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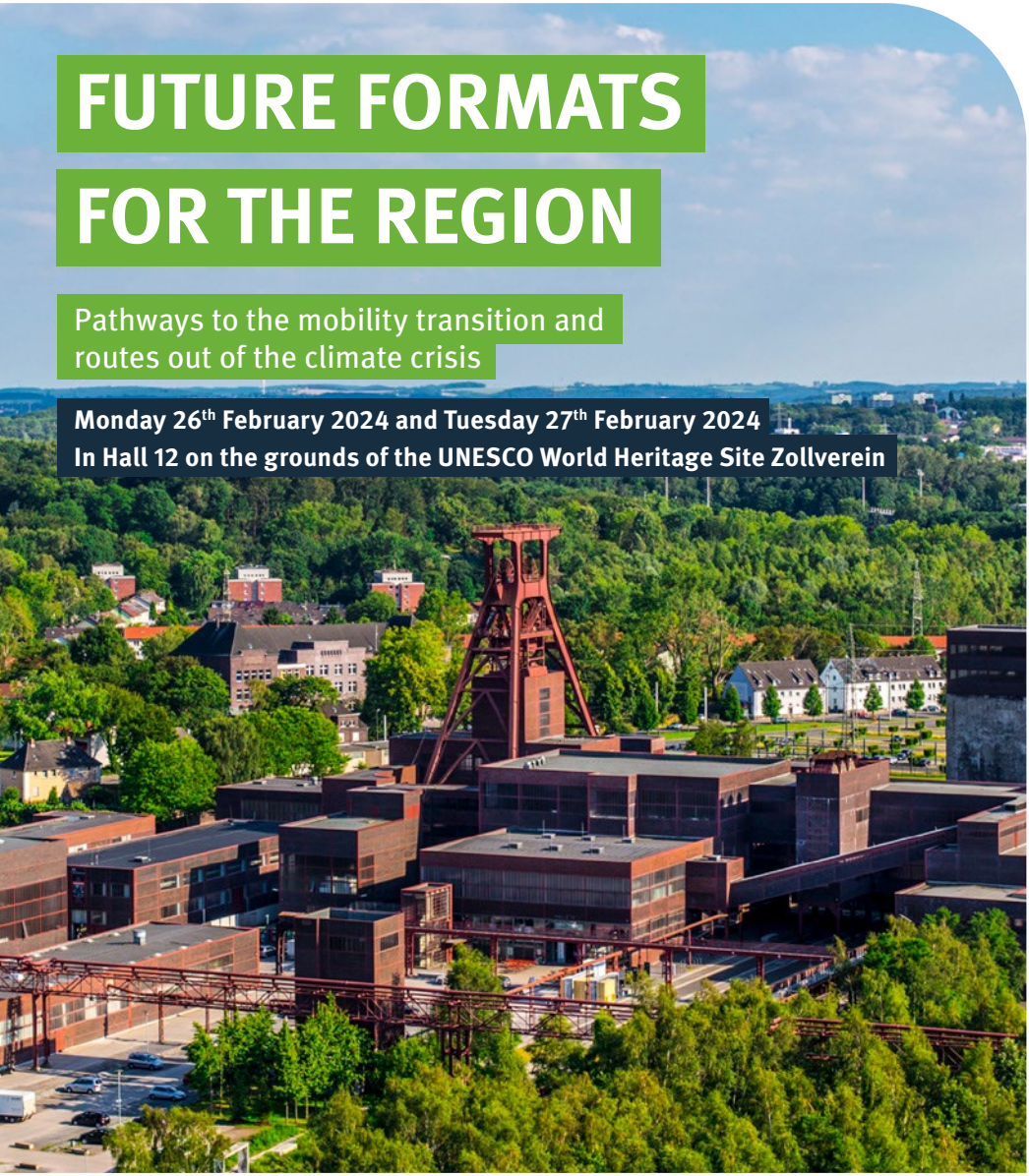
STADT ESSEN

EUROPEAN GREEN CAPITAL

FUTURE FORMATS FOR THE REGION

Pathways to the mobility transition and routes out of the climate crisis

Monday 26th February 2024 and Tuesday 27th February 2024
In Hall 12 on the grounds of the UNESCO World Heritage Site Zollverein



Conference magazine

STADT ESSEN

EUROPEAN GREEN CAPITAL

IMPRINT

This programme contains a documentary record of the conference 'Future formats for the region: pathways to the mobility transition and routes out of the climate crisis'

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CITY OF ESSEN
Division for Environment, Transport and Sport
Board member: Simone Raskob
Green Capital Agency
Technical management: Kai Lipsius
I. Dellbrügge 4, 45127 Essen
Telephone: 0201 88-82 300
E-mail: info@gha.essen.de
www.zukunftsformatederregion.de/en/

Project Management
Daniela Schultehink, Green Capital Agency
E-mail: daniela.schultehink@gha.essen.de

Coordination and conference management
greenstorming GmbH
Agency for sustainable events management
Pufendorfstraße 11, 10249 Berlin
Telephone: 030 2463286-0
E-mail: info@greenstorming.de
www.greenstorming.de

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Ladies and Gentlemen,
let me begin by thanking you for your support and for your attendance at this the latest conference on 'Future formats for the region: pathways to the mobility transition and routes out of the climate crisis.'

This fourth edition of 'Future formats' continues the concept that started back in 2017 at the beginning of the so-called 'green decade', namely that a conference would be held every two years to discuss how future formats could contribute to the transformation of our towns, cities and regions against the background of the global challenges that are facing us.

This year we have focused on how to make a success of the mobility transition and on the contribution that sustainable mobility can make to resolving the climate crisis.

In applying for the title of Europe's Green Capital Essen set its sights on changing the modal split by 2035, with private vehicles, public transport, pedestrians and cyclists each having a 25 per cent share of total journeys made, and on achieving a fundamental realignment of mobility patterns. The key elements in this green initiative comprise the construction of the Citybahn tram system, implementation of the results of the cycling petition, the construction of other mobility stations and the conversion of the Ruhrbahn bus fleet to fuel-cell technology.

The aim of the research and practice-based project Be-MoVe (participation-based transformation of active mobility for health-promoting urban and transport infrastructures) is to provide sustainable support for walking and cycling. It is hoped that the 'living labs' that were set up two years ago will help test and evaluate the different measures and modifications that have been introduced to promote active and health-sustaining mobility and increase citizen participation.

As in previous years, the conference provided an ideal opportunity for specialists, decision-makers and members of the public to engage in and exchange views and ideas. While Monday was dominated by presentations of civic engagement projects from Essen and Wuppertal, the second day of the conference saw a series of mobility experts from other European Green Capitals showcase their experiences and best-practice examples. The programme of events also included a debut performance by the 'transition orchestra' in the form of a string quartet from the Essen Philharmonic.

The event attracted an audience of around 300, with some attending the Zollverein site in person and others participating online.

