central role in Germany’s public procurement laws, and has helped to make the public tendering process fairer. Munich’s strategy of joint and reciprocal activity from the municipality and from Munich’s citizens in various fair trade projects, in the campaign against child labour as well as the municipality’s networking and lobbying efforts, are exemplary for a major city.

A History of Commitment

Munich’s strategy combines long-term, nationally-recognized commitment, with continuous and effective educational measures and PR, the addressing of innovative new “market places” and target groups, and a general blend of traditional and modern measures. In the city’s application for the “Capital of Fair Trade” competition, the success of the recent changes made to the city’s Tollwood festival were noted in particular. The Tollwood festival, held in summer and in winter, is Europe’s largest cultural festival with over a million visitors each season. Since 2009, all stands on the fair must offer at least 25 percent fair trade products, which will gradually be increased to 100 percent over the next few years.

In the last two years, levels of fair trade products on offer have increased by around 50 percent. Sales of fair trade flowers increased by 100 percent. Thirty tonnes of organic “Bio-Fair-München” coffee have been sold, and since May 2010, the city has been marketing its own organic, fair trade “Munich Chocolate” made with cocoa beans grown in the city’s “Climate Alliance” partner region in the Peruvian rainforest, inhabited by the indigenous Asháninka people.

According to figures from “terre des hommes”, around the world some 250 million children under 14 years of age regularly go to work every day. That equates to 20 to 30 percent of all the children on earth. A significant number of these minors are subjected to serious health hazards in their work, and many will not reach adulthood. Munich has committed itself especially, to the fight against child labour in stone quarrying. In countries such as India, children are forced to work in inhumane conditions, despite this being illegal. The results of their grinding labour can be found in the headstones of European cemeteries, or in the paving slabs used to decorate European gardens. It is crucial that consumers query the source of natural stone products they may consider buying. Although the theme is clearly a sad one in many respects, Munich’s Department for Health and the Environment has issued a leaflet called “Together for Gravestones without Child Labour”. The aim is to give the city’s citizens the information they need to be able to buy a “clean” stone for their own or a loved-one’s grave.

Back in 2002, on the initiative of Hep Monatzeder, one of the city’s leading councillors, Munich’s City Council resolved not to purchase any products which may have been produced with child labour, in accordance with the International Labour Organization’s (ILO) convention 182. The ILO is a special organization of the United Nations. Products which are covered by this pledge include balls, carpets, stone, leather and wooden products, as well as food such as cocoa, orange juice and tomatoes.

Further nationally recognized resolutions and measures followed this start. Since 2006, for example, only regional or fair trade flowers are purchased by the municipality, alongside those grown in the city’s own environment-friendly gardens. The Department of Public Construction also commits its suppliers to using only paving slabs and natural stone which have been produced under observance of the ILO guidelines and norms.

The Commitment Continues

For 2010, it is planned to expand the efforts against child labour to include a commitment against exploitative working conditions in general. As such, a further seven ILO norms will be incorporated into the city’s purchasing policy, which will also be binding on all those involved in the city’s tendering system, including suppliers.
In times of globalization and migration, all those involved in cultural work around the world face a series of new challenges. Regardless of economic crises, our cities have continually increased the opportunities for international activities in the arts and culture, meaning that international exchanges of culture can now be taken for granted in even the smallest of towns and communities. This follows from the realization that only a robust discussion of international development can form the basis for further global growth and innovation.

Whether with international festivals, guest performances, exchanges between artists, project support, the collection and loaning of works of art, co-productions, the exchange of technical and professional knowledge, EU projects or community and charity work, Munich’s Department of Arts and Culture practices and encourages international cooperation and cultural exchange on various levels. The basis for this is often the cultural diversity and intercultural activity of Munich itself.

Villa Waldberta in Feldafing, high above Starnberg Lake, is the city of Munich’s own international “Künstlerhaus”; a house for the arts and artists. Every year, the villa hosts around 30 artists from around the globe, each of them working on a cultural project with the city of Munich, for which they also receive a bursary of 1000 Euros per month. The villa’s guests come from all sections of the arts, as well as some of the sciences, creating a platform for interdisciplinary exchange.

**Lasting Connections**
Artists are generally flown thousands of kilometres to a location in order to present their work, often for a single event, whether it be a private viewing in a gallery, a concert or performance, or a podium discussion. Very little time remains for any kind of effective exchange with the local artistic and cultural scene. With more long-term invitations, in conjunction with concrete projects, the situation is quite different. The artist can work alongside project managers to develop his or her work over weeks and months, while also delving into the network of Munich’s cultural world.

The unique framework which Villa Waldberta offers has led its guests and hosts to form long-lasting, lively contacts throughout the world. That tradition continues today, in the 25 to 30 events which take place each year, in which the villa’s temporary residents are involved.
A further example is “AnderArt”, the city’s only major multicultural event, in which the urban and contemporary aspects of a culturally rich society are highlighted. Every year, this original festival creates bridges between cultures, genres, forms, generations and between the traditional and the modern.

The festival’s programme is, however, anything but traditional. On the large open-air stage in front of the “Feldherrnhalle” hall, quirky, urban performances meet with ethno poetry, the musical meets with the literary, romantic meets punk. It is clear for everyone involved that the diversity of culture to be found in Munich leads to a greater sense of community and understanding, and that Munich owes so much of its renowned flair to migration and people on the move.
“Crossing Munich”: Migration from a Different Viewpoint

The research and exhibition project, “Crossing Munich”, organized by the city’s Department of Arts and Culture and the Ludwig-Maximilian University, shows Munich as a city of migration since 1955; the year in which the German Federal Republic signed the first international agreements allowing “Gastarbeiter”, so-called “guest workers”, to live and work in the country.

Regardless of borders, elements from science and art have been combined to look at the history and current state of migration in Munich, telling the story anew and adding to the public debates on integration and ethnicity.

Fourteen installations were created for the project, which were exhibited in the Town Hall gallery in summer 2009. Their central themes are, on the one hand, the everyday lives and initiatives of Munich’s migrants, and on the other, the political handling of immigration and migration topics. The individual works show how deeply and self-evidently immigrants have and continue to shape the city.

“Crossing Munich” was accompanied by an extensive programme of events. A book of the exhibition, with numerous colour images of the works, has also been published by the “Silke Schreiber Verlag” publishing house: “Crossing Munich: Contributions to Migration from Art, Science and Activism” is available in book shops throughout Germany.

More information at: www.crossingmunich.org
Migration and Tradition: Culture Without Borders

With the network project, MELT – “Migration in Europe and Local Tradition”, Munich’s Department of Arts and Culture, together with partners from five other European cities, is taking a closer look at the dynamic and significance of local traditions against a background of migration. The project brought together creative artists from different genres and disciplines, in the cities of Vienna, Birmingham, Sighişoara in Romania, Genoa, Istanbul and Munich.

The individual projects dealt with different aspects of “traditional” culture and asked critical questions about how and by whom these cultures have been defined and established. Doing away with traditional prejudices or an infatuation with one’s own homeland, the projects incorporated the creative potential of immigrant citizens and their cultural backgrounds, and provided this mix with a platform and presence which is rarely seen in our society, other than in “folklore” performances.

A successful example was the “Making Musi Lab” in the Villa Waldberta, close to Munich, where musical traditions from all the participating countries were blended into an international “folk music.” Over months, the participating musicians filled various Munich venues with audiences, who delightedly followed the innovative and sometimes adventurous fusions of Roma, Alpine and Italian revolutionary music. At the final concert in the port of Genoa, Romanian workers living in the city sang along to songs from their homeland, with tears in their eyes. In Munich and Istanbul, teenagers took part in photographic projects to record the influence and impressions of immigrant neighbours in their own quarters of their city. Academics from cultural studies considered various forms of Munich lifestyles and realms of experience which have long become transnational, spreading over the city’s boundaries, but yet remain “typically Munich.”

All these projects were presented publically in at least one of the participating cities. The communities and neighbourhoods where the projects took place, were actively involved and included in them. MELT lasted for 21 months and was supported by the Culture Programme of the European Union. A publication and a video of the project is available.

More information at: www.melt-europe.eu
Munich is one of the most dynamic economic locations in Europe. Part of this success are the 12,000 businesses run by migrant citizens. They give employment to around 100,000 people from 140 different ethnic and national groups. They are an example for successful integration. This contribution has now been recognized with the Phoenix prize for businesses run by migrant citizens. 2010 is the first year in which the prize of 3,000 Euros will be awarded.

Corporate Commitment
Bravery, a readiness to take risks and the will to always try something new; these are the characteristics which the award’s name, taken from the mythical bird, seeks to conjure up. The prize honours extraordinary achievement in business, as well as social and community spirit. Business volume and sales are taken into account in the prize’s evaluation system. Many small businesses have developed into mid-sized firms in just a few years, and this trend is on the increase.

Creating Trainee Roles and Apprenticeships
A further important criteria for participation in the prize is the creation and maintenance of trainee positions and jobs. The training and employment of young adults with low educational qualifications, who may otherwise find it hard in the job market, is particularly highly marked. Also important is integrative company management, which promotes diversity in the workplace.

Investment for Munich
The willingness of Munich’s migrant business community to invest its effort, knowledge and money in the city, shows that for these businesspeople, their life is lived in Germany. Self-employed workers with immigrant backgrounds are present in many commercial fields and sectors, primarily in small and mid-sized companies. They enrich Munich’s economy and, with their cultural heritage and language skills, are an important factor for integration in Munich.

More information at: www.muenchen.de/mbq
The wind of change

Sustainable Munich
The 21st century is the era of the city. By 2050, more than three quarters of the world's population will live in urban areas. Sustainable town planning, with environment and human-friendly structures for space and housing, as well as comprehensive concepts for energy and resource-saving buildings, will be absolutely essential for the cities and the architecture of the future.

Sustainable urban planning is an interdisciplinary task, involving many departments of a city's administration; from transport to environmental affairs, health, economy, culture and education. Urban planning can also make a valuable contribution to the achievement of climate protection goals.

Munich adheres to an environmentally-sound economic model, preferring long-term sustainability to short-term effects. Sustainable economies ensure the basis for the livelihoods of future generations. They generate lasting economic, ecological and social stability and encourage innovative, ecologically-advanced economic experts. Munich stands by its goals on sustainability. Its city administration and the city's municipal companies are making headway with their own projects. Furthermore, the city informs, advises and supports small and mid-sized companies in the introduction of environmentally-friendly and resource-saving production techniques, as well as the development of corresponding products.

The Munich Model
In 1992, delegates from 178 nations at the Earth Summit in Rio set the goal of promoting sustainable human development as well as worldwide prosperity and peace, with the action plan Agenda 21. Faithful to the motto of that summit, “Think global, act local”, Munich is dedicated to being a city which is fit for the future. Munich should be a city in balance, a healthy, family-friendly place to live with a flourishing economy in which jobs are created and maintained. It should be a beautiful city with a diverse culture and solidarity between neighbours, guaranteeing social harmony, opening doors to education, including all kinds of people and communities. Munich should be a city of vitality and enjoyment of life, of tolerance and of openness to the world.

Around the world, Munich supports projects for the generation of renewable energies, and works on the ground to promote sustainable business:
- In climate protection, the city aims to halve its 1990 levels of CO₂ emissions by 2030. This goal is being implemented through a series of intensive programmes.
- Practically all the city’s major social and economic players have involved themselves in the Munich Alliance for Climate Protection.
- The Munich city administration's example of a sustainable procurement policy is now being used by more than 150 other German cities and towns, by five of Germany’s federal states as well as numerous other large organizations.
- To help protect the environment and climate, Munich’s municipal utilities company “Stadtwerke München” (SWM) has started a major expansion campaign for renewable energy sources. By 2025, SWM is aiming to produce enough green electricity in its own power stations to cover 100 percent of the city’s demands.
Environment
Pulling Together for Climate Protection

Munich is working to establish itself as one of Germany’s most climate-friendly municipalities; an aim which was passed into law by the city government in summer 2010. Through a project for integrated action on climate protection in Munich (Integriertes Handlungsprogramm Klimaschutz in München – abbreviated to IHKM), the city is addressing long-term environmental and climate issues, while also drastically reducing CO₂ emissions. As a first step, over 500,000 tonnes of CO₂ will be saved in Munich between 2010 and 2012. By 2030 at the latest, the target is to reduce the city’s per head CO₂ emissions by half, compared with figures for 1990.

Munich is doing its homework. Whether on residential issues, transport, urban development, buildings, energy or procurement, all areas of the city’s administration are being checked to ensure that they are doing their part for climate protection. Effective measures to cut CO₂ output are being developed, with the goal of anchoring climate protection in the way the city government acts, while constantly updating and monitoring that action.

The IHKM programme is coordinated by the city’s Department of Health and the Environment. Among other aspects, the city is seeking to set the standards for energy efficiency in new and renovated city buildings, at a level significantly higher than the national legal minimum. The city’s public lighting will also be optimized. 6,000 energy-saving street-lamps will be ordered by 2012, which use just 50 percent of the electricity of normal lamps. The city administration’s fleet of cars will also have its CO₂ footprint reduced by 1,900 tonnes per year. Journeys for city business should be made primarily with public transport or by bike, while cars with innovative power concepts, such as electric motors, will be purchased. Public transport will also be made quicker and more attractive, through the use of preferential traffic light systems and special lanes or trackways for buses and trams. This will also help to reduce levels of air pollution in the city.