It is with great pleasure that I can now send you the programme for the fourth Future Formats conference. I hope very much that you find it an enjoyable and inspirational read.

With very best regards,



Simone Raskob

Chief Administrative Officer for Environment, Transport and Sport, City of Essen


Orchester des Wandels
Mitglieder der Essener Philharmoniker


Orchester des Wandels



Future Formats for the Regions

In 2017, as European Green Capital, Essen showed how sustainable transformation processes could be successful for a city located in the heart of the Ruhr basin. This region has pioneered the transition from a former mining area to a polycentric and sustainable metropolis. This is typified by the successful transformation of a once grey industrial landscape into a flourishing green and blue infrastructure. The Ruhr Metropolis has become a centre of opportunities. No other region in Europe has experienced such a dense succession of planning schemes or has implemented them so successfully. One initiative was closely followed by another: the Emscher Park International Building Exhibition, the Emscher river restoration project, the RUHR2010 European Capital of Culture, the Innovation City process and the European Green Capital Essen 2017. And the green decade is set to continue with the Ruhr International Garden Exhibition scheduled to be held in 2027.

The December 2017 conference, which was entitled 'EUROPEAN FUTURE FORMATS: results, mechanisms and commonalities – the example set by the Ruhr Metropolis,' highlighted thematic formats and enabling and beneficial factors and structures for sustainable urban planning, the Essen Declaration then bringing to life an idea for promoting an exchange of information and experiences.

The first conference follow-up event took place in December 2019 and was entitled 'Future Formats for the Region' as a way of highlighting the culture of participation in

the Ruhr Metropolis. The former Zollverein colliery site, now home to start-up entrepreneurs, companies, universities and tourist industry, brought together key players from the local community as well as from the world of business and science, administration and politics.

The third of the 'Future formats for the region' conferences was held in March 2022. This adopted a hybrid format for the first time so that international guests could also attend the event. The conference motto was 'local – regional – global.'

The fourth conference in the series took place in February 2024 and took as its theme 'Pathways to the mobility transition and routes out of the climate crisis.'

Straightforward and climate-friendly – that is what the mobility of the future has to be. But how can we create the conditions for this and how can we motivate people accordingly? What have been the past experiences of other European Green Capitals and what are the positive examples we can learn from? What kind of effect do major events have when it comes to developing regional mobility? And how can ordinary citizens become actively involved?

On the evening of 26th February 2024 conference guests had an opportunity to engage in exchanges with the conference speakers on 'Local trials for the transport turnaround.' The conference was also the concluding event for the living lab project 'Be-MoVe' which was supported by the Federal Ministry of Education and Research as part of the research programme for sustainable development. The evening's programme concluded with music by the 'transition orchestra' in the form of a string quartet from the Essen Philharmonic.

On 27th February 2024 the day began with a welcome address from Thomas Kufen (Mayor of Essen), Viktor Haase (Secretary of State at the Ministry of the Environment, Nature Conservation and Transport in North Rhine-Westphalia) and Professor Dr Hans-Peter Noll (Chairman of the Executive Board of the Zollverein Foundation). Simone Raskob, Chief Administrative Officer for Environment, Transport and Sport in the City of Essen, went on to introduce the presentations and discussions.

Subject-matter experts then reported on three theme groups: 'It all starts with an idea and the city then lends a helping hand,' 'Successful mobility concepts from other European cities' and 'Regional events as a driving force for regional mobility development.' The exchanges were then further developed in the ensuing discussion sessions.

DECLARATION OF ESSEN

PREAMBLE

The 21st century is the century of cities and metropolises worldwide. Until the year 2050 seventy per cent of the world's population will live there. Cities and metropolises are the place for economic development, innovation and education.
At the same time, metropolitan areas consume the majority of our resources in the form of food, energy and goods. Europe is consolidating its structures. By greatly planning, optimizing and innovating the existing structures it is creating a current, new and vital model of the city. The 'Leipzig Charter on sustainable European cities,' which describes the city as dense, socially mixed, compact and open to the public everywhere, underlines the performance of this urban type. The future of our planet will be determined by the sustainability of cities' use of resources. The use of renewable energies, the application of new mobility concepts, sustainable building, environmental protection and the designing of active land- and green scaping are the main points of progressive urbanization. With its future formats, Europe is demonstrating how sustainable development processes are conceived, implemented and incorporated into urban planning for the transformation of existing buildings.

EUROPEAN FUTURE FORMATS

Different formats, such as the World's Fairs (Expo), the International Building Exhibitions (IBA) and the International Garden Exhibitions (IGA), the European Competition Formats of the European Capitals of Culture and the Green Capitals of Europe, as well as the formats of the KlimaExpo.NRW introduced in NRW, the Regionals NRW and the Emscher Conversion can exemplify how those can be designed, implemented and communicated with citizens in order to be successful and achieve effective results in the transformation of cities. The procedures and public relations in many formats are designed to make citizens the protagonists of the content, to enable them to participate and to inform them about the successes and the new issues. The cooperation and dialog are of special importance for the impact of all these formats. No metropolis has implemented various EUROPEAN FUTURE FORMATS in regional cooperation in such close succession as the Metropolis Ruhr. With the current formats, starting from the European Green Capital – Essen 2017, the Emscher Conversion, the KlimaExpo.NRW to the International Garden Exhibition 2027, we are at the beginning of a green decade, which is also accompanied by the master plan Green Infrastructure Ruhr.

This region – Metropolis Ruhr – can be an internationally pioneering idol for many growing and transformative metropolitan areas in Europe and moreover. Here, in the center of Germany and Europe, models, typologies and results of this kind of formats can be observed and evaluated

THE METROPOLIS RUHR AS A SOURCE OF IMPETUS FOR EUROPE

A platform that is carried by an effective network can offer the following services in the future with the appropriate personnel and budget:

- The platform to be formed plans and organizes a conference every two years in the Metropolis Ruhr.
- If possible, this platform will participate in further international conferences or organize congresses to strengthen the communication and cooperation between the formats.
- Visiting programs to exemplary planning and implemented projects of the formats will be designed and offered.
- A digital network of existing information and knowledge resources will bundle the various approaches and international campaigns and make them accessible.
- The platform offers exchange for cities, metropolises and regions that are working towards applying for one of the formats or are developing their own formats.
- The evaluation procedures on the impact of the different formats in the sense of a joint reflection are brought together. This will initiate a discourse on quality standards and support the ongoing monitoring of the formats itself.

CONCLUSION

The Essen Declaration aims at the tasks of the 21st century as well as the question of how we can answer them with international urbanization and urban development processes. It becomes clear that large-scale integrated development concepts of the EU, national states or regional institutions are variously used. There is an opportunity to constitute an interdisciplinary platform that offers space to organize a dialog on common goals, to exchange experiences and generate knowledge for everyone, to create the transformation of cities and metropolises into future – oriented places for a future worth living in.