Another Award

The city has already been honoured for its efforts. In the national competition "Kommunaler Klimaschutz 2009" (Municipal Climate Protection 2009), the Bavarian Capital Munich won an award for its "München für Klimaschutz" (Munich for Climate Protection) project, which has been running since 2007. The project is a network for the development of new ideas and application strategies for climate protection.

Important players in Munich from administration, associations, science, politics, business, institutions and media all take part in the network for effective climate protection. A “joint declaration” acts as the basis for the network’s activities, in which all participating partners commit themselves to building the network up, developing new ideas and applications for climate protection and seeking the largest possible, economically efficient reduction of CO₂ emissions for the Munich region. In order to do this, the network’s activities are spread over four forums: Future-oriented energy creation, efficient energy use, consistent energy saving and sustainable mobility. To date over 80 renowned companies and institutions from Munich and its surrounding region have joined the network.

International Activities

The Bavarian capital, Munich, is also a member of the “Covenant of Mayors” network, which was founded in 2008 and has 1,800 municipal administrations as members. The initiative allows the EU Commission to affect change at a local level. The members of the Covenant have committed themselves to the EU’s “20/20/20 Target”: That CO₂ emissions should be reduced by 20%, and that energy efficiency and the amount of energy acquired from renewable sources should be increased by 20%. An important element of the Covenant is the so-called “Energy Action Plan”, which each member must create for their own city. The goals this plan must contain must be met within a year of signing the Covenant.
Klimasparbuch (Climate Savings Book): A Valuable Source of Advice for a Sustainable Lifestyle

Who knows how big their own personal carbon footprint actually is? And how a juicy, red strawberry can help climate protection? What does one need to know about climate change, and what can one do to help fight against it in daily life, while also saving money? The answers to all these questions can be found in the “Klimasparbuch München 2010” (Climate Savings Book), published by the city of Munich and “oekom e.V.”, a forum for ecological activity and communication.

Germany’s first book of “climate vouchers” combines useful tips with attractive vouchers for a sustainable lifestyle. It contains, among other things, 60 tokens worth a total of 500 Euros for organic supermarkets, restaurants and natural textile shops, as well as for holidays on organic farmlands and lots more. Do you fancy a shopping trip to the city’s “Green Market”, or would an ecological nappy service be more useful? In this handy and practical book, readers receive great advice on how to fight climate change in all aspects of their daily life; from healthy eating and living through sustainable consumerism, climate and environmentally-friendly transport, greener living and ecological building. The book also contains tables, to allow readers to calculate their own CO₂ savings.

Award
The “Klimasparbuch” is a project from the alliance, “Munich for Climate Protection”. In October 2009, it was awarded third prize in the category “Single project for climate protection”, in a competition organized by the Bavarian Ministry for the Environment and Health, entitled “Together for Climate Protection.” The book is such a success, that a new edition is already planned for 2011. The same model is also being used in other major German cities. Reducing carbon emissions as well as costs is proving popular outside of Munich too!
20 percent of all greenhouse gases are produced by the food we eat. The production of meat, and food such as sausage, cheese and other milk products cause the most damage. Cooling, purchasing, cooking and washing all add up to 29 percent of the gas output. In July 2006, Munich’s city council unanimously endorsed the “Biostadt Munich” project: Eco-City Munich. An ecological diet in schools and playschools, more organic food at the city’s own events and an increase in the number of restaurants and guesthouses serving organic cuisine under certification are the goals.

With this measure, Munich is supporting a trend which can be seen in surveys and market research: More and more people are turning to organic foods, for reasons of taste, health and safety. As more than 40 percent of all meals are taken outside of the home, organic catering and gastronomy is especially relevant. Consumers who purchase organic foods are also playing a valuable role in fighting climate change, especially if they also reduce their intake of meat and meat products. Part of the reason for this is that organic farmers work on the principle of cycles. They do not use mineral nitrogen fertilizers, and only use minimal quantities of purchased animal feeds.

The city’s targets will also be reached with the help of intensive public relations and marketing efforts:

- Projects, associations and groups who promote and use organic foods will be brought together in networks.
- Citizens will be made aware of the benefits of organic foods and ecological nutrition through targeted consumer information.
- The conversion of consumers to the purchase and use of organic foods will be supported by advisory services.

A Successful Example in Practice

The children’s farm at Ramersdorf in Munich, a special socio-pedagogically supervised farm for youth work, is now completely organic. The facility took part in the project “Bio für Kinder” (Organic for Children), and converted to 100 percent organic foods within two years. "Bio für Kinder” started in May 2006 with the goal of supporting the change-over to 100 percent organic products in all Munich’s playschools and schools. Since then, around 380,000 organic meals in 28 locations have been served to more than 2,000 children. 31 Munich-based companies assist the participating schools and kindergartens with financial support, to a total value of 480,000 Euros.

The “Münchner Aktionswerkstatt G’sondheit” (Munich Action Workshop for Health) also supports these institutions in the switch to organic: Information for children and parents, teachers and child care workers, ideas and tips for learning in playschool and in school lessons, as well as technical advice for kitchen staff are all important elements of this part of the project.

Further potential partners include, for example, the hotel and restaurant industry, the retail industry and organic food stores. In political circles, the “Bio für Kinder” project should become a model for the provision of an environmentally-friendly and healthy diet for children and teenagers.
Waste Management: Ecological and Sustainable

With its innovative waste disposal and recycling processes, Munich’s municipal waste management company, “Abfallwirtschaftsbetrieb München” (AWM), plays a major role in sustainability in the city. For more than a decade, this municipal company has been successful in its measures to conserve resources and fight climate change. Every year, AWM prevents the emission of some 2,111,939 tonnes of CO₂, equivalent to the amount of greenhouse gases produced by around 16,000 citizens in a year. These positive effects are the result of a forward-thinking waste management policy and the use of the most modern environmental technologies.
The municipal waste management industry in Germany is the cornerstone for ecologically responsible waste disposal and recycling, at socially acceptable prices. With an innovative, ecological and sustainable waste management concept, Munich has been a role model for more than twenty years. The retaining of waste management in the public hand is a topic for which Munich continues to campaign at a national level. In the transition of EU guidelines on waste management into German law, Munich will bring its political influence to bear to ensure that the municipalities continue to retain their responsibility for sustainability.

Munich's ecological waste disposal and recycling concept goes back to the year 1989. The goal then, as it is now, was the protection of the environment through re-use, recycling and careful disposal of waste, and to ensure that the high standard of living in Munich is maintained.

At the city's municipal waste management company, "Abfallwirtschaftsbetrieb München" around 1,340 staff are involved in waste disposal for the Bavarian capital. Munich's refuse collectors empty some 52,000 rubbish bins every day throughout the city. Alongside that, AWM offers the free disposal of bulky waste and household junk, recyclables and hazardous or special waste at its dumps and recycling centres.

**Munich's Three Bin System**

Since 1999, AWM has provided private households and businesses with a comprehensive “three bin system”. The system is made up of a grey bin for general waste, a blue bin for paper and a brown bin for organic or compostable waste from kitchens and gardens. The collection of organic waste first broke the 40,000 tonne mark in 2009, equating to an increase of around three percent.

**Climate Protection in Power and Heat Cogeneration**

AWM’s waste disposal plants are of the highest technical standards. Since 1993, the whole of the city’s residual waste has been utilized to generate energy at the modern heating and power station “Heizkraftwerk München Nord” in Unterföhring. The incineration capacity of the plant lies between 650,000 and 700,000 tonnes a year, depending on the fuel value of refuse to be processed. In a power and heat cogeneration process, the energy generated from the incineration is turned into electricity and energy for district heating. The primary utilization level of the station is more than 63 percent per year (the general average for power stations is barely 35 percent).

The heat supplied in this process feeds the district heating networks for Munich’s northern and central districts. The exhaust gas cleaners of Munich’s waste incinerator are also considered a technical masterpiece. Through the construction of modern filters, the complex’s emissions are far below the legally acceptable levels. The incineration of waste in conjunction with energy creation also assists in fighting climate change: By burning waste rather than coal, 210,000 tonnes of CO2 emissions are prevented each year.

**AWM’s Environmentally-Friendly Vehicles**

AWM maintains its fleet of vehicles at the highest level of environmental compatibility. The waste collection vehicles can be used for either paper, residual or organic waste. Fully automatic lift-and-tilt mechanisms on the vehicles allow the collection staff to work efficiently and in a manner which safeguards their health. AWM’s new generation of vehicles have low-emission diesel engines which fulfil the strict criteria and requirements of so-called “Enhanced Environmentally-Friendly Vehicles,” and actually have exhaust gas outputs lower than the Euro 5 norm. AWM currently has a fleet of 182 vehicles, all of which carry the green environmental sticker, certifying their low fine-particle emissions.

The newest innovation is the “rubbish truck light”. Working together with various vehicle and construction companies, AWM has been able to develop a prototype for a particularly light and therefore energy-saving refuse collection vehicle, with reduced emissions. With this vehicle, which is already in use, AWM has set new standards for vehicle technology in the waste management industry.

**Energy from Garden Waste**

In 2003, Munich’s municipal waste management company, AWM, set up an experimental dry fermentation facility for organic waste at its waste disposal centre in Freimann. This research and development project was so successful that in 2006, the City Council agreed to the expansion of the facility. In January 2008, the new plant was opened, with an annual capacity of 25,000 tonnes.

Munich’s organic waste is now processed through the dry fermentation plant to produce biogas, which is then burned in an integrated power-and-heat cogeneration station to provide electricity and energy for district heating. With an annual output of 9.8 million kWh, the plant can supply around 1,600 Munich households with power for a whole year. The material that remains from the fermentation process – around 9,000 tonnes a year – forms the base of Munich’s own premium flower and plant compost. An ecological cycle is closed: Citizens bring their garden rubbish to a municipal waste disposal centre, and can take compost for their gardens with them when they leave.
Munich's city estates (Stadtgüter München) manage the city’s agricultural real estate. They are responsible for the preservation and use of around 3,000 hectares of traditional farmland in Munich and the region. According to this body’s regulations, the estates are obliged to maintain and improve the natural balance of these areas, protecting indigenous plants and animals, as well as their habitats. As such, all the city estates are managed on an extensive but sustainable basis. Six of these enterprises are also run according to the organic principles of the farming associations “Naturland” and “Bioland”, making Munich one of Bavaria’s largest organic farming concerns.

With the production of biogas and photovoltaic power, Munich’s city estates provide for environmentally-friendly energy production. In accordance with EU guidelines, the environmental management system “EMAS” (Eco Management and Audit Scheme) has been introduced on the estate “Gut Karlshof” in the north of Munich, as well as its two affiliated properties “Gut Obergarmshof” close to Dachau and “Gut Zengermoos” in Moosinning. As part of this, the estates were given an environmental audit, looking at all work processes and methods. This led to “Gut Karlshof” receiving a commendation for its exemplary practice in the production and use of renewable energy. Through its stewardship of 123 hectares of ecological compensation areas, the “Stadtgüter München” are also doing their part to balance out the effects of farming on nature and the natural landscape.

A Long Tradition
Over a century ago, the city of Munich started acquiring agricultural land through its purchase of “Gut Karlshof”. Today the city’s estates are comprised of eleven properties with a total area of 3,000 hectares in and around Munich.
Ecologically managed forests play a fundamental role in climate protection. Trees absorb carbon dioxide (CO₂) during their growth. As long as no more wood is used than can grow back naturally, forests are able to fix and contain CO₂ within them. The municipal Forestry Department manages around 5,000 hectares of forests, which binds a total of 3.4 million tonnes of CO₂. Munich is Bavaria’s second largest municipal owner of forest land. The woods are maintained by six foresters and one Forestry Manager.

Sustainability is top priority in the management of the municipal forests. Only the same amount of wood is cut, as would naturally grow new. According to this principle, around 50,000 solid cubic metres of wood in high quality are cut each year, and marketed by businesses from the region.

The city forest (Stadtwald) is made up of local tree and shrub species, which have adapted perfectly to climate and soil conditions over a long period of time. In the last 20 years, 1,518 kilos of beech seeds, 430 kilos of oak seeds and 5,181 of pine seeds have been collected from the “Stadtwald”, out of which 1.5 million seedlings have been grown for the municipal forests. So-called “wildlings” are removed from overgrown sections of the forest. After the hurricanes of 1990 and 1999, these young plants have filled the gaps in the old pine woods created by the winds. The beech forests at Isarhang are an almost unending source of beech plants.

In order to give the “Stadtwald” a stable forest eco-system, following a history of mono-culture, 3.8 million seedlings have been planted over the last 15 years. 88 percent of these are deciduous trees and 12 percent are evergreens.

Biodiversity
The municipal forest management is careful to leave enough dead and dying wood in the forests, to protect and provide a habitat for the many forms of plant and animal life the forests are home to, including a number of endangered species. Many of the city’s forests are protected as places of special significance for the natural landscape.

Munich’s woodlands are also part of the European protected area, NATURA2000, and so help protect biodiversity across the continent. Twelve areas totalling 1,426 hectares have been classified by the environmental protection authorities as worthy of preservation, and have been declared special habitats for flora and fauna.

Biodiversity
Munich’s city forest is independently certified according to “Naturland” guidelines for the ecological use of woodland, as well as the German FSC standards. The globally recognized “Forest Stewardship Council” certificate was awarded to the city back in 2001.
The Isar Can Get Wild Again!

The re-naturalization of the River Isar, from a canal-like waterway back to a wild alpine river, is continuing in leaps and bounds. Bit by bit, the Isar in the heart of Munich is returning to its original natural state, creating new habitats for plants and animals, as well as areas of regeneration for nature-hungry city dwellers.

Since the 19th century, the path of the Isar has been constantly modified and altered to increase the river's use as a source of water-powered energy, and to protect the city from the dangers of flooding. As a result of this “canalization,” the river has gradually lost its natural character. The “Isar Plan” aims to improve the standard of flood protection along the river, and at the same time create an almost natural river landscape which will also provide residents with a place to relax and enjoy the riverside.

The only urban section of the Isar which has retained elements of its natural flow, with streams branching all across the riverbed, shingle banks and islands, is the well-known section called the “Flaucher.” Yet for the last ten years, an eight-kilometer stretch of the river, between the weir at Grosshesselohe and the “Deutsches Museum”, has been slowly brought back to its natural state.

Islands for Flora and Fauna

Through this re-naturalization, the Isar has developed enormously in terms of its diversity. Pools of deep water are interspersed with shallow flats, and the shingle beaches with direct access to the water are not only popular with Munich residents, looking to enjoy a dip in the cool river during warm weather. The islands that emerge from these beaches also have a positive effect on the Isar’s flora and fauna, providing new spawning grounds for the river’s typical fish species, including the Danube salmon, the common nase, grayling and barbel. The re-naturalization process has also freed up natural migration routes which were previously blocked or hindered by man-made obstacles.

Tree trunks and root bundles embedded in the banks offer the young fish fry a perfect habitat and protection from predators. But alongside the Isar’s fish, other rare species are also benefitting from the positive change to their riverside environment, including birds like the little ringed plover, amphibians such as the European green toad, and among the insects, the protected Idas Blue butterfly.

Finding Its Own Way

The width of the central river bed will be extended from 50 to 90 metres, and at the same time, the protective flood dykes will be renovated. Although the original wild flow of the river can no longer be recreated, the Isar will at least once again display its Alpine origins, while offering new opportunities for recreation. High water quality and a good flow of water are central targets of the regeneration plan, but the Isar itself has the most important of all tasks to complete: Over the coming years, the river will once again be able to form its own path.

The Isar Plan is a joint project between the Bavarian state and the city of Munich. The Department for Public Construction and the State Office of Water Management Munich are responsible for this exemplary development and re-naturalization project. The costs of the river’s re-naturalization will be split between the Bavarian state (55%) and the city (45%). Local associations, clubs and the community at large have been strongly involved in the planning of the project. The last section of the river to be re-naturalized, around the “Weideninsel” island to the south of the Reichenbach bridge, through to the “Deutsche Museum”, should be completed by 2011.

Prize for Exemplary Design and Planning

The German association for the water industry, sewage and waste (Deutsche Vereinigung für Wasserwirtschaft, Abwasser und Abfall e.V.), first awarded its special prize for the exemplary preservation, natural landscaping and development of urban waterways, in 2007. The joint winners of this first award were Munich city’s civic agency for water management and the city of Munich’s local government, for the Isar Plan.
Best Quality Drinking Water
Straight from the Tap

The citizens of Munich need around 320 million litres of water daily to live. In order to meet this demand in an ecologically-sound way, the city and its utilities company “Stadtwerke München” (SWM) have, over decades, developed three water collection areas which complement each other and provide Munich with some of Europe’s best quality drinking water. These areas are the Mangfall Valley (Mangfalltal), the Loisach Valley (Loisachtal) and the so-called “Schotterebene”.

The drinking water comes fresh from the springs in the Bavarian alpine plains, straight to Munich. Around 80 percent comes from the Mangfall Valley. Thanks to its exceptional quality, the water is suitable for making baby food and to drink straight from the tap, or carbonated.

Active in Environmental Protection
For decades, SWM has been purchasing land in the water collection areas, in order to rent them out along strict guidelines, to ensure the purity and sustainability of the water collection. The locations of the actual water collection stations are protected areas.

As no fertilizers or agricultural chemicals may be used in the collection areas, and the meadows may only be cut once the wild flowers have gone to seed, a fantastic array of wild flora has redeveloped there. In the park-like landscape around the ground water collection station in Reisach, which is used as a recreational area by local residents, wild orchids, the indigenous Turk’s Cap lily and a multitude of grasses and wild herbs can now be found again.

Ecological Agriculture
Furthermore, in 1992 SWM launched the initiative "Öko-Bauern" (Eco-Farmers), with the aim of promoting organic farming in the water collection areas of the Mangfall Valley. SWM has worked closely on this project with the well-known and respected organic farming organizations, “Bioland” and “Naturland”.

Since then, more than 100 farmers in the area have switched their businesses from traditional farming, over to methods which are better for the soil, the water and for the welfare of their livestock. Altogether, these farmers work an area of around 2,500 hectares, forming the largest connected area of organic farmland in the whole of Germany.

In order to allow as many farmers to participate in the scheme as possible, SWM offers financial subsidies. SWM also supports the farmers in the marketing of their organic products. Consumers who choose to buy these organic goods are not only benefitting their own health, they are also helping to maintain the purity of Munich’s drinking water and saving the environment considerable amounts of transport pollution by buying from their own region.
An Environmentally-Friendly Oktoberfest

That a rousing festival and ecological awareness can go hand-in-hand is proven year on year at Munich's Oktoberfest. With its successful implementation of ecological guidelines, the Oktoberfest is developing into an exemplary model of environmental good practice.

The event's environmentally-sound measures begin with the avoidance of creating rubbish. Since 1991 only re-useable cutlery and crockery has been allowed. Whatever refuse is left over is sorted on site. Recyclables are collected together in containers provided for the purpose by the city's tourism department (which is in charge of the Oktoberfest) in conjunction with Munich's refuse collection service. The festival's caterers recycle their own glass and deposit bottles in large skips, while kitchen and food refuse is also sorted and dealt with separately.

Water Recycling Project
The Oktoberfest's water consumption has also been considerably reduced, through a recycling project which has been in place since 1998. More and more beer tents no longer let the water from the washers used to clean beer glasses go straight down the drain, but re-use it as “grey water” to flush the tents' toilets. Through this development alone, 7,100 cubic metres of water were saved last year.

Ecological Electricity “M-Natur”
The consumption of electricity at the world's largest public folk festival is naturally enormous. It is therefore good news that more than half of all the beer tents, attractions and stalls at the Oktoberfest, have decided to use eco-electricity. The festival's management are setting a good example themselves: Since 2000, all public areas of the Oktoberfest, the festivals “streets” and the public toilets have all been powered by environmentally-friendly electricity. By using “M-Natur” electricity, provided by the city's own utilities company, “Stadtwerke München”; the Oktoberfest's businesses can be sure that the power they are using has been generated by the city's own hydroelectric stations.

This change of thinking has also fostered new ideas: Energy-saving bulbs on the fairground rides and attractions, and solar panels on the roofs of the beer tents are just a couple of ways in which the Oktoberfest’s hosts and businesses are able to cut costs and energy consumption, for the long-term.
Energy
Climate protection and a sustainable handling of natural resources are among the most ambitious goals of our era. Munich has seen the sign of the times. With the help of the municipality’s own utilities and power company, “Stadtwerke München” (abbreviated to SWM), the city is in the vanguard of climate and environmental protection. By 2015, SWM aims to produce enough eco-electricity in its own facilities to provide for the needs of all the roughly 800,000 private homes in Munich. That equates to a consumption of around two billion kilowatt-hours per year.

By 2025, SWM aims to produce so much green energy, that the entire demand of the city – 75 billion kWh – can be met. In order to reach these goals, SWM has started an expansion campaign for renewable energies.

600 Percent Increase
With the planned windpark DanTysk, SWM has already reached its first expansion target earlier than planned. SMW’s share in the DanTysk project equates to the consumption demands of at least 250,000 Munich households.

With all the projects currently in planning or already realized, it is possible that all 800,000 households could be provided for significantly earlier than by 2015. With a possible 2.4 billion kWh of eco-power per year, SWM has increased its volume by 600 percent in less than three years.

With its expansion campaign, SWM is banking on a broad spectrum of renewable energy sources, such as wind, hydropower, solar, biomass and geothermal technologies. Furthermore, the company only invests in projects which are financially self-sufficient, and will pay for themselves. SWM reckons with a total investment sum of around nine billion Euros by 2025.

SWM is active locally, regionally and in Europe, wherever it sees potential. Projects included in the expansion campaign are:

**Planned Offshore Windpark in the North Sea off the Island of Sylt**
The Windpark DanTysk will be constructed in the North Sea, around 70 kilometres west of the island of Sylt, comprised of 80 wind turbines and supplying at least 500,000 households with clean electricity from North Sea wind. The first turbines should be up and running by 2013. The final investment decision is planned for autumn 2010. SWM’s share in the planned project equates to the annual electricity consumption of at least 250,000 Munich households.

**Offshore Windpark in Liverpool Bay**
The offshore windpark “Gwynt y Môr”, off the coast of North Wales, will be constructed with an installed capacity of 576 megawatts. The erection of the first of 160 turbines is planned for the end of 2011. Completion is due in 2014. From then on, the complex is expected to generate around 1950 gigawatt-hours of electricity per year. SWM has acquired a 30 percent share in this joint company. SWM’s share of approximately 600 million kWh of eco-power per year equates to the annual consumption of around 240,000 Munich households. The whole project will ensure carbon-dioxide savings of an estimated 1.7 million tonnes a year.

**Offshore Windpark in the North Sea**
The construction phase of one of the largest offshore windparks in the North Sea, Global Tech I, has already started.
will produce 1.4 billion kWh of eco-electricity per year. The SWM’s share equates to the yearly demands of 140,000 Munich households. The whole project will ensure carbon-dioxide savings of an estimated 1.2 million tonnes a year.

**Onshore Windparks in Germany**

SWM owns five windparks (25 turbines) in Germany, and has 75 percent ownership of a further nine windparks (83 turbines) in Havelland, to the west of Berlin. Altogether, these sources generate 336 million kWh per year, which equates to the annual electricity demands of around 135,000 Munich households. The windparks ensure carbon-dioxide savings of an estimated 370,000 tonnes a year.

**Solar Power Stations in Germany**

The solar power station in Rothenburg in the Oberlausitz region has an output of 20 MWp. The joint project between Gehrlicher Solar AG (60 percent) and SWM (40 percent), supplies around 8,000 homes with green energy and saves some 18,000 tonnes of CO2 per year. In Lauingen on the Danube, a solar complex has been producing power since December 2008, with a capacity of 10 MW. This is also a joint venture between SWM and Gehrlicher Solar AG (SWM share: 49.9 percent), and provides for around 4,000 households, saving some 8,800 tonnes of CO2 per year.

**Parabolic Trough Power Station in Southern Spain**

In Andalusia, the SWM and partners have built the solar-thermic power station, Andasol 3. The complex has a capacity of 50 megawatts and will be connected to the power network in 2011. SWM’s share of the power generated equates to the annual demands of 33,000 Munich households, and a CO2 saving of 150,000 tonnes per year.

**SWM’s Eco-Power: “M-Natur”**

Consumers wishing to support the SWM’s environmental activities and do their own part to fight against climate change, should opt to purchase “M-Natur”, SWM’s eco-power product. The small surcharge of 1.53 cents per kWh (net) goes directly into the construction of renewable electricity generation projects. With around 14,000 customers, M-Natur is a leader in its field in Germany.

The power offered in the M-Natur package is generated solely by SWM’s own hydroelectric stations. With funds from M-Natur, SWM has already constructed 12 photovoltaic complexes, a small hydroelectric station in the city, as well as a bio-gas facility at the city’s Hellabrunn zoo. A total of 4.2 million Euros have been invested in these projects.
Parallel to its expansion campaign for renewable energies, Munich’s public utilities and power company, “Stadtwerke München” (SWM) is also making massive strides in its district heating programme. In this unique expansion programme, SWM will invest more than 200 million Euros in the coming year. Munich’s district heating network of around 600 kilometres is one of the longest in Europe. Over the next ten years, SWM reckons with a new connected load of some 700 megawatts, including the consolidation of city quarters which are already serviced. That means an increase of around 25 percent, allowing a further 120,000 apartments and houses in Munich to benefit from environmentally-friendly energy and saving some 300,000 tonnes of CO₂. To achieve this, SWM will lay more than 100 kilometres of new district heating pipes. This ambitious expansion is a clear priority for the near future.

Far Above Average
District heating has been used in Munich since the beginning of the 20th century. In 1908, the city hospital in the Schwabing area of Munich was supplied with residual heat from a nearby power station. Since then, SWM has continually expanded the district heating network in Munich. Since 2002, around 500 million Euros have been invested in, among other projects, a new gas and steam turbine station at the city’s thermal power station “Heizkraftwerk Süd”, as well as the extension of the heating network.