LOCAL TRIALS FOR THE TRANSPORT TURNAROUND

Monday 26th February 2024



Monday evening saw the concluding event for the ‘Be-MoVe’ research and practice-based project funded by the Federal Ministry of Education and Research (BMBF), this involving a living lab for walking and cycling and for the urban mobility transition. Enthusiastic citizens then had an opportunity to present their trial projects for urban mobility on a ‘big stage’, this including the school streets initiative that is creating such a furore up and down the land.



MODERATION

Kai Lipsius
Technical Director, Green Capital Agency
City of Essen

Kai Lipsius has been in charge of climate policy in the City of Essen since 2012. In 2018 he was appointed director of the City's Green Capital Agency, a staff unit of the department responsible for coordinating environment, transport and sport. He previously studied geo-ecology at the Technical University of Braunschweig and environmental science at Nottingham University. The Green Capital Agency also coordinated the 'Action plan modal split 2035' and set up the integrated concept 'Be-MoVe' with real experiments for the mobility transition. Prior to this Kai Lipsius worked for five years in the Climate and Energy Department of the Federal Environment Agency.

Simone Raskob
Chief Administrative Office for Environment, Transport and Sport in the City of Essen

Dr Björn Ahaus
City of Essen, Green Capital Agency, Project Manager Mobility (Be-MoVe project)

Cornelia Perthes, Greta Schulte-Eversum, Markus Schürmann
Residents of Essen-Holsterhausen



Simone Raskob, Welcome Address
"Essen has ambitious objectives for the mobility transition: from 2035 on, each mode of transport will account for 25 per cent of total journeys made – which means that walking, cycling, public transport and motor traffic will be used to an equal degree. This will protect the climate and improve the quality of life by reducing noise and air pollution levels. The city is ready to meet the challenges and it will do this with the help of the Essen Mobility Plan, the Citybahn, the Local Public Transport Plan and the cycling petition initiative."

Dr Björn Ahaus, Be-MoVe: a living lab for walking and cycling and the urban mobility transition
"The civic engagement projects of the Be-MoVe programme have yielded great ideas for the urban mobility transition. An example of the potential that lies in these bottom-up ideas is the Wuppertal citizens' cyclepath that has been successfully developed along the old Nordbahn railway line. The school-street initiative that arose out of the Be-MoVe project has now been taken up by the North Rhine-Westphalia region and rolled out in many towns and cities where an increasing number of school-street schemes are being introduced."

Cornelia Perthes / Greta Schulte-Eversum / Markus Schürmann, project 'making the Gemarkenplatz fit for the future – from dull and dreary to a riot of colour'
"Imagine: green grass instead of grey tarmac, colourful pictures and children's laughter instead of cars and exhaust fumes, picnics and chats beneath sycamore trees, a meeting point instead of car bodies – AND THERE'S MORE TO COME!"



Dr Klaus Kordowski
Be-MoVe project team
'Open Bardelebenstraße'

Thomas Rüth
Head of youth welfare, crime prevention and neighbourhood development, Caritas-SkF Essen

Estelle Fritz
Core team 'Together for urban change' and co-founder of the 'Green Lungs for Essen Alliance'

Dr Klaus Kordowski, project 'Open Bardelebenstraße: safe routes to school in Holsterhausen'
"The engagement of local citizens is key to the success of local sustainability schemes – and the provision of active support here creates a huge opportunity for communities to develop their own climate-neutrality projects. The Be-MoVe project has enabled residents to help shape their own local mobility transition. Keep up the good work!"

Thomas Rüth, project 'Urban space for youth culture'
"Opportunities for the social participation of the underprivileged should not be further restricted by the challenges posed by global warming. Otherwise, the ongoing climate change process will only widen the gap between rich and poor. Special attention must be focused on disadvantaged neighbourhoods. High prices and poverty make for a toxic mix!"

Estelle Fritz, project 'Garden of Children's Rights at the Essen Burgplatz'
"Better and stronger citizen involvement in Essen society is an important element in the urgently needed transition to a sustainable city. Here it is vital to have greater support for civic engagement at political and administrative level, this also requiring self-efficacy and effective implementation and decision making when it comes to individual civic projects and ideas. All this leads to greater cooperative collaboration. And appreciating and recognising the merits of an active citizenship are also part of the overall picture. Having an active, strong and valued body of citizens not only helps the city to advance but is also the sign of a strong and resilient democracy."

Simon Knur
Head of Initiative for Sustainability,
Implementation E.Rika / Essener-lastenrad.de

Wolfgang Packmohr
PD a. D., National Executive of the Fuss safe walking initiative, Board of DVR,
Assist. Prof at HSPV NRW

Dr Carsten Gerhardt
Board, Wuppertal Movement Association



Simon Knur, project 'E.Rika the electric rickshaw for Essen'
"Courage and civic engagement reach their limits when political and administrative resolve and commitment are lacking. The E.Rika electric rickshaw scheme sadly encountered a number of obstacles along the cyclepath that we could not overcome. Community participation initiatives like the Be-Move project need a helping tailwind and some real resolve if they are to improve the quality of life in town."

Wolfgang Packmohr, project 'City Oasis Kopstadtplatz – a place for people'
"People walk directly to their destination or to their car, bicycle, bus or train and then complete the last leg of the trip also on foot. This requires a network of footpaths with open walkways, safe crossing points, resting places and meeting points so that people can arrive safely and engage with others along the way."

Dr Carsten Gerhardt, project 'The Wuppertal Nordbahn cycleway: from civic engagement project to a landmark in sustainable two-wheeled transportation'

FUTURE FORMATS FOR THE REGION: PATHWAYS TO THE MOBILITY TRANSITION AND ROUTES OUT OF THE CLIMATE CRISIS

Tuesday 27th February 2024





The series of conferences on ‘Future formats for the region’ highlights the opportunities for regional change on a large scale, such as the Emscherpark International Building Exhibition, the European Culture Capital RUHR.2010 and the European Green Capital 2017. This year’s international forum was entirely dedicated to climate-friendly mobility with local, regional and global players presenting their views on the future prospects for a mobility transition.



MODERATION

Gregor Schnittker
IKU_DIE DIALOGGESTALTER

The subject of mobility is familiar to me from a number of angles: the first in my professional capacity as a result of many years working as a journalist on the editorial staff of WDR und ZDF, and then since 2019 as moderator and consultant for the Dortmund communication strategies developer 'IKU_Die Dialoggestalter'. In the latter case, as well as working on many different projects we were also involved in developing a mobility plan for the City of Essen. We know from other urban schemes the kind of challenges that can be posed by mobility and climate issues and of course – and this must be our guideline – we know how to apply the right solution strategy.

The themes that feature in this conference are also much discussed in the private domain and here I can draw inspiration from my four children who tell me every day that we urgently need answers and effective solutions for the sustainability challenges that face us. Apart from that, as the son of a mining family, I am biographically very much attached to the Ruhr area. I am 54 and a passionate cyclist and tennis player. When time permits, I write books about football and its fans and at week-ends I also join them on the terraces.