Throughout Germany and the EU, the average for electricity production through power-and-heat cogeneration (“Kraft-Wärme-Kopplungsprozess” in German, abbreviated to “KWK”), lies at 12 percent. SWM, on the other hand, produces around 70 percent of its electricity for Munich by this method. This means that SWM is around six times better than average in producing environmentally-sound electricity, taking a leading role in the European rankings.

Significant Savings in CO₂
The advantage for the environment is certainly worthy of note. Through the harnessing of residual heat from the production of electricity in district heating, an extra four billion kWh of environmentally-friendly heating energy is made available to Munich. To create the same amount of energy with heating oil would take 450 million litres of the fuel. In burning that amount of oil, some 1.1 million tonnes of carbon dioxide would be released into the atmosphere. This enormous amount – more than the CO₂ emissions of all Munich’s cars per year – can be saved, thanks to the city’s district heating network.
The founding of the company “Solarinitiative München” (SIM), was passed by the City Council in July 2010. The aim of the company is to significantly increase the level of energy produced locally through photovoltaic (PV) technologies over the coming years. The conditions for this are good: A feasibility study which was managed and financed by Munich’s municipal savings bank (Stadtsparkasse München), came to the opinion that Munich’s current PV capacity of 17 MWp (megawatt peak) can be extended by SIM to up to 300 MWp by 2030, and that half of that expansion can take place before 2017.

According to the bank’s calculations, around 6,800 houses can currently be supplied with electricity from local PV stations. The planned capacity of 300 MWp would generate enough power for 120,000 households. Over a period of 20 years, Munich’s photovoltaic stations would save more than 2 million tonnes of CO₂ emissions.

All Working for the Same Goal
The company also has a remit to bring together everyone who wants to be a part of solar energy in Munich: House owners, citizens, companies, the city administration, power companies and investors. The first of the campaign’s new solar stations should go live this year. The company’s founding partners are the municipal utilities company, “Stadtwerke München” (SWM), and the city municipality. The city will hold five percent of the shares and SWM, 95 percent. SIM is a joint initiative between the city and business. It is planned that further shareholders will be accepted, reducing the number of shares held by the city of Munich and SWM. The company should advise investors, install its own solar stations and combine PV projects into solar funds, then launch these on the investment and capital markets.
The National Capital in Energy Saving

Among Munich’s environmental accolades is the title “National Capital in Energy Saving”. The city received the award from the environmental protection body “Deutsche Umwelthilfe” in 2005, as part of a nationwide competition. Munich’s Department of Public Construction played a major role in this success. This section of the city’s administration is responsible for the central energy-management of all Munich’s municipal and public buildings, which includes the monitoring of energy use and the implementation of technical, operational and educational measures to promote a more efficient use of resources. Since the Department of Public Construction took over this management function in 1987, heating energy consumption and therefore CO₂ emissions have been reduced by around 29 percent.

Reductions in Energy and Water Consumption

With a wide programme of measures, Munich’s system of energy management plays a concrete role in the long-term reduction of energy and water consumption. This concept also brings significant financial rewards for the city’s coffers. Energy-efficient planning, construction and property management have increased in importance, even before Munich’s local government introduces new local laws, the so-called “Energieeinsparverordnung”, to entrench energy-saving measures throughout the city.

As the city’s own internal construction company, Munich’s Department of Public Construction houses a huge range of technical know-how under one roof. Energy efficiency plays a central role in the planning process of all projects carried out by this body, whether in the creation of new municipal buildings, building maintenance work or in renovation work. Up to the present time, the building directorate’s new construction projects have undercut the legal minimum levels for energy saving by around 30 percent on new buildings and by around 20 percent on renovations of older constructions. Approximately 2,000 buildings used by the municipality fall within the department’s energy management remit, including schools, sports halls, play groups and kindergartens, community halls, residential buildings, cultural centres, fire stations and municipal offices. The city administration’s departments responsible for these buildings, as well as their managers, the buildings’ users or facility managers can contact the building directorate to benefit from a wide range of services and advice on the reduction of energy-use, pollution and costs.

The central elements of the “Integrated Programme for Climate Protection in Munich”, an initiative that has been enacted by the city government, include:

- Increased pace of energy-efficient building renovations in the city.
- Constant and ongoing updating of energy-efficient and sustainable construction standards. Local energy-efficiency targets are around 35 percent higher than the legal minimum.
- Development of further model projects in energy efficiency and sustainability.
- Increased use of renewable energies.
- Development of consumer-education measures to promote energy-efficient use of resources.
- Intensification of energy management principles, in particular the continuation of the city’s central energy saving concept for 1,000 municipal and public buildings, including a pro-active improvement programme and the implementation of corresponding economic measures.
The Fifty Fifty Programme, which is coordinated and managed by the Department of Public Construction, has been in existence since November 1996. The project seeks to save as much electricity, heating energy and water in municipal kindergartens, play groups and schools as possible, simply through changes in behaviour.

There are three primary aims: The ecological aspect; playing a part in protecting the environment. The educational aspect; teaching children about responsibility and using resources carefully, and the economic aspect; saving energy and water costs.

The children are encouraged to participate in the project through an incentive. Half of the costs saved go directly to the institution itself, as the name of the project suggests. Concrete examples of energy saving in the project include:

- Not allowing electrical appliances to run on stand-by.
- Turning off individual strip lights, according to the time of day and the amount of available daylight.
- Turning classroom lights off during breaks.
- Using as few electrical appliances at once as possible. Big energy users, such as electric kilns, should be used only when as many other appliances as possible are switched off.
- Fitting water heaters and boilers with timer switches.
- Rush airing of rooms, rather than having windows open all the time.
- Repairing dripping water taps as a matter of priority.

Around 120 children’s day-groups, kindergartens and schools have already signed up for the Fifty Fifty programme. The scheme is currently being expanded to include a further 60 institutions. The ecological effects which have been achieved are considerable: 5,108,250 kWh electricity, 28,789,800 kWh heating energy, 142,291 m³ water and 6,739,330 kg CO₂ have so far been saved.

These ecological successes are gratifyingly accompanied by financial gains: Since the beginning of the project, a total of some 2.33 million Euros have been saved in energy and water costs, meaning a total dividend payment of 1.16 million Euros for the participating institutions.
Since its inception in 1989, Munich’s programme for the promotion of energy saving (Förderprogramm Energieeinsparung, FES), has supported the efforts of the city’s citizens in protecting energy resources and switching to renewable energies. In June 2010, the programme became part of the municipality’s integrated programme of action for climate protection, and its budget was increased from 10 to 14 million Euros.

The aim of the programme is to save as much as energy as possible in Munich’s buildings and homes, through insulation, the construction of solar thermal systems or connection to district heating networks. Citizens constructing or renovating a building can secure long-term financial advantages, as well as single grants or support payments. This helps not only to stay unaffected by rising gas and electricity prices by using technologies such as solar energy or power and heat cogeneration, but also ensures that the owners of these properties are doing their bit for the environment.

The programme is one of the most important instruments of the city’s climate protection policy, and it is already showing results. In 2007 and 2008, measures were supported which led to primary energy savings of 29,700 MWh per year. The parallel reduction in CO₂ emissions was around 8,100 tonnes a year.

**Advice at Munich’s Building and Construction Centre (Bauzentrum München)**

Energy-savers can receive further assistance at the Building and Construction Centre (Bauzentrum München), located in Riem, at the city’s exhibition centre. Experts, above all energy consultants, help citizens to save energy and costs. Citizens can receive free consultancy on over 50 different themes, or opt to pay for a premium advisory service in their own property.
A Green Belt Around the City

Munich’s green belt covers 335km². Traditionally, these areas have been used mainly for agriculture, but one can still find intact parts of the original, natural landscape: Forests in the west and south, the partially re-naturalized River Isar with its shingle banks and flood-plains, the wide, flora-rich heath regions to the north as well as the moorlands in the west and the north. For 2.5 million citizens, Munich’s green belt provides a much-loved opportunity for rest and recreation close to the city.

Which is also a reason why Munich’s green belt will be of increasing importance in the years to come. The areas on the outskirts of the city will be as protected from further construction and urban development as possible, while also undergoing qualitative improvements and inclusion in a city-wide landscape concept, to encourage this land’s use for recreation, organic farming and to support the city’s ecological and climate-protection efforts.

Concerns of Equal Importance
A fundamental goal of the Munich green belt project is to maintain the sustainable agricultural use of the areas in question, yet also to give equal standing to the aspects of farming, recreation and the conservation of nature. The active protection of valuable habitats for animals and plants, the creation of the city’s own biotope-development spaces and the expansion of recreational areas which can be intensively used, are all elements which will play important roles in the further development of Munich’s green belt.

The preservation of the Munich green belt and of the farming in it, is the declared aim of the city’s urban planning team; also a reason why this theme has been taken up as a lead project within the city’s central urban planning concept, “Perspektive München.” Within this framework, the farming community and the municipality are working together on ways to support sustainable and future-oriented agriculture.

A particularly well-loved part of that overall concept are the Munich herb gardens. They offer all residents of Munich the chance to plant and harvest their own fresh vegetables and salads, allowing many of Munich’s city-dwellers to live out the dream of tending and reaping the rewards of their very own vegetable patch.
In the discussion around sustainable urban planning, the theme of food supply is often forgotten, and yet nutrition has a major influence on climate and energy use, and is responsible for a quarter of all CO₂ emissions. “Metropolitan Nutrition Strategies” could be a solution. They are the result of the interdisciplinary creative competition “OPEN SCALE”, launched by Munich’s Department of Urban Planning and Building Regulation, in 2009. The jury awarded the first prize to the team “Agropolis” for their entry “Agropolis – The Rediscovery of Harvest in Urban Life”.

Why not use warm, inner-city areas for growing and thus “recycle” urban space, cut down on transport, support the local economy, create one’s own cheap source of food and at the same time increase the general level of awareness for the environment? These are the questions which the landscape architects, urban planners and sociologists from the Agropolis team asked themselves.

They then developed the idea of farms or gardens, created and cultivated on fallow construction land. The application of this idea has been suggested for the Freiham area, which over the next 30 years will be transformed into a new residential quarter for 20,000 people. Alongside the old exhibition centre at Riem, Freiham is the last major area of new development left within the city boundaries.

As a first module in their concept, the Agropolis team envisions the creation of one or more temporary farms in Freiham; practically an „agricultural park”, integrating farming and nutrition within the future development of Munich. Roof gardens can also be utilized in supplying food for the area. The farms would be one-stop centres for production, education, experimentation and exchange, where food is produced, processed and marketed. The idea has already achieved international renown.

**Urban Agriculture**

A further suggestion is the “Viktualientram”, which would run on the planned tram route 19 and bring food, knowledge and the Freiham “brand” into the city. According to Agropolis, the first initiatives to allow communities to take on the Agropolis concept and extend it into the regions bordering Freiham could be created along this route. A successive transformation of all tram routes into “Green Lines”, delivering fresh regional produce to the city centre, is also part of the Agropolis vision.

**Green Quarters**

The concept is a good example of how farming, while generally on the decrease, can be used as a positive in the development of new urban areas. Agropolis’ ideas – from an agriculture park, to avenues of sweet chestnut trees and the planting of up to 7000 mature fruit trees in Freiham’s public spaces – could have a real effect on the area’s image as a sustainable urban quarter. Which elements of this vision remain a dream and which become reality will become clearer as the construction of Freiham continues. Yet the first real tastes of the concept have been enjoyed already, during a picnic on the fields of Freiham, held as part of Munich’s fifth Architecture Week.
Numerous new, energy-efficient residential areas have already been successfully planned and created. The city of Munich is using the development of the 190 hectare “Freiham Nord” region as an opportunity to go a step further: The neighbouring residential quarter, Neuaubing, built in the 1960’s, will also be included in the new plans. Energy-efficient urban planning in the new quarter will be linked with the renovation of the existing areas.

A Joint Strategy
Energy-efficient urban development requires interdisciplinary action. Energy planners, architects, urban planners, landscape gardeners and social scientists must all work together on a joint strategy. Firstly, the amount of energy used in general must be reduced and there must also be a switch to renewable energy sources. All sections of the residential community should be able to profit from these new energy standards. The joint, energy-efficient development of Freiham and Neuaubing should also support the integration of the two areas, and help to create a sense of joint identity.

A central element of this urban expansion is the planned geothermal heat and power station plant in Freiham. The renewable energy created there will provide the existing residential area with heat through a high-temperature network, and will also serve the newly-built quarters through a low-temperature network, fed with residual heat from the station.
A Perfect Example of Sustainability: The Olympic Park

Since the Olympic Games of 1972, Munich’s Olympic Park, with its unique concentration and combination of sport and event locations, mixed with a globally renowned architectural and landscaping concept, has developed into one of the world’s most important centres for events and recreation. It is a perfect example of sustainability.

Almost four decades have passed since the Munich Games, yet the Olympic Park is still a unique place, full of life. Many Olympic venues have simply passed into history, but in Munich the Olympic Park remains as relevant and well-used as ever, having received 180 million registered guests since 1972. The actual number of visitors who have and continue to enjoy the Park’s facilities and atmosphere is probably higher still.

Setting New Standards
The Olympic Park in Munich is a particularly good example of post-Olympic utilization, with its development since 1972 setting new standards. Indeed, it is the first time that nearly all Olympic facilities have been used over such a long period, and so intensively, following the Games. Even today, the Olympic Park’s venues and facilities continue to meet practically all international standards, meaning that it is one of the most-used Olympic areas in the world. The Park’s attraction stems from the original concept from 1972, which sought to ensure the best possible, most flexible use of the site to the widest possible audience. Various event locations across the architecturally unique site offer world-class facilities for the leisure and tourism industry, while the public parklands are a magnet for Munich’s citizens and visitors.

Munich’s Olympic Park fascinates through its extraordinary architecture and landscaping. Both buildings and open areas have been continually upgraded and developed over the years, to meet modern standards and demands. Around four million people visit the Olympic Park annually, to take part in sports, see the Park’s touristic attractions or to attend one of the many spectacular events which take place. Alongside these
guests, thousands of local residents enjoy the wide-open, green spaces of the site for anything from picnicking and jogging in the summer, to tobogganing and skiing in winter.

**Hundreds of Events Each Year**

Hundreds of events take place each year at various locations across the whole Olympic site. The Olympic Stadium is famous for its open-air events and sporting spectacles, while the newly renovated Olympic Hall hosts rock, pop and classical concerts, sporting events, entertainment shows, exhibitions and trade fairs on more than 200 days of each year. The Olympic Stadium and the Olympic Hall, with capacities of 75,000 and 15,500 spectators respectively, provide the two largest event locations in Munich and the surrounding region.

The Olympic Park’s outside facilities have also developed into popular event sites, particularly for sport and entertainment projects. Since the Olympic Games of 1972, the Park has hosted 31 world championships, 12 European championships and 95 German championships in various sporting disciplines. The whole Olympic site is managed by a dedicated company, “Olympiapark München GmbH”, which is under 100 percent municipal ownership.

Munich’s application to host the 2018 Olympic and Paralympic Winter Games, together with Garmisch-Partenkirchen and Schönau, creates a historic opportunity for the region. The Olympic Park could become, for a second time after 1972, the venue for an Olympic Games, bringing with it almost 40 years of event experience and sporting know-how.

The measures being taken and being planned for the Olympic application will also further support the successful continued use of the Olympic Park. Should the IOC cast its votes for Munich on 6th July 2011, the Bavarian capital will have made history: To date, no city in the world has played host to both the summer and the winter Olympics. The success story of the sustainable use of Munich’s Olympic Park could yet continue for many decades to come.
Employment and Economic Development
Long-Term:
The Group Project “Perspektive Arbeit”
(Perspectives for Employment)

28 institutions and one common goal: The group project “Perspektive Arbeit” (VPA) helps the long-term unemployed to improve their lives and chances of employment for the long-term. With an investment volume of 7.3 million Euros for 2010 alone, the group project is a key element of Munich’s Programme for Employment and Qualification (“Münchner Beschäftigungs- und Qualifizierungsprogramm”, abbreviated to MBQ).

This holistic programme is supported by the Department of Labour and Economic Development, and the training and educational institutions of the Department of Social Affairs. It includes consultancy, training and support and supervision services, all under one roof. The project is mainly aimed at individuals who are difficult for the city’s statutory employment agency to find work for, and so have less of a chance to enter the job market, due to a lack of language skills, health or social problems. The project helps these citizens to recognize their potential in the employment market, to undertake further training and education and to take up employment, with which they can secure and maintain their own livelihood. This support is free and supplementary to any statutory financial support for the unemployed.

Motivate and Strengthen
Since the beginning of the project at the start of 2007, the project’s partners have handled more than 16,500 support-intensive cases. 50 percent of these individuals successfully gained a qualification. Around 22 percent of the participants, on completion of their courses, no longer needed any form of social financial support, and a further 13 percent were able to have that support reduced to a minimum.

Autonomy Instead of an Externally Managed Life
The project offers a protected space, which allows room for changes in participants’ personal lives and employment situation. They receive support on their way from a life controlled by external administration and welfare payments, towards more autonomy and self-responsibility. Consultancy and supervisory services can be combined into a tailor-made package, according to the needs of each participant, meaning that ideally, each person who enters the project can leave with a new, realistic perspective on life and a job with which they can support themselves.

More Information at:
www.muenchen.de/mbq
Closer to the Employment Market: The Municipal Employment Programme

The Munich Programme for Employment and Qualification ("Münchner Beschäftigungs- und Qualifizierungsprogramm", abbreviated to MBQ), is the city's central policy instrument for the employment market. With 110 publicly funded measures and projects, the programme's aim is to improve the opportunities for employment of those who may otherwise be disadvantaged in Munich's job market. The city’s local government has already provided 28 million Euros for the programme in 2010. In terms of volume of support, the MBQ is Germany's largest municipal employment programme.

By providing voluntary extra services within the framework of the MBQ, the city of Munich has also underscored its willingness to actively create an independent employment policy. The MBQ is considered by the municipality as a useful addition to the activities of the existing, statutory employment agencies within the city ("Agentur für Arbeit München" and "Arbeitsgemeinschaft für Beschäftigung München GmbH"). The qualification and education programme helps people whose chances of finding and keeping a regular job to support their own livelihood have been reduced through social, health or personal reasons. It aims to level the playing field for those who are disadvantaged and also assist in efforts against long-term unemployment.

Innovation Through Cooperation

The projects and measures supported through the MBQ are based on a preventative and innovative approach. In order to maintain this, the city’s Department of Labour and Economic Development has sought the cooperation of numerous institutions relevant to the employment market, from Munich and the surrounding region. Through this joint effort with tried-and-tested partners and supporters, it has been possible to increase and improve the spectrum of services and assistance which the programme offers, and also tailor the MBQ to better fit the needs of Munich’s citizens and businesses.

More information at:
www.muenchen.de/mbq
Back to Work: Munich’s Social Enterprises

Affording people in difficult situations the opportunity for regular training and employment, and increasing their chances in the job market: These are the goals of the 33 social enterprises and businesses supported by the city of Munich, as part of its Programme for Employment and Qualification (“Münchner Beschäftigungs- und Qualifizierungsprogramm”, MBQ). The budget for this project in 2010 was around 10.4 million Euros. Each year, over 2,200 young adults, long-term unemployed, handicapped or drug-dependant individuals are given a new job and a new perspective on life.

Promoting Social Skills
The social enterprises employ and train the socially disadvantaged and long-term unemployed who, without support, would have only very slim chances of employment on the open market. In their employment projects, these workshops and businesses offer the project’s participants real-life working conditions, in which they are able to develop their social and job skills under expert supervision.

The social enterprises offer primarily environmental, social or cultural services. The revenues they generate are used to finance individual employment projects.

The social enterprises have existed for over 25 years. Since 1984, the municipality has supported these facilities financially and as a partner, as part of the Munich Programme for Employment and Qualification.

More information at:
www.muenchen.de/mbq
Corporate Environmental Action is a Benefit for Us All

Munich is an “ÖKOPROFIT” (eco-profit) pioneer in Germany. There are eco-profit projects in around 100 German municipalities, and more than 200 companies. In Germany, between 1998 and 2008, these projects saved more than three million tonnes of CO₂, which equates to the average output of 280,000 people in one year. 448 million Euros in costs were also saved.
ÖKOPROFIT means „ÖKOlogisches PROjekt Für Integrierte UmweltTechnik“: Ecological Project for Integrated Environmental Technology. Within the framework of “Agenda 21,” Munich was the first German municipality to start with this project of corporate environmental protection.

Since 1998, the city has carried out the ÖKOPROFIT programme of consultancy and advice, in partnership with environmental experts, the Chamber of Commerce for Munich and Upper Bavaria, Munich’s waste management agency and with “Stadtwerke München,” the city’s own utilities and power company. So far, some 180 Munich-based companies have received expert advice and training in ÖKOPROFIT workshops and events.

ÖKOPROFIT shows how companies can create profit through corporate environmental action. Firms which take part in the programme are able to decrease their burden on the environment and also their costs. They develop and implement measures to fight climate change and protect the environment in their businesses, saving energy and resources, while reducing waste and emissions. These measures are made possible through the involvement and education of all staff members.

**Significant Savings**
The effects in energy saving and the reduction of carbon outputs is considerable. The 50 ÖKOPROFIT companies which took part in the programme in 2007/2008 were able, with their 299 best measures, to save an annual 15.9 million kWh of electricity, 13.8 million kWh of heating energy and more than 170,000 litres of liquid fuel. CO₂ emissions were reduced by 14,370 tonnes per year. At the same time, the companies also saved more than 3.2 million Euros per year. Through these measures, investments of more than 18 million Euros were initiated.

**Companies as Role Models**

Alongside well-known Munich-based companies, such as Arnold und Richter, BayWa, BMW M, Europäische Reiseversicherung, FC Bayern München, Giesecke & Devrient, HypoVereinsbank, Rischarts Backhaus, Rohde & Schwarz, Sparda Bank, Swiss Life, Vinzenz Murr and Vinzenz Zöttl, various municipal institutions and agencies have also successfully taken part in ÖKOPROFIT. Examples include the City Hall, the District Administration Department, the Fire Department, the city’s clinics, the Cemetery Board and the municipal undertakers, institutions of the city’s Construction and Buildings Department (landscaping), the management of the municipal abattoir, the Munich International Trade Fair Centre, the airport, the Olympic Park management company, the zoo, Munich’s community colleges, and the depots of Munich’s public transport company.

**Some of the Best Examples**
- The “Weisse Bräuhaus” brewery and restaurant reduced its portions to a “consumable measure”. The savings made added up to 30,000 Euros in waste reduction, and 45,000 Euros in purchasing. That also means that each day, two pigs fewer have to be slaughtered than before.
- The Accor hotel company has appointed a “Green Angel” in every department, responsible for environmental issues. These members of staff help to keep their colleagues aware of their environmental duties.
- The company “Grunwald Kommunikation- und Marketingdienstleistungen” has switched to lighter paper (60 instead of 80 gram), saving 1,680 Euros per year and a tonne of paper.
- The agency “Interplan” has introduced a “green tip of the week” for its staff. At the same time, old electricity sockets at 60 work desks were replaced with new ones with on/off switches, saving around 4,000 kWh of electricity and 600 Euros per year.
- The company “Zausinger” saves around 6,500 litres of diesel a year, by optimizing the way it drives refuse and debris away from its building sites, reducing costs by around 12,000 Euros.

The positive economic effects do not take long to become noticeable. 44 percent of the recommended measures do not cause any further costs, and 12 percent of the measures pay for themselves within 12 months. A further nine percent cover their own costs within three years, and just 17 percent of the activities take more than three years to bring back the invested sum.
Starting a New Career with the City

While the number of trainees and trainee positions in the national private and public sectors has diminished by more than six percent since 2007, the city of Munich has remained true to its support for vocational training. Munich is one of Germany’s largest public sector job trainers.

The city invests more than 17 million Euros a year in the training and education of its junior employees. With a current tally of 785 trainees, Munich is setting a clear social and political signal of encouragement to other bodies and companies in the region to also do their part in supporting career-starters.

Training as a Factor for Success in Times of Demographic Change. 19 percent of the city’s trainees come from immigrant backgrounds; a proportion which is far above the national average.

300 New Trainee Positions Each Year
In 2010, the Bavarian capital will again offer approximately 300 trainee positions, including two new vocational groups. For the first time, the city will be seeking 15 new media designers, and under the claim “In Love with Bits and Bytes – Here There’s Every Opportunity”, 15 students will also be given the chance to study on the city’s vocational BA programme in Computer Sciences, carried out in conjunction with Munich’s technical university (Hochschule München).

With the technical university, the city of Munich has one of Germany’s most respected educational institutions as a key partner. In a national ranking carried out by the leading financial newspaper, “Handelsblatt”, the “Hochschule München” came in at third place for computer sciences, just behind Darmstadt and Karlsruhe. Alongside its excellent reputation, the technical university also offers a degree course which concentrates on future-oriented IT, perfectly suiting the needs of the city. The course incorporates mathematics and computer sciences with integral transforms, probability theory, statistics, operations research, operating systems, software engineering and much more.

Supported by the programme “Hochschule Dual”, an initiative from the Bavarian technical colleges and universities for applied sciences, the number of students carrying out dual courses (combining academic study and practical training) was doubled in the last year. Tried and tested partners in this scheme include O2, EADS, BMW and Siemens. The spectrum ranges from degree courses in construction engineering, mechanical engineering and transport and aviation science to carer and nursing courses, through to technical courses in paper manufacture and packaging. The dual “study and work” BSc course in computer science is spread over seven semesters and includes fixed blocks of practical training with partner companies.

Tailor-made for the City
Through this cooperation with the city of Munich, students of these courses can gather practical knowledge and know-how from the very first day of their degrees. Furthermore, this ensures that the city’s up-and-coming IT experts also forge a close bond with the municipality. During their studies, selected students receive a salary from the city. The city will also pay the fee courses of around 3,500 Euros. Altogether, the city of Munich invests around 50,000 Euros for each student employed and supported.