WELCOME ADDRESS

"We should never stop learning from one another, for climate change knows no limits"



Thomas Kufen
Mayor of the City of Essen

There is talk in some quarters of the 'stacking crises' that we are now exposed to. Here the crisis refers to the challenges posed by climate protection, climate adaptation and sustainable development. It is vital that we continue to work on the themes of environment and climate protection. And other towns and cities are not standing still in this area either but are seeking to make real progress with their own initiatives. The general aim of the format process is therefore to learn from each other, to continue to develop and to be prepared to engage in self-criticism. A key element in the Essen Initiative is the SECAP Climate Plan (Sustainable Energy and Climate Action Plan). This citywide concept features concrete measures for greater climate protection, such as solar funding for citizens, the Essen Climate Pact with industry, integrated energy and thermal planning for a climate-neutral heat supply and the climate action campaign 'Doing counts!'. This initiative is aimed at motivating each and every individual in the city. Essen sees itself as a learning city, and one that is always in active dialogue with other European (Green Capital) cities. We are ready to continue along this path together with our national and international partners.



WELCOME ADDRESS

"Mobility as a service now has to be re-understood and also facilitated. People need to feel good and they need to feel safe."

Viktor Haase
Secretary of State at the Ministry of the Environment, Nature Conservation and Transport in North Rhine-Westphalia

It comes down to having positive examples of living labs. We need to have targets and we also need examples that can demonstrate to us how it all works. Sometimes we also learn that something does not work. And that is what is so decisive and so appealing about projects like the 'future formats,' for they have set themselves the goal of learning from examples. For that is the important thing: we need to learn and we need to learn fast! We in North Rhine-Westphalia have resolved to become the first climate-neutral and sustainable industrial region. That is some ambition to have when you live in the centre of a major industrial conurbation. Essen ranks as a classic industrial metropolis, but it has to face up to the changes that are taking place all around us and it has to address the question of how we can shape the future. Achieving our climate targets represents a huge challenge and we shall only succeed by managing the mobility transition and by fundamentally changing our mobility routines. We certainly need the mobility transition and we need to switch over to the eco-mobility alliance.

WELCOME ADDRESS

"I hope you have seen that it's worth coming to Zollverein. And that it's worth coming back too!"



Prof Dr Hans-Peter Noll
Chairman of the Executive Board of the Zollverein Foundation

We are Europe's biggest UNESCO World Heritage industrial site. And this means that mobility has a massive role to play here: how do visitors get here and once here how do they travel around the site? We are a certified cycle-friendly employer and we are proud of it. We have become a hub for cycle traffic in the north of Essen: many of our old railway tracks have been converted into cycle paths and they all intersect here at Zollverein. We have created an entire infrastructure for charging, servicing and repairing e-bikes and we now operate an e-bus so that visitors can tour the complex and experience what the World Heritage site has to offer. This has become standard practice here. Our logistics operations are based around small electric vehicles, our very own 'green blizzard,' and as a foundation we can support this as part of our infrastructure measures. We have also been trialling a bus service with self-driving vehicles and we hope that this will provide us with practical experience as to how transport arrangements can operate with this technology. We have had an incredible response: within barely a week we had more than a thousand passengers queuing up to travel on the self-drive buses – so there is real interest in this concept.



INTRODUCTION: SCALE OF THE CHALLENGE

"Noise protection and air quality have a lot to do with the mobility transition and therefore with the quality of life for all."

Simone Raskob
Chief Administrative Office for Environment, Transport and Sport in the City of Essen

The mobility of individuals is very much based on user behaviour and is directly related to the local transport infrastructure. Transport is an area that presents a wide range of community actions as far as new mobility is concerned. In our mobility plan 'Modal Split 2035' we have worked with experts to develop three action scenarios and have analysed these with respect to the target attainment of '4×25 per cent by 2035': the 'Pull scenario': we have more eco-mobility proposals to make and have practically no restrictions on motorised private transport. Scenario B 'Push and Pull' gives strict priority to eco-mobility as well as imposing certain restrictions on private cars. The third 'Push +' scenario is the most restrictive as far as public spaces are concerned: in this case the public domain is effectively reclaimed for pedestrians, cyclists and local public transport services. Simply improving the available eco-mobility options will not achieve the intended target. Even by deploying scenario B, where slight restrictions are imposed on motor traffic, the eco-mobility figure only rises to 70 per cent. If we really want to achieve the goal of '4×25' we have to introduce the Push+ scenario.




Zukunftsformate der Region
Future formats for the region



IT ALL STARTS WITH AN IDEA AND THE CITY THEN LENDS A HELPING HAND

PROFESSIONAL DIRECTION

Julian Scheer
New Mobility Department,
Office for Roads and Transport, City of Essen

Julian Scheer has been in charge of Essen's 'New Mobility' department at the Office for Roads and Transport since early 2021. This new department coordinates the implementation of the mobility transition targets that have been set by the City of Essen as a European Green Capital. This includes drawing up the first Essen Mobility Plan. Julian Scheer studied land-use planning at Dortmund University and since 2015, before being appointed head of the New Mobility department, he has provided advice to local communities on sustainable city and mobility planning.

LOCAL TRANSPORT PLANNING AND CLIMATE PROTECTION: OPPORTUNITIES AND LIMITATIONS

“The mobility transition is about more than just climate protection. From a communal viewpoint it’s all about the quality of life in the community and about accessibility, safety, freedom from barriers and the quality of the communal infrastructure.”

Prof. Dr. Christian Holz-Rau
until 2022 Chair of Transport and Traffic Management, Regional Planning Faculty, TU Dortmund



Successful local transport planning mainly focuses on short-distance travel. More than 40 per cent of all journeys made by car are less than 5 kilometers, yet this category only accounts for 7 per cent of the total travelling distance covered by cars. While we are now seeing a reduction in private car usage in some of our larger towns and cities, at the same time there are signs of an increase in regional commuter flows. So while there has been some shift away from short car journeys we are also faced with rebound and backfire effects as far as longer-distance trips are concerned. The modal displacement of short car journeys by incentive measures in the form of cycling and local public transport services (the so-called ‘pull measures’) is creating capacity for regional and supra-regional car traffic. Commuters old and new welcome the reduction in congestion levels and the greater availability of parking spaces. Their travelling distances are longer than the car journeys that were previously made by the local residents. This ultimately means more motor traffic and for this reason improvements need to be made to the transport services offered at every level of the eco-mobility sector (walking, cycling and public transport) while restrictions also have to be placed on private vehicle usage – the ‘push and pull’ principle of constraints and incentives. This combination is the only sure way to prevent a further expansion of private motor traffic.