Welcoming Diversity
The Bavarian capital is particularly proud of two awards: In December 2007, the Federal Commissar for Immigration, Refugees and Integration awarded a national honour to the city of Munich’s Department for Education and Training, for its efforts against xenophobia and racism. In April 2008, the city also won the competition ”Kulturelle Vielfalt in der Ausbildung” (Cultural Diversity in Training and Education), with its campaign ”Vielfalt als Chance” (Diversity as Opportunity).

Immigration as a Positive
In the city’s revamped selection process for new staff and trainees, applicants are awarded extra points for intercultural competence and capability in foreign languages. As part of the project “Diversity Makes Things Possible – A Challenge for Us All”, every one of the city’s trainees receives training in intercultural competence. These practical courses include elements such as a visit to a synagogue or mosque. Furthermore, in its marketing efforts to attract new trainees and students, the city of Munich makes it clear that applications from young adults with immigrant backgrounds are particularly welcome.
In 2008, the city of Munich was among the winners of the national competition, “Diversity in the Workplace”. For decades, Munich has been fundamentally influenced by immigration. These days, citizens from over 180 different nations call the city their home. Munich has also, for many years, actively been involved in the promotion of tolerance, equal rights and equality of opportunity. Indeed, 17 percent of the municipality’s 28,000 staff come from an immigrant background, which is an unusually high percentage.

In the category “Public Administration” the Bavarian capital was honoured along with the city of Osnabrück and the Evangelical Intercultural Children’s Day Group Astrid Lindgren, from Lübeck. 84 companies and institutions involved in public administration entered the competition, including well-known firms such as Ford, Lufthansa and SAP, who themselves won prizes in the category “Major Companies”.

**Long-term Commitment**

The competition is part of the campaign “Diversity as Opportunity”, which has been run by the city’s integration commissaries since summer 2007, with the goal of more deeply anchoring the notion of cultural diversity as a factor for success in companies and public bodies. The competition is open to companies and institutions which have made special efforts to promote cultural diversity in the workplace. The Bavarian capital was awarded a prize of 10,000 Euros for its long-term commitment to the promotion of cultural diversity. A key element in securing this honour was the city council’s decision in February 2008 to support an “intercultural concept for integration for the Bavarian capital, Munich”.

And so that these guidelines are followed by concrete measures, the city’s staff can make use of numerous support mechanisms, including individual compulsory and voluntary training, tuned to the needs of each staff member. Internal offices for the confidential communication of issues and to offer advice are also available to provide assistance.

**Intercultural Competencies**

The city of Munich considers the immigration background of job applicants as a positive, when recruiting for new staff. An example is a campaign started in November 2008, to increase the numbers of teachers and child education workers with intercultural competency. An important task, when one considers that half of all Munich residents aged under 18 come from immigrant families; almost 100,000 children and teenagers.

**Employer Brand**

For a number of years, the city of Munich has been working on its own positioning and profile as a major employer in the region. In June 2010, for the first time, the Bavarian capital presented its own employer brand, defined through five keywords, in a series of newly designed employment advertisements. The employer brand is based on the keywords “Sinnhaftigkeit” (strength of purpose), “Flexibilität” (flexibility), “Verlässlichkeit” (reliability/dependability), “Gemeinschaft” (community) and “Vielfalt” (diversity). These words most closely capture the demands and values of the city of Munich as an employer, both within its own departments and structures, as well as in its external relations.
Saving Costs and Helping the Environment on the Way to Work
One can save a lot of time and money by choosing the right way to get to work. With a unique programme “Betriebliches Mobilitätsmanagement - BMM” (Corporate Mobility Management), the city of Munich is helping companies to reduce traffic and avoid costs. Particularly rush-hour and works traffic is being looked at. The mobility concepts which have been created together with experts are designed to assist businesses and their staff, and improve the traffic situation in Munich, in the long-term. To date, 27 companies have successfully taken part in the scheme.

A System Behind the Success
A fundamental factor in the success of the BMM project is its systematic method, meaning that it is tailor-made to fit each individual business. Participating companies receive support through a manual and working materials, as well as joint workshops and individual consultancy, in-house. The BMM programme is supervised by the Department of Labour and Economic Development.

From September 2009 to May 2010, companies from Munich and the region developed creative ideas, which were easy to implement. Some examples include:

Job Tickets and Increased Frequency
As a result of its participation in the programme, Munich’s community college, the “Münchner Volkshochschule”, introduced the Job Ticket for its staff.

This is a special offer from Munich’s public transport company, MVV, meaning that the college’s staff can now travel to work on a monthly ticket, purchased at reduced costs. The Helmholtz Zentrum, a research institute for health and environmental issues, took a financial stake in the MVV’s 294 bus route, which stops directly on the institute’s premises. Now during the main rush-hour periods, the bus runs every ten minutes and every thirty minutes during the rest of the day, doubling the frequency of the service. The buses are full, showing that this change has made the public transport option much more attractive for the institute’s staff.

More Hybrid Vehicles
The taxi centre in Munich’s eastern railway station, “Ostbahnhof”, has increased its fleet of hybrid cars from 11 to 20. These cars not only use around four litres less fuel per 100km, in comparison to normal diesel vehicles, but each one produces up to 10 tonnes less CO₂ per year than a regular diesel car, and significantly less fine-particle pollution.

Biofuels
Munich Airport is using more and more sustainably produced biofuels in its vehicles, saving 400 tonnes of CO₂ in 2009 alone.

CO₂ emission level of 199 grams per kilometre. Previously there were plenty of cars in the company’s fleet which did just that. The company is now aiming to further reduce the CO₂ emissions of its company cars by an average of 30 grams per kilometre.

Better Information About Public Transport
The Thalkirchner Strasse clinic improved its patient information as part of its mobility management programme, to include details of travelling to the clinic by public transport on correspondence and materials which patients are sent, such as appointment cards. As such, patients and their families are encouraged to use public transport when visiting the clinic, before they have even arrived.

The positive effects of corporate mobility management reveal themselves best over the mid- to long-term. Since 2003, the BMM promotional programme has also shown significant environmental savings at the 27 participating companies: Around 2,800 tonnes of CO₂, nine million car-kilometres and around 880,000 litres of fuel. This equates to financial savings of around 2.5 million Euros.

And It Continues…
The new season of the BMM programme for companies in Munich and the region began in Autumn 2010. The programme lasts for around 10 months and is free-of-charge for companies to take part in.
Transport
Munich’s Local Public Transport Officially Rated “Very Good”!

Munich is one of Germany’s most attractive cities. Not only for tourists from around the world, but also as a location for economic investment and business. One of the reasons for this is the well-developed and efficient public transport system, incorporating the combined services of Munich’s public transport corporation, “Münchner Verkehrsgesellschaft” (MVG), private bus companies operating in the city as partners of MVG, the S-Bahn suburban trains and regional bus companies.

As the operator of the underground metro, bus and tram services in Munich, MVG plays an important role in the success story of the city. Modern, environmentally-friendly vehicles, which are also suitable for disabled passengers, well-trained staff and a wide range of information and services are among the company’s strengths.

A Network 625 Kilometres Long
A total of 582 underground carriages, 95 trams and 228 buses from the fleet of MVG’s parent company, “Munich Stadtwerke GmbH (SWM)”, are deployed for the second largest municipal transport company in Germany. Added to these are 184 buses from private partner firms. In Munich, one is only ever a few minutes away from public transport. With a network stretching over 625 kilometres, every household in the city is within just 400 metres of an underground, bus or tram stop.

Munich has the best public transport system out of 23 major European cities which were tested in a study carried out by the University of Stuttgart, commissioned by the German Automobile Association, “ADAC.” Elements which were tested include travel times, connections, information and tickets/prices. The city’s bus and “S-Bahn” suburban train service, 95 percent of which is run by MVG and “S-Bahn Munich,” was the only one to receive the ranking “very good” in the whole study.

High Quality of Service
The quality and frequency of service on the metro, bus, tram and suburban trains are among the strengths of Munich’s public transport system, as well as the relatively short travel times. The wide range of tickets available was also praised in the study, including the attractive multiple-journey offers for frequent travellers. The friendliness and competency of the customer service staff in the transport companies’ service booths was also worthy of a mention in the study, as well as the extensive customer information on offer. Extra points were awarded for accessibility for disabled passengers (all underground stations have lifts and escalators) and the general ease-of-use of the transport stops tested.

Successful Investment Policy
The excellent results of the ADAC test are a tribute to the positive public transport investment policy of the city of Munich and the city’s public transport companies, and also to the daily efforts of some 3000 staff, who work around the clock to keep Munich moving. These results did not come as a complete surprise though: The customer satisfaction levels of MVG’s passengers have been far above the national average for many years. Furthermore, MVG is considered to be the top provider of municipal services, according to rankings voted on by the city’s citizens themselves.

Underground, Bus and Tram More Popular Than Ever Before
For years, MVG has reported constantly increasing passenger numbers. In 2009, for the first time, over 500 million passengers were transported by underground, bus and tram. This positive result is reflected in a recent survey carried out by MVG among Munich’s residents. Underground, bus and tram are more popular than ever. According to the survey, two-thirds of Munich’s citizens said they use the city’s public transport services several times a week.
Getting Around Quickly in a New City

Every year around 85,000 people move to Munich. So that new residents can orientate themselves in their new city as quickly as possible, and travel around in an environmentally-friendly way, Munich’s public transport company, the “Münchner Verkehrsgesellschaft” (MVG), in conjunction with the municipality, offers a complete mobility advice service. Through this service, the number of new clients for Munich’s public transport has been increased by around 76 percent.

The city’s network of public transport is extensive, and at first, may seem quite difficult to work out. From the S-Bahn suburban trains, the underground, trams, MetroBus and StadtBus, to taxis, car sharing, private car or hire bikes, the options are wide and varied. Park+Ride and Bike+Ride allow for a useful combination of modes of transport. The spectrum is rounded off with a relevant infrastructure of guidance systems, car parking and dedicated bike routes.

Delivered Straight to Your Door
The success of the mobility advice service lies in a combination of clear information and individual advice. All newcomers to the city receive a thick, ring-bound information book on mobility in Munich delivered to their homes, as soon as they move in. Almost as a welcome gift from the MVG public transport company! Further information, as well as a one-week tester ticket for public transport in the city centre can also be ordered. A customer information telephone line is also part of the service.
Child’s Play: Environmentally-Friendly and Mobile

Munich’s municipal company for public transport, “Münchner Verkehrsgesellschaft mbH” (MVG), has come up with a playful way to make children aware of environmental and safety issues in transport. The school project “Mobi-Race”, is an important element of MVG’s educational remit, as the city’s provider of underground, bus and tram services.

The project seeks to give schoolchildren the skills they need to use public transport on their own, and to inspire and sensitize them to the environmentally and climate friendly aspects of busses and trains. 4,500 schoolchildren from 181 classes have taken part in the project since 2005.

“Mobi-Race” is aimed at children in their 4th and 5th years of schooling. The children learn to orientate themselves in the urban environment, and travel through it safely and independently with public transport. Key competencies such as self-responsibility, the capacity to act and team spirit are promoted.

A Rally Through the City

“Mobi-Race” comprises one or two days of learning per class, as well as a rally day. On the first day, the children learn everything about public transport and prepare themselves to travel on it independently. On the second day, themes such as the environment, noise or land consumption are discussed.

On the third day, the children explore the city in small groups, taking part in a treasure-hunt type rally using the underground, bus, tram and suburban trains to travel throughout the city, answering quiz questions and performing tasks. Primary school children are accompanied by adults on this rally. The most successful teams receive a prize.

One Network – One Ticket

One of the fundamental economic factors in the Munich Metropolitan Region (Europäische Metropolregion München, abbreviated to EMM) is the region’s excellent accessibility. The “EMM Ticket” is a good, sustainable example of this: Numerous transport suppliers have come together to offer one ticket, allowing commuters to travel across provider boundaries. With the idea of one network, one timetable and one ticket, the Bavarian State, the Bavarian capital, Munich, and eight surrounding regions with over 50 transport companies are working together to provide integrated transport solutions. Within the network of Munich’s public transport system, known as the “Münchner Verkehrsverbund” (MVV), passengers can use just one ticket for all forms of transport – whether bus, tram or suburban trains. MVV is one of Germany’s largest, most attractive and longest-standing public transport organizations.
Munich aims to be Europe’s Cycling Capital

Munich wants to become Europe’s cycling capital. Currently, the city is number 32 in worldwide rankings of cycle-friendly cities. Through a wide-ranging campaign, the level of cyclists in the city’s overall traffic should be increased to 17 percent by 2015, and a new structure for transport and mobility in the city will also be promoted. The “Münchner Radlnetz”, the city’s 1,200 km-long network of cycle paths and lanes, already offers an excellent infrastructure for cyclists, and this network is systematically being expanded.

Travelling by bike is good for one’s health and helps to protect the environment and climate. Furthermore, it is normally quicker to travel through the city on two wheels than it is on four. Through various methods, the campaign will seek to make the city’s citizens more aware of these aspects. But it is also a question of image. Cycling is not just about getting from A to B, it is also a matter of attitude.

With its principle resolution in support of cycling in the city, passed in summer 2009, Munich’s city council set the ground for a quantum leap for cycling in Munich. Funds for various cycling and cycling lane initiatives were massively increased. An extensive works programme is underway, with many important projects, including the expansion of the city’s cycling infrastructure. The campaign will not only make the city’s residents more aware of what is already on offer, but will also actively include them in projects such as the “Radnight” (Bike Night), a street casting project entitled “München sucht den Radistar” (Munich Seeks a Bike Star) or the Bicycle Film Festival. Public cycle counting stations will also be set up, to underscore the importance of this form of transport among the public.

At the same time, all road-users will be informed and educated on cycling safety. Cycle safety checks will allow citizens to have their bikes checked by cycle technicians, who will inspect all the parts of the cycle relevant to general safety, and who will also make small repairs. Alongside this, a “Safety Jester” will be out and about in the city, making people aware of the need for consideration for other road-users, in a charming and amusing manner.

Fit for the Competition
That Munich is on its way to becoming Europe’s cycling capital, and is fit for the competition, has already been proven in 2010: With 168,335 kilometres travelled, Munich came top of the rankings of the 60 towns and cities taking part in the national project, “Stadtradeln – unsere Stadt fährt Fahrrad” (Cycling City – Our City Cycles). From 11th to 31st July, more than 24 tonnes of CO₂ were saved as a result. The Climate Alliance (Klima Bündnis) called on Germany’s towns and cities to see how often and how far they could travel by bike over three weeks. Munich managed over 10,000 kilometres more than the second placed city, Leipzig.

More information at: www.radlhauptstadt.muenchen.de
Education and Training
BenE Munich: The programme’s name is taken from the German original: “Bildung für eine nachhaltige Entwicklungen”, meaning “Education for Sustainable Development.” The project brings together educational facilities, companies and institutions from all areas and social sections of the city, seeking to anchor the theme of sustainability into their educational courses and training programmes. Their goal is to allow Munich’s citizens to run their lives and businesses in a more future-oriented way.

Munich’s urban community enjoys a wide spectrum of opportunities for education and training. Networking and support strengthens the effect of this wide foundation. Just how wide the the BenE network spreads is clearly demonstrated in the list of the programme’s 35 founding members. Alongside the municipality of Munich are well known names such as HypoVereinsbank, Osram or Münchner Re, as well as educational centres such as Munich’s community and technical colleges (“Volkshochschule” and “Fachhochschule”), and the city’s School of Journalism. Various institutions such as the “Nord-Süd-Forum” (North-South Forum), “Kreisjugendring” (regional youth association), Green City and the “Umweltinstitut München” (Institute for the Environment Munich) are also involved.

A Regional Centre of Competence
The catalyst for this unusual combination is a United Nations initiative, which proclaimed the years 2005 to 2014 to be the “World Decade of Education for Sustainable Development.” Regional Centres of Expertise (RCEs) play a crucial part in the local implementation of this initiative, providing a platform for local activity. The city of Munich is particularly proud of the fact that its own BenE concept was so well received at the UN Headquarters in New York that the city was chosen to be one of 64 official Regional Centres of Expertise.

Sustainable Development
The phrase “sustainable development” has become a more common term since the UN Conference on Environment and Development in 1992. At the “Earth Summit,” politicians, companies and citizens around the world were called upon to encourage and promote economic development which is also mindful of the needs of future generations. This development should find a balance between ecological, social, economic and cultural interests, in which the same opportunities for development are given to everyone around the globe. The goal of Education for Sustainable Development is to anchor the principle of sustainability within every aspect of social life. Since 2007, BenE Munich has been supported morally (such as in the implementation of sustainable development targets), but also financially by the municipality, where one of the city’s deputy mayors, Hep Monatzeder, is responsible for BenE Munich.

BenE’s core purpose revolves around the communication and promotion of the twelve competencies required for sustainable development: Openness to the world, connected and future-oriented thinking, interdisciplinary networking, the notion of “risk-sovereignty,” a capacity for teamwork, a capacity for conflict and for democracy, the ability to motivate, the ability to reflect general principles and examples, the ability to implement equality and fairness, independence, and a capacity for empathy. These abilities and skills are taught in a playful way through self-guided workshops on connected (systematic) thinking, so conveying the core principles to interested parties.
Lasting Support through Transition Management

In September 2009, for the first time in Munich, an interdepartmental and independent municipal service point for transition management was created, linked with the city’s Department for Schools and Cultural Affairs. The starting point for this was the project “Lernen vor Ort” (Learning on the Ground), an educational initiative from the federal government, the federal states, municipalities and charities. It is the largest programme for life-long learning ever created in Germany. Since 2010, Munich has been one of 40 municipalities taking part. A goal of the programme is to awaken and encourage the readiness to learn and undertake further education among all of society, regardless of background or age.

Education works best “on the ground”. Municipalities play a key role, because they are best aware of particular regional needs and characteristics. In Munich, “Lernen vor Ort” is led by the city’s Department for Schools and Cultural Affairs.

Challenges
Munich’s children, teenagers and adults stand before the task of overcoming increasingly complex transitions: From the family into day care, from playschool into school, from school into the job market, from working life into further training, and from employment into retirement. At the new service point, the main emphasis is firstly being placed on the transitions school-training-apprenticeship and secondary education-tertiary education.

For young people in the transition from school to vocational training, the range of opportunities for support and assistance can seem like a jungle. The options are difficult to understand and sort through for both those offering and those receiving training. The transition from secondary to tertiary education has, on the other hand, received very little attention in Munich to date. In both areas, equality of opportunity is often hindered by a correlation between social background and educational success.

Goals
The improvement of personal perspectives for the future, for all children, teenagers and adults, lies at the core of Munich’s education and training policy. Through transition management, ways can be be found for students and trainees to expand their competency in handling transition periods, and in breaking down obstacles they may face. Monitoring is in place to ensure transparency and better co-ordination and networking of existing support structures, as well as their improvement in terms of quantity and quality.

In the transition management of the progression school-training-apprenticeship, teenagers and young adults should be integrated into the further education or vocational training which fits them perfectly.

For this to work, the support offered to students needs to be more tailor-made for each individual, and each student’s sense of self-responsibility also needs to be strengthened, through socio-pedagogical support, education and training advice and a balancing of competencies.

In the transition management of secondary education into tertiary education, the goal is to reduce the number of students dropping out of courses. A gender-conscious approach to tertiary education is important here, as is support for students from non-academic families or with an immigrant background. One way to provide this may be to make it easier for those with vocational qualifications to utilize these when seeking to enter academic tertiary education.

First Steps to Implementation
- City-wide alliance for transition management.
- Scenario and strategy process “Transitions in Munich – School and Then What?”
- Coordination groups secondary/tertiary education.
- Networking of services on offer and requests.
- A report on Munich’s transition management scheme.
- Concept for a “House of Careers Advice”.
- Variable learning modules to suit qualifications and educational requirement.
- Expansion of the information network.
JADE: Jugendliche An die Hand nehmen und begleiten
(JADE: Taking Young People by the Hand, Offering Help and Support)

There is a large range of support services available in Munich for young adults with problems starting their career. The management of the transition from school to job is a central task for the city’s schools, and here is where the JADE concepts for secondary and special schools come into play. Currently both concepts are being implemented in 44 secondary schools and since October 2009, in 11 special schools.

Cooperation partners in the secondary schools are the statutory employment agency “Agentur für Arbeit”; the city’s Department of Education and Cultural Affairs, the Department for Social Affairs and the Bavarian state Schools Department in Munich. In special schools, the “Agentur für Arbeit”, Munich’s Department of Education and Cultural Affairs, the Department for Social Affairs and the Government of Upper Bavaria all work together.

The joint aim of all the cooperation partners is to provide as many school-leavers as possible concrete opportunities as they transit from education to the world of work. To reach this goal, teachers from the city’s secondary schools, JADE staff and specially trained social and educational workers work closely with the careers advice department of the “Agentur für Arbeit” employment agency. Careers support and advice for teenagers begins in year seven for secondary school students, and in year eight for students of the city’s special schools. Further goals of the JADE concept include:

- That the students should be able to realistically assess their own opportunities
- That they should be able to acknowledge their current standing in terms of knowledge and abilities
- To help them develop decision-making and planning strategies
- To recognize the factors which can lead to success in the job market
- To develop self-initiative in further activity
- To attain a concrete, self-motivated decision on which vocational steps to take next

Basic modules in the implementation of the concepts include, among other activities, interview training, telephone training, support and supervision in work experience placements or career aptitude tests.
On the field, we need an opponent.
In real life, we need friends.

Munich United in Solidarity
75 percent of the European population lives in cities and towns. These communities must play a preeminent role in the fight against poverty and social injustice. Munich has long supported the goal of a solidary and united city.

Munich spends over one billion Euros a year on its social and welfare policies. Alongside statutory welfare support, the city also finances a wide range of extra, voluntary services. With funds from charitable trusts and donations from citizens and businesses, the numbers of individuals and families in real need can be reduced to an absolute minimum.

Around 180 charitable trusts and foundations with assets of 410 million Euros help to ensure social harmony in the city. To act with solidarity means acting together. With partners such as public welfare bodies, religious communities and together with the city’s citizens, Munich is fighting against poverty and social inequality, and has created, a dense network of facilities and services to do so.

In the European Year for Combating Poverty and Social Exclusion 2010, this network will be made even more effective.
“Social City”: A Mark of Quality for Munich

In summer 2010, the alliance “München Sozial” honoured the high level of Munich’s efforts to promote social fairness with a stamp of quality; “Social City”. The Bavarian capital has made social and welfare spending a priority even in times when tax income was depleted.

Strong Together
In February 2009, under the pressure of the global financial crisis, the alliance “München Sozial” was formed by a group of social and welfare associations and charities, seeking to press the importance of maintaining and expanding the city’s social safety net. To date, the alliance has 52 members including well-known and influential German social and welfare bodies such as “Caritas, Innere Mission, Paritätischer Wohlfahrtsverband, Kreisjugendring (for youth work), Mietvererein (offering support and advice to tenants) and the workers’ union, Verdi.”

The “München Sozial” alliance is characterized by the fact that it does not just make demands, but looks for practical solutions, in dialogue with the municipality, while considering the financial implications of any suggested measures. The alliance awarded its seal of approval to the city of Munich in recognition of its wide spectrum of efforts and activities in social policy.

Exemplary projects, which were mentioned by the alliance include:
- In the fight against poverty and social exclusion, Munich was the first municipality to pay a higher level of basic pension for those in retirement. The city also refuses to cut unemployment benefit by 100 percent, should a recipient fail to make efforts to find employment, as is the nationwide guideline.
- In its health policy, the city has set an exemplary model through initiatives such as those for playschools (“Healthy Kindergarten – Strong Kids”), the expansion of outpatient services of the elderly and the provision of supplementary care services for poorer citizens.
- In education, Munich sets a high standard by offering its schools an exemplary network of leisure and free-time facilities, its exceptional transition management system between school and vocational education, a close network of public libraries and by having one of Europe’s largest community colleges (Volkshochschule).
- The city also actively and financially supports citizen action and involvement, and undertakes marketing measures to encourage this.
- The municipality has taken on the fight for affordable housing with, among other measures, its unique construction promotion programme, its commitment to the municipal housing association and to a socially responsible use of land in the city.
- The city creates jobs and employment for those who would otherwise have no chance on the open job market, through its Programme for Employment and Qualification (“Münchner Beschäftigungs- und Qualifizierungsprogramm”, MBQ).
- The city spends an annual 28 million Euros on the programme, reaching 10,000 citizens in need.
- The city only gives supply contracts to suppliers who recognize unions and pay union-recommended minimum wages. Munich helps to ensure that those working in social professions are also afforded a proper salary.
Committed to Fighting Poverty and Social Exclusion

“Munich against Poverty”: With this call to action, Munich is implementing the spirit of the European Year for Combating Poverty and Social Exclusion 2010. Through a major campaign, citizens, businesses, associations and organizations will be motivated to actively participate in the fight against poverty.

According to Munich’s report on poverty from 2007, some 178,600 people are affected by poverty; that’s 13.4 percent of all Munich’s citizens. These people survive on less than 60 percent of the national average net income. Poverty brings with it restrictions and social inequality, as well as health risks, and reduced opportunities for education or participation in municipal life. Munich is making its mark in the fight against poverty with numerous programmes and activities.

For Children and the Young

More than 20,000 children and teenagers live in Munich, whose parents are reliant on unemployment benefit for their income. Many families find it hard to finance the equipment and clothing necessary for their children’s education on the basic monthly allowance of 251 Euros per month for children between six and 14 years old. Munich wants to create a level playing field, with equality of opportunity in education: Families are offered financial assistance and the parents of these families are provided with advice and support on how best to fulfil their parental role.

The city of Munich pays a voluntary, supplementary contribution of 100 Euros when a child starts attending school. Through the project “Sport für alle Kinder” (Sport for All Children), and thanks to public and corporate donations, the fees for a children’s membership in sports clubs can be paid. Free lunches are also provided at schools. More than 300 schoolchildren with immigrant backgrounds are given special lessons as part of the “Mercator” project, which can be found in secondary and grammar schools, social work centres and commercial colleges. These special lessons are funded by the Mercator Trust (Mercator Stiftung) and Munich’s Department for Social Affairs.