COMMUNICATING THE TRANSPORT TURNAROUND MEASURES: PRESENTING THE ADDED-VALUE BENEFITS

"Communicating the added value of the 'push measures' in a way that ensures everyone understands the benefits is an art in itself. We need to overcome the suspicion, which is all too common, that it is all a 'big rip-off'."

Wolfgang Aichinger
Project Manager for Urban Mobility,
AGORA Verkehrswende transition think-tank

There are many benefits with regard to the transport transition to be had, but they must be identified and communicated so that people are given the sense that it is not merely a 'push' measure that says 'you should', 'you may not', 'you must'. There is genuine added value to be had: safety, fairness, order and quieter traffic. The message must never be: you are no longer welcome with your car. That is not the objective and that is not what is at stake. Sadly, this is often not understood. It's about parking and about accessibility with a car. At the same time a survey based on a poll of nearly 69,000 people conducted in over 100 towns and cities shows that when asked 'what is really important for you in a town centre?' the respondents did not put parking spaces high on the list. In fact, parking was seen more as having a 'secondary function,' while quality of stay and town planning were given the top spots.

STRALI (STRATEGISCHE LADEINFRASTRUKTUR-PLANUNG ZUR ELEKTRIFIZIERUNG DES GESAMTSTÄDTISCHEN VERKEHRS): STEPS TOWARDS ESSEN'S INDIVIDUAL MOBILITY CONCEPT

"We need to figure out why people use or do not use certain means of transport so that we can provide a range of services that meets their needs. Only then can climate protection and the transport turnaround really be accepted and have a motivating effect in people's minds."

Uni-Prof Dr Ellen Enkel
Chair of General Business Administration and Mobility, Duisburg-Essen University



Essen needs a tailor-made concept of its own. Simply copying successful ideas from other towns and assuming that they are also suitable for the City of Essen will not work. Instead, we have to identify and clearly understand the specific needs that apply to various parts of the city and to the different sections of the population before we develop a range of services and attempt to put these into practice by introducing restrictions. Our approach, namely the STRALI project, focuses on the electrification of the urban transport system. In low-income neighbourhoods and in the commercial areas with their small and medium-sized enterprises the mobility needs and patterns are quite different from those that exist in the residential areas with their detached houses. Our project will take into consideration the mobility needs of these lower-income households and commercial zones. The City of Essen will be supporting this initiative right from the outset and will play an active part in collecting the data and in developing the planning tools. Thanks to the broader involvement of the population and of the companies and businesses concerned we shall be in a position to provide a data-based simulation of the type of impact that infrastructure changes could have.



DISCUSSION SESSION

Moderation: Julian Scheer

Key listener and opening of the discussion



Udo Sieverding,
Head of Department VII – Mobility of the Future,
Cycling and Public Transport, Ministry of the Environment,
Nature Conservation and Transport, North Rhine-Westphalia

"Current discussions show that we are not dealing here with objective debates or with an exchange of arguments but rather with sentiments and with campaigns that have to be launched in order to influence or discredit a certain technology, school of thought or ideology. However, in planning everything that we want to do and in our attempts to achieve more we have to be careful to ensure that our campaigns are not launched in a reckless way. We must not impose our arguments on those who hold different views on traffic, transport and sustainable mobility."

This may mean that we sometimes have to scale back on our plans and even slow things down somewhat and be content with something less than originally conceived, despite the drama of climate change and the general need to act speedily. When it comes to 'push measures' we need to weigh up carefully the kind of altercations that we could become involved in and examine whether we should not take a year or so longer to re-think things."

Prof Dr Christian Holz-Rau,
formerly TU Dortmund

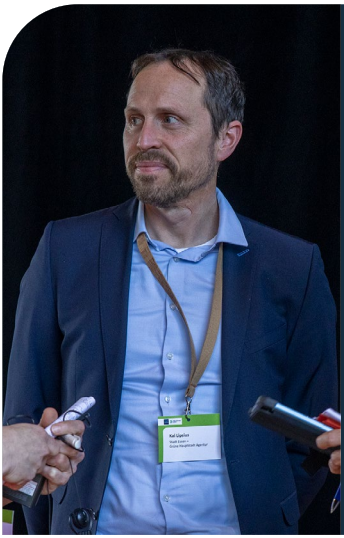
"We also need to intensify the debate about how traffic flows can be made safer. We are now seeing an increase in accidents involving cyclists in our towns and cities as a result of the growing amount of bicycle traffic. This is not only due to vehicles parking on pathways but can also being caused, for example, by an overly wide car intruding into the cyclist's safety space."

Wolfgang Aichinger,
AGORA Verkehrswende think-tank

"I find that in Germany the residents' parking rules and parking regulations are generally too inflexible. There was an attempt to introduce a degree of social tariff graduation here but sadly this was withdrawn from the last legislative process."

Uni-Prof Dr Ellen Enkel,
Duisburg-Essen University

"I am a great advocate of not introducing restrictions for everyone all at once, in other words taking the scattergun approach, without considering the damage that can be done as a result. We need to work out what is harmful and who gets hurt by it. And we need to establish what helps and whom does it help. And then we need to find a sensible compromise for both."



THE GREEN CAPITAL AS A STIMULUS: HOW MOBILITY DEVELOPMENT AND CLIMATE PROTECTION COME TOGETHER AND WHAT KIND OF MOTIVATION THIS CAN GENERATE.

PART 1

PROFESSIONAL DIRECTION

Kai Lipsius
Technical Director, Green Capital Agency,
City of Essen

THE IMPORTANCE OF SUSTAINABLE URBAN MOBILITY FOR TRANSFORMING CITY LIVING

"A green capital has to seize every possible opportunity: pollution control, climate protection, noise reduction and sustainable transportation are all key issues."

Piotr Rapacz
Policy officer/coordinator, European Commission, DG Environment, Unit C.3 – Clean Air & Urban Policy



Road traffic is one of the main for CO_2 emitters and this is all closely associated with air quality, noise generation, biodiversity and public spaces, with the negative impact this has for our health and quality of life. The Urban Mobility Plan is a key pillar of our mobility concept and sustainable transport actions. Planning processes have to involve the local population if they are to succeed in implementing the European Green Deal and achieving sustainable reductions in CO_2 emission levels.



THE ARNHEM-NIJMEGEN GREEN METROPOLITAN AREA: THE FREEDOM THAT CYCLING BRINGS

"In this context we are dealing with the local public transport system and the problem of traffic infrastructure pricing. This is not a problem for higher-income groups, but it certainly is for those at the lower end of the income scale as they simply cannot afford the cost of the travel tickets."

Harriët Tiemens
Director, Arnhem-Nijmegen Green Metropolitan Area, Netherlands (European Green Capital 2018)

Consumer accessibility is a cause for concern. Those with higher incomes have a much greater ability to travel than those from low-income groups. Here the differences are enormous, often due to the fact that higher-income families usually have a car and therefore have a much greater freedom of movement than low-income households, with the latter having to rely on public transport. The Netherlands is now debating whether accessibility is a basic right and there is also a discussion under way about lost time and the reduction of journey times. These debates usually only involve those who already enjoy good accessibility. This is still an area where people need to be convinced.

VITORIA-GASTEIZ: FROM CAR-CENTRED ENVIRONMENTS TO PUBLIC SPACE NEIGHBOURHOODS WHERE NATURE AND PEOPLE TAKE CENTRE STAGE

"We have to start with everyone working together to create a consensus."



Juan Carlos Escudero-Achiaga
Head of Mobility and Data Research,
CEA-Vitoria-Gasteiz City Council,
Spain (European Green Capital 2012)

In 2006 we started off with a new sustainability and mobility plan that interlinked urban mobility with public spaces. We chose the superblock approach to ensure that people could live in their neighbourhoods without being impeded by motor vehicles. We have now established more than 500,000 square metres of pedestrian-only urban spaces. So we need a functional network of public spaces and green areas. There are already several such green zones located around the city. And of course we also have to take a look at those sites that were previously reserved for motor traffic.



REALLOCATION OF ROAD SPACE FOR THE TRAFFIC TRANSITION IN GRENOBLE

"We want to create space so that everyone feels comfortable."

Simon Labouret
Project Manager / mission for the design of urban spaces, Grenoble,
France (European Green Capital 2022)

The decision to develop the local public transport system has led to the expansion of five tram lines. Larger pedestrian zones have also been created, as walking is the best way to cross the city. Pedestrian zones around schools create convenience and security for children and can now act as play areas. Two thirds of all streets that lead to or around schools have now been made into pedestrian areas. We are investing a great deal of time and commitment into the greening of streets and roads, which given global warming has become an important requirement. Grenoble has a well-connected cycle network. Our aim is to create sufficient public space to allow everyone to feel comfortable and content. During 2016 and 2017 we established low-emission zones so that certain areas could be grassed and planted. In this way we were able to encourage residents to leave their cars at home and take the bicycle.




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DISCUSSION SESSION

Moderation: Kai Lipsius

Key listener and opening of the discussion

Dr. Christine Wilcken,
Alderman of the German Association of Cities and Head of the Department for Climate, Environment, Economic Affairs and Fire and Disaster Control

"The picture has been very encouraging, though there are still huge challenges to overcome. There is no universal template; the regulatory framework drawn up by the EU is important, but so are the individual frameworks set up by the towns and cities. Integrated concepts for greening and planting and for mobility and the circular economy play a key role, as do energy and climate adaptation aspects. Lots of small steps can prove more effective that one single big solution and here we must not neglect the social issues involved. It is important to recognise that all types of transport have their place in a liveable city. Instead of condemning cars outright we should be seeking to strike the right balance. We need to re-assess the space and make it more accessible while at the same time asking ourselves how digital on-demand services can be used to improve our mobility."

Piotr Rapacz,
European Commission, DG Environment, Unit C.3 – Clean Air & Urban Policy

"The key point, as has been mentioned today by all the cities, is that we need vision and we need the courage of the policy makers to put these plans into action."

Harriët Tiemens,
Arnhem-Nijmegen Green Metropolitan Area, Netherlands (European Green Capital 2018)

"This will take time. Raising the money and then building a cycle highway could take 15 to 20 years. This is all very inspirational but it will be a long time indeed before these projects can be realised and of course people need convincing."

Juan Carlos Escudero-Achiaga,
CEA-Vitoria-Gasteiz City Council, Spain (European Green Capital 2012)

"Putting our measures into practice called for an integrated approach. A mobility forum, comprising local citizens, social organisations and political parties, was set up to develop a common mobility pact. This made the project a little easier. The first decision was to redesign the new public transport network and this was crucial for the introduction of a new parking policy, which included higher prices and charges for parking in the city."

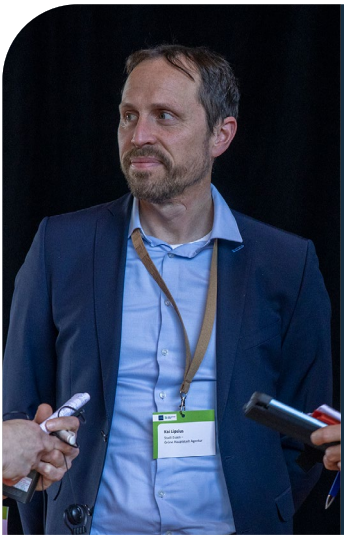
Simon Labouret,
Grenoble, France (European Green Capital 2022)

"There are some amazing pedestrian zones in the large Spanish cities and there are cycle paths in the Netherlands that are way ahead of anything to be found elsewhere. We want to create a new and much better form of infrastructure that will encourage all our citizens – young and old – to take up cycling. Our aim has been to transform our streets for all road users, not just for cyclists and car drivers. We have modified our entire road structure to make it accessible for everyone, whatever their form of transport. This is a very inclusive approach to the way in which our policies are being managed and implemented."


Stefa Bürgermeister, Stadt Ghent, Belgien
Stefa Mayor, City of Ghent, Belgium







THE GREEN CAPITAL AS A STIMULUS: HOW MOBILITY DEVELOPMENT AND CLIMATE PROTECTION COME TOGETHER AND WHAT KIND OF MOTIVATION THIS CAN GENERATE.

PART 2

PROFESSIONAL DIRECTION

Kai Lipsius
Technical Director, Green Capital Agency,
City of Essen

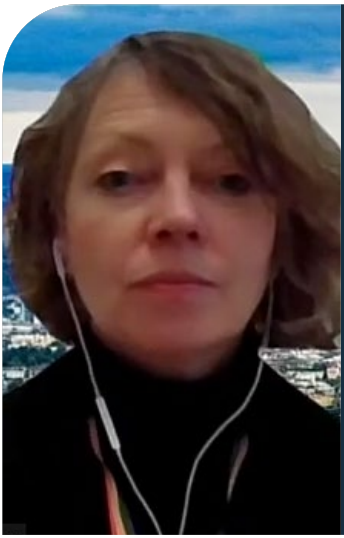
IT'S ALL ABOUT SPACE. AND MOTOR CARS.

"It's not about infrastructure but about space and about making this space available for cyclists and pedestrians."

Filip Watteeuw
Deputy Mayor, Ghent, Belgium



Those who are working on the mobility transition understand that it's about more than just infrastructure. When it comes to infrastructure progress is slow and it can take years to reach a certain level. Infrastructure is often used as an excuse for a lack of adequate changes to the mobility situation. It's all about creating space for cyclists and pedestrians. And in addition, it's about the mobility system and the role of the motor vehicle. Any changes made should improve the quality of life for pedestrians, for cyclists and for local residents. But the role of the motor vehicle is almost never questioned. And this has to be clarified before any real mobility transition can happen.



EMISSION-FREE MOBILITY AND ZERO-EMISSION TRANSPORT TO 2030 – THE OSLO MODEL

"We want to ensure that everybody has access to local public transport."