Poverty Among the Elderly

The elderly receive a great deal of support from the municipality. More than 10,000 people benefit from basic financial welfare assistance, because their pension incomes are too low to secure a reasonable standard of living. This basic assistance is paid at 384 Euros per month in Munich, while the national average is 359 Euros. At the end of 2010, the City Council will present the new “Policy Concept for the Elderly in Munich” (Seniorenpolitische Konzept der Landeshauptstadt München) which, among other measures, will contain plans for the construction of modern housing and care facilities, such as housing complexes or residential communities for the elderly or those in need of nursing care.

Exemplary Measures

- Programme “Wohnen in München IV” (Living in Munich IV): With funding of 125 million Euros from the city and the Bavarian state, 1,800 affordable apartments and houses will be newly built, for people on mid to low incomes.
- The city’s debtor’s advisory service team will be expanded by six new expert members of staff. Preventative measures against excessive personal debt and insolvency will also be extended.
Fast Help for Homeless Citizens

“A home and not just a place to stay” is the motto in Munich. Emergency shelters can provide homeless citizens with a quick roof over their head, but the aim is to find them a long-term home.

3,607 people currently live in hostels and shelters in Munich, of which 789 are children. Around 70 percent of the homeless are single. All those without a residence of their own who come to the Department for Housing and Migration in Franziskanerstrasse 8, first go to the information desk on the ground floor. Here it is clarified exactly which kind of help the person or family needs: Accommodation or financial welfare support.

In the Central Unit for Homelessness (Zentraleinheit Wohnungslosigkeit – ZEW), with 220 employees, administration staff specialized in welfare assistance and housing act together with social workers and child care workers, creating an interdepartmental central office. By offering joint assistance, those in need are helped in the most efficient way. The Department for Housing and Migration is able to provide all necessary support, whether that be immediate accommodation in emergency shelters and hostals, welfare support, supervision through a social worker or placement in a long-term home of the client’s own.

Becoming Independent
A further important building block in this support system are the residential facilities run by various social and charitable associations in the city, offering space for 1,400 people, as well as other assistance and services. In accordance with the needs of each individual, these institutions help to prepare their residents for an independent life, within their own rented apartment or house. Those who are not able to reach this goal, due to health or other issues, are offered the long-term use of a residential facility, ensuring that they can enjoy a life with dignity.

The policy programme “Wohnen in München” (Housing in Munich) has played a central role in providing long-term housing to the homeless. Between 2001 and 2009 an average of 642 houses or apartments were constructed each year, including 627 specially funded rental flats for those on the lowest incomes. For the homeless, the municipal housing construction programme for the “Disadvantaged on the Housing Market” (Benachteiligte am Wohnungsmarkt) is particularly important. Up to the end of 2009, 462 apartments were constructed as part of this programme, significantly reducing the number of people staying in emergency accommodation.
Energy Advice for Low-Income Households

Around 90,000 households in Munich are categorized as poor. Energy-saving tips are particularly valuable for those on low incomes. The use of energy-saving light bulbs, for example, can save an average household around 65 Euros a year. Replacing an old fridge-freezer with a new one can save up to 100 Euros, with a washing machine the difference is around 38 Euros. Munich’s municipal utilities and energy company, “Stadtwerke München” (SWM), together with various charitable organizations, has set itself the target of assisting and reducing energy costs for some of Munich’s most financially weak households.

SWM has pledged 2.5 million Euros for this project. As a first step, a total of 30,000 households in Munich will be informed of the potential savings to be made in electricity, heating and hot water costs. The households will receive an energy-saving package with an information brochure, two energy-saving light bulbs, an electric plug connector with an on/off switch and a thermometer for the fridge. In special cases, SWM will also finance energy-saving washing machines or refrigerators.

More and more of Munich’s citizens who must live on a tight budget are taking part in this scheme. Low-income households are classed as those, be it a single or family household, where unemployment benefit is the main source of income, where financial welfare support is given, or where the residents are exempted from the TV and radio licence fees. The scheme also seeks to reach those who, while not receiving these benefits, also survive on a similarly low budget.

SWM Educational Trust

With more than 340 public schools, elite universities, academies, numerous technical and vocational colleges, as well as Europe’s largest community college, Munich offers a wide range of educational opportunities. But even here there are young people who are disadvantaged and unable to fulfil their potential, often due to their background or social situation. The “Stadtwerke München” (SWM) educational trust aims to assist in developing talent and easing integration. The trust was formed in 2007. With basic assets of 20 million Euros, it is among the largest fund of its kind in Europe. Under the heading “Enabling opportunity – Experiencing success”, the SWM trust supports projects which improve the educational opportunities of disadvantaged children and teenagers. That ranges from the earliest stages of kindergarten, to support in school and promotion of supplementary courses in universities and colleges.

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The Munich Trusts: Social for Generations

For more than 800 years, the Bavarian capital has enjoyed the trust of its citizens as the administrator of 180 foundations and trusts with cultural, health, educational and social aims. Munich is the largest municipal public trust manager in Germany. Nearly all of these foundations and funds have a social aspect to them, and so are handled by the Department for Social Affairs. Over the last ten years, 38 new foundations have been founded, also with social remits. These trusts have total assets of around 410 million Euros.

With the profits from the management of the city’s property and capital assets, the municipal trust administration is able to annually assist more than 8,500 Munich households who find themselves in situations of particular need. 150 social projects are co-funded by municipal trusts. These trusts also have the administrative and financial responsibility for three children’s homes in Munich, as well as for seven homes for the elderly.

Almost as Old as the City Itself
The creation of charitable foundations and trusts is almost as old as the city itself. Back in 1210, the founder of Munich’s oldest charitable trust, the “Heiliggeistspital-Stiftung”, ensured that his donation would help the poor and old. The home for the elderly which resulted, the “Haus Heilig Geist” in Neuhausen, is still headed and financially supported by the trust. Today, many generous benefactors continue to follow the example of that first donor, Duke Ludwig I. Every year, around 20 citizens of Munich, and others from across Germany, appoint the city of Munich to administer their last will. Their commitment to education and support for the young and old continues to ensure social harmony, just as it did 800 years ago. In 2008, the five foundations of Munich’s municipal savings bank (Stadtsparkasse München) supplied funding of around two million Euros for social and cultural projects.

Considerable Value
The “Münchner Sozialstiftung” (Munich Social Foundation) is truly social: It does not exclude any kind of project or person. Children in need or citizens with disabilities are helped just as readily as the elderly. Since the foundation’s founding in 2002, quite a number of donations and legacies have been left to it. An aged donor from Bremen, who still felt a strong bond to his home city, donated 1.2 million Euros to celebrate the city’s 850th anniversary. With this sum, the basic assets of the foundation have risen to over eight million Euros, signifying a major success for its long-term philosophy. In future, even more people will be afforded support from the foundation’s interest revenues.

In the last ten years, more than 22 million Euros have been provided from charitable trusts, for individual cases and for projects. Nearly 65,000 households have been helped in situations of need. Assistance has been given for children’s clothing, school trips, tutorial costs or school equipment. Children from disadvantaged families in the city’s Hasenbergl district were able, for example, to enjoy a summertime break outside of their normal environment, staying in supervised groups or with host families to experience the fun of the summer.

Many elderly citizens have also been helped by the charitable trusts. The project “Gesundheitsbeihilfen” (health subsidies), finances drugs and supplementary medicinal treatments which are not covered by statutory health insurance. Leisure outings for pensioners living on low incomes have also been made possible. With its “citizen centres” (Sozialbürgerhäusern) in many of the city’s districts, the Department of Social Affairs is the first port of call for citizens in need. These centres give the department a presence on the ground, allowing it to indentify and address social emergencies in the community.
An Exemplary Concept for Successful Integration
Munich is home to people from over 180 countries. 36 percent of all the city’s residents have an immigrant background, more than any other German city, meaning that they themselves or at least one of their parents came to Germany from abroad. Munich’s integration policy is exemplary.

The guideline for this is the concept for intercultural integration, endorsed by Munich’s city council in 2008. This is practically a “constitution for integration policy” for the city. The guideline commits the city to consider intercultural aspects in all its municipal activity, projects, planning and services. The integration concept sees itself as an interdepartmental initiative, touching all aspects of municipal life and all of the city’s departments and directorates, as well as players outside of the city administration.

The concept defines integration as a “long-term process of inclusion and incorporation of immigrants in the core areas of society with the goal of equality of opportunity”. In eleven principles, the city sets a clear agenda on the conditions for intercultural communal life. Munich has a long tradition of integration. In 1974, Germany’s first “Ausländerbeirat” (Council of Foreigners) was created in Munich, to give immigrant residents a strong, direct voice in local politics.

Since then a lot has changed, and the successes of the city’s policies are worthy of note:

- In the study “Untapped Potential – On the State of Integration in Germany”, by the Berlin Institute of Population and Development (Berliner Institut für Bevölkerung und Entwicklung), Munich was given good marks for its policy and efforts.
- Munich regularly receives national awards for integration. The city has been honoured several times for diversity in the workplace.
- External donors often seek cooperation with Munich: Together with the Mercator Trust, special extra lessons are provided for 300 schoolchildren from immigrant backgrounds. The costs for Imam training and education can also be covered by the Federal Department for Migration and Refugees, together with the European Integration Fund.

Integration in the Employment Market

Germany is a society of knowledge. Well educated, skilled workers are needed in the job market, and the demand for them will only increase. The potential and resources of citizens with immigrant backgrounds is not been explored enough. Only 0.6 percent of the educational and vocational qualifications which immigrants have gained abroad are recognized in Germany. With an advice centre on the recognition of foreign qualifications and AMIQUA, a cooperation between the city of Munich, the Chamber of Trade and the Guild of Electrical Engineers, immigrants are supported on the path to having their qualifications recognized.

Integration through Housing Construction

A prerequisite of intercultural coexistence is access to housing. The model “Münchner Mischung” (Munich’s Mix), ensures that all people, regardless of income and heritage, have the same opportunity of gaining housing in the city’s new residential areas. This model has worked very well in the Nordheide district, where many families from migration backgrounds have been able to buy their own properties.

Integration through the Exchange of Information

“MünchenKompetenz” is a training and educational programme for Imams and Muslim ministers. Alongside information about national and municipal infrastructures, they also have the opportunity to make contacts in the city’s administration, in order to assist their community members with advice and help in their daily lives. This Munich model has since been adopted by many other German cities.

The Centre for Intercultural Affairs will present its first report on integration at the start of 2011. It will highlight the results of Munich’s integration policy and suggest improvements and actions for the coming years.
Integration through Sport

Sport is an important aspect of intercultural dialogue. It can help to break down prejudices, and encourage fairness and respect. In organized sport, the numbers of female immigrants who take part is far lower than those of local, native sportswomen. Girls and women have their own needs, goals and perceptions of sport, which is why sports clubs and associations need female trainers.

And when these trainers come from another culture, they can bring valuable experience and knowledge with them, allowing them to adapt to different expectations and demands. In order to open up the world of sport and fitness to more women, especially those from other cultures, Munich’s Department of Sport offers training for the role of “Intercultural Female Sports Assistant.” This trainee programme has been offered for the last three years in cooperation with the youth association “Münchner Sportjugend” and the “Integration Through Sport” (Integration durch Sport) programme of the Bavarian State Sport Association (Bayerischer Landes-Sportverband (BLSV)).

The initiative is aimed at girls and women from 16 years old, with immigrant backgrounds, who would like to lead a sports group. They are taught not only the basics of fitness and body awareness, but also receive educational and psychological training. The support and teaching team, which is made up of women only, incorporate gender specific and intercultural elements in the teaching modules, group training, practical exercises, games and discussions.

The women who choose to take part in this training can go on to develop their qualifications further, to take on leading positions in other sports associations and clubs, thus becoming role models for many girls and women in our society. To date, women from countries as diverse as Hungary, Turkey, Russia, Kazakhstan, India and Austria have taken part in the course.
UNESCO Honours Munich Comprehensive School as Role Model

Around 190 German schools are involved in UNESCO’s worldwide network of schools, known as the UNESCO Associated Schools Project Network (ASPnet), but commonly referred to as UNESCO Associated Schools. Their aim: To set an example for international understanding and intercultural learning.

Themes such as human rights, environmental issues and tolerance are given more prominence in the classroom. These schools initiate partnership projects and international project days with schools from other countries, and promote the notion of “One World”. One of these associated schools is Munich’s “Willy-Brandt-Gesamtschule”, a municipal comprehensive school which was honoured by UNESCO in 2009, in recognition of years of outstanding educational work, as outlined by the organisation’s pedagogical guidelines. The school has been awarded the highest status of a “Recognized UNESCO Project School”. Its creed: “We’ve got no room for discrimination!”

Since 1991, many and various projects have been run to promote the aims of UNESCO’s Associated Schools. The “Willy-Brandt-Gesamtschule” has, for example, trained students in dispute settlement. Furthermore, in a joint project with the local police force, students have also been taught how to solve conflicts through communication. Intercultural education is brought to life in the project “Eine-Welt-AG” (One World Ltd.), where the schoolchildren look at the lives and situations of children in developing countries, and at possible forms of aid and assistance. A result of this is the regular sale of fair trade products at the school, the profits of which are donated to various aid development projects. Through these and similar initiatives, the school’s children and teenagers learn to take on responsibility and to stand up for human rights and peace.
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