Trude Rauken
Senior Advisor International Climate Collaboration, Oslo, Norway

Our population has grown by 10 per cent since 2015, but the city itself has not. This means that space has become a problem. Less room for motor cars means that a debate is needed. Local public transport, cyclists and walkers have been given priority. Local transport was completely electrified by the end of 2023 and by the end of the decade our taxis should also be all-electric. We want to ensure that everybody has access to local public transport. Many journeys are now made on foot. Congestion charges have made it more expensive to drive into the city, especially for fossil cars. The city has removed a lot of street parking and made it more expensive to park. By 2023 30 per cent of all small delivery vehicles were electrified, while 18 per cent of the heavy lorry fleet and 40 per cent of vans were also running on electric power.

SYSTEMIC CHANGE WILL MAKE FOR A SUSTAINABLE COMMUTE IN LAHTI

"We are trying to find out why people are not choosing an environment-friendly commute to work. Here it is important to recognise that we need to change our patterns of behaviour. We have to open up our spaces and change the way we think."

Katja Ojala
Project lead, EU mission city pilot in Lahti, Finland (European Green Capital 2021)



It is often forgotten that driving in the rush hour also takes up a lot of time, as does looking for a parking space. It is therefore important to make people aware of how valuable our time is and that environment-friendly modes of transport represent a good option. Many avoid using public transport because of the unpleasant environment or out of safety concerns. People do not always know how to use city bikes or how to get bus passes. Health and well-being play an important role and we have to value our time and recognise how good it is for us to walk or cycle. Not just for our physical well-being but for our mental health too.



SUSTAINABLE URBAN MOBILTY PLAN – AIMS AND ACTIONS IN TAMPERE

"There needs to be more space for activities and safe zones, especially for the protection of our children."

Mika Kulmala
Project Manager, Tampere, Finland

The greatest achievement has been the brand-new tram system. The first two tram lines are ready and we are planning to build two more. There are new cycle paths, city bike and scooter facilities and park & ride systems. We have seen a huge investment in infrastructure and mobility management. The modal split shows that 45 per cent of journeys are still made by car and the aim is to reduce this to 30 per cent by 2030. A great deal of work has been done to develop a sustainable urban mobility plan, which was adopted in 2021. This plan comprises six categories, including low-emission mobility, active and safe mobility for all and various other solutions.

It is important to put your plans into practice. Tampere is aiming for zero emissions by 2030 and the tram system will play a key role in this. A strategy for residential areas and schools is supporting traffic-calmed zones and traffic flows. Equality is being promoted by way of easy car-free accessibility, which can prevent mobility poverty and reduce the negative effects of motor traffic. The environmental benefits can be seen in the improved air quality around the roads and streets and in those areas where there are fewer cars, especially in the city centre.


CABLE
CAR
WORLD







DISCUSSION SESSION

Moderation: Kai Lipsius

Key listener and opening of the discussion

Dr Christine Wilcken,
Alderman of the German Association of Cities and Head of the Department for Climate, Environment, Economic Affairs and Fire and Disaster Control

"The examples presented here show what is possible and indicate that in other places the great motor-car debate is being conducted differently and is being driven forward with greater vigour. I believe it goes without saying that we need to re-examine our urban transport policy. And this should not stop at the city limits for we need a fundamental rethink of our transport policy in general. The examples given have shown that investments in this area eventually pay off. And this makes the whole debate well worth having!"

Filip Watteeuw,
Ghent, Belgium

"It is really important to find solutions. This is why we have introduced a circulation plan. Municipal funding is critical. We have an adequate budget available. Moreover, the city parking charges are used to make things more sustainable. Affordable measures are needed to support sustainability."

Trude Rauken,
Oslo, Norway

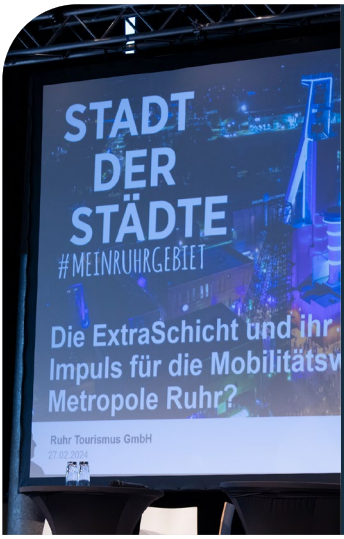
"The congestion charge is an important infrastructure tool. The proceeds from this go towards public transport services and the cycle infrastructure. Car drivers have to accept it. While they are not too happy about rising charges there is not a great deal of resistance. The initial investment is high, but the overall costs remain unchanged."

Katja Ojala,
Lahti, Finland (European Green Capital 2021)

"We used to think that new providers in the public transport sector would alienate customers, but this is not the case. Sustainable mobility is an investment that will reduce healthcare costs in the long term. It's all about individual well-being and a fair sharing of costs with other players."

Mika Kulmala,
Tampere, Finland

"We started off with transport routes for private motor vehicles. Then we built the tram line. This took a few years of planning. But now we are ready and we see that the investment was well worthwhile. The new infrastructure measures have proved extremely popular."



REGIONAL MAJOR EVENTS: A DRIVER OF REGIONAL MOBILITY DEVELOPMENT



LARGE-FORMAT REGIONAL SOLUTIONS STIMULATE MOBILITY

"This is a way of thinking that comes from the logic of growth: we first need new infrastructure before mobility behaviour can change. But for the mobility transition we need to switch to a post-growth and efficiency logic: that means changing the existing infrastructure."

Stefan Kuczera
Alderman for Planning,
Ruhr Regional Association



Major regional events provide a stimulus for mobility (infra)structures: Football World Cups, Olympic Games and international exhibitions create an opportunity to steer the government towards investing in regional infrastructure.

The traffic management operations put in place for special events of this kind are truly impressive: places that during normal times have little in common are suddenly linked up. The Ruhr gave us an excellent example of this with special buses that were laid on for the annual Extra Shift festival – the Night of Industrial Culture event that brings the region to life every year. Special transport services are therefore valuable because the modal split for leisure-time mobility is particularly unfavourable. Even leisure trips are all too often completed by car and this can also have a negative impact on the quality of life at the destination points. We certainly have something to learn from the exceptional situations and ad-hoc local transport services that have become a feature of major events.



ORGANISING MOBILITY DURING THE FISU (INTERNATIONAL UNIVERSITY SPORTS FEDERATION) WORLD UNIVERSITY GAMES

"What is significant is that NRW is again ready to host major national and international events and this will mean a massive boost for this important region – not because of the new structures being built for the games but because the games themselves will promote the long-term development of sports facilities."

Niklas Börger
CEO of Rhine-Ruhr 2025 FISU Games

Next summer we shall be welcoming more than 8,500 athletes from 150 nations, making the FISU World University Games the world's largest sporting event of 2025. Between 30,000 and 40,000 people will be moving around the region every day, this in an area that already sees a high public-transport utilisation rate and where roadworks and construction sites abound.

Unlike the Olympic Games and previous major events there will be no athletes' village as such. Instead, more than 70 local hotels will be used so that participants will not have far to go to their competition venues. These travel arrangements will be quite complex, however, owing to visa issues and the need to transport a large quantity of oversized baggage, especially for those who are visiting Europe for the first time. A large-scale operation will therefore be put in place for this purpose. A special taskforce has been set up that will work with some 140 partners to coordinate all the journeys that will be made by road and rail.

THE ‘EXTRA SHIFT’ CULTURE FESTIVAL AND ITS MOBILITY CONCEPT: DRIVING THE MOBILITY TRANSITION IN THE RUHR METROPOLIS?

“The ability to travel to and from your destination is a key factor in the tourist industry and it also plays a vital role in the context of sustainability.”

Axel Biermann
Managing Director of Ruhr Tourismus



How can we operate efficiently to ensure that people can enjoy their mobility time? The main challenge lies in providing full coverage for the polycentric region. The radial layout of the existing local transport network that serves our towns and cities, and is usually focused on the main railway station, does not provide the infrastructure that is needed for a full-coverage event. There was no existing structure to build around, apart from the roadway network. It was a challenge to deliver what was needed, despite everything. The Extra Shift festival was built around the mobility needs of the audience. As such it was demand-based and highly successful. The staff of the transport companies involved is also looking forward to the festival, with the excitement generated by the various tours and a friendly travelling public. It is a welcome change from the normal routine and a win-win situation for everyone.



AN OPPORTUNITY AND A CHALLENGE: MOBILITY IN THE CONTEXT OF PROFESSIONAL FOOTBALL

"We want to define, for example, what sporting success means in the context of sustainability."

Matthias Mühlen
Head of Sustainability and Corporate Social Responsibility, VfL Bochum 1848

Mobility will take number one place in our next carbon footprint audit, and by a clear margin. It's great that the fans are now back in the stadium after the COVID pandemic and we are delighted to see 26,000 spectators at every home match. The public transport usage rate of over 50 per cent is remarkable and this is all down to our good location and limited number of parking spaces. The decisions we make on mobility and sustainability are based on actual facts and figures. We want to encourage people to switch from cars to other forms of transport. When it comes to mobility, 62 per cent of our members of staff still see the car as their main mode of transport. We need positive incentives in this area, including making improvements to the stadium's infrastructure so that is made more accessible for cyclists and car-share clubs. We are working with our technical departments to develop the targets, measures and performance indicators we need for our sustainability strategy. In summary, we see sustainability as a huge opportunity for us to continue with the development of our business model.


RESERVIERT FÜR
REFERENT*INNEN


CHAT
VANRAAM





DISCUSSION SESSION

Key listener and opening of the discussion



Rainer Koch,
Head of Marketing, RWE (Rot-Weiss Essen e. V.)

"This is the first time that I have heard of major events being conducive to sustainability. Events that are in the planning, or that have already taken place, are breeding grounds for a better infrastructure. If we really want to have more sustainable mobility we need to ask people about their alternative solutions. The Extra Shift festival is a good example of how things can come together and how an alternative solution can be found. The biggest obstacle to the whole thing is the infrastructure. We must have the courage first to develop the infrastructure and then to enable people to behave differently."

Stefan Kuczera,
Ruhr Regional Association

“The Extra Shift festival has created a user community the like of which we have not seen before. It produced a set of exceptional circumstances in time and space where people had an opportunity to forsake their normal mobility patterns.”

Niklas Börger,
Rhine-Ruhr 2025 FISU Games

“It sends an important signal that the games are as sustainable as possible and that events of this kind can be held in Europe again in the future. It is essential that sustainability aspects are at the forefront when organising major events of this kind and that local public transport and other low-emission mobility solutions are put on a stronger footing, for example that motor cars are not placed at the disposal of each and every official.”

Axel Biermann,
Ruhr Tourismus

“In today’s data-protection compliant and anonymised data world all the stakeholders understand exactly how many people are travelling from A to B every day. The usage frequencies are known and the demand is there. Rigid structures such as licensing agreements for individual towns and cities make it difficult to introduce changes. It can work if, independent of these structures, services are adapted precisely to meet demand.”

Matthias Mühlen,
VfL Bochum 1848

“There are all kinds of exciting things in the pipeline. We already have shared experiences in the form of corporate stadium visits. For example, we organised an away trip for our match against Dortmund and we all went there by bicycle.”



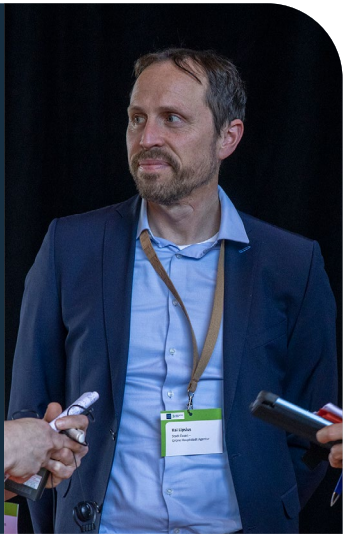
KEY LISTENER – SUMMARY OF IMPRESSIONS

"We will need real staying power if we are to make things green and beautiful."

Uni-Prof Dr Ellen Enkel
Professor of General Business Administration and Mobility, Duisburg-Essen University

In her summing-up Dr Enkel made a point of noting that it was not just about mobility but about making Essen a city that is pleasant to live in generally. Many of the concepts being put forward are already operating in other green capitals. It is obvious that no one wants to work in isolation, but there are regional, local, political and temporary barriers to overcome. It is possible to see the positive in the examples that have been presented here and to be inspired by these best-practice projects. In conclusion: it can work! And if it can work for a short time or even just for one day then perhaps it can work for the long term too, even when the circumstances are different.

FAREWELL AND PROSPECTS FOR THE FUTURE



Kai Lipsius
Technical Director, Green Capital Agency,
City of Essen

“I should like to thank you for attending this event and for being with us today. I hope that you can all take something away from our conference so that we continue to work successfully towards our goals. We have had a busy agenda yesterday and today and this has made the event what it is. So, at this point may I pay special thanks to all our conference speakers.

We have already pointed out that the ‘European future formats for the region’ is a series of conferences, and this has been number four. It now falls to me to invite you all to the next Future Formats conference that will take place in two years’ time. And remember this: we still have massive amounts of creative scope available to us for delivering the successful transformation that our towns and cities need.”

STADT ESSEN

EUROPEAN GREEN CAPITAL



CITY OF ESSEN
Division for Environment, Transport and Sport
Board member: Simone Raskob
Green Capital Agency
I. Dellbrügge 4, 45127 Essen
Telephone: 0201 88-82300
E-Mail: info@gha.essen.de

www.zukunftsformatederregion.de/en/