

*Case Study*

## **BERLIN STRATEGY**

The Berlin Strategy determines the main areas for development of the city of Berlin until 2030. The document designates specific parts of the city as so-called transformation areas and indicates the direction for their development. The Strategy defines development goals and proposes practical approaches for achieving them. The concept of transformation areas offers advantages for urban development planning: guiding important development decisions in the right direction and establishing priorities. Last but not least, it enables public and private entities to participate in coordinated group actions.



### **1. KEY FACTS AND FIGURES**

- Location: Berlin, Germany
- Project area: the entire city
- Time period: ongoing since 2013
- Budget: n/a
- Scope of involvement:
  - 75 000 visitors per month on the website
  - Over 1000 opinions and suggestions gathered during public and professional gatherings and through online communication
- Project website: [www.berlin.de/2030](http://www.berlin.de/2030)

## 2. KEY ACTORS AND ROLES

### Project owner

- Senate Department of Urban Development and Housing: Urban Development Planning Division

### Project partners & other stakeholders

- Ernst Basler + Partner AG
- IMORDE Projekt- & Kulturberatung GmbH
- Office for Communication, Planning and Marketing
- The Senate (generally approves the project)
- Departments of the Senate
  - Communication and coordination (workshops)
  - Preparatory work
- Scientific Advisory Board
  - Evaluation and feedback
  - Commentary on the development process
- Invited experts
  - Involved in discussions and ideation

## 3. PROJECT DESCRIPTION

### Participatory process goals

- Create a detailed data analysis of current urban development and provide a basis for future conversations about development needs and strategies for urban growth
- Design a blueprint for sustainable urban development that responds to complex social, economic, cultural and spatial dynamics through forward-thinking planning and concepts

### Methodology

- **Communication**
  - Spreading awareness of the participatory project through analog and digital communication tools (written messages in the form of “Berlin Telegrams” were sent to workplaces, placed on advertising columns in the city and distributed by e-mail and post)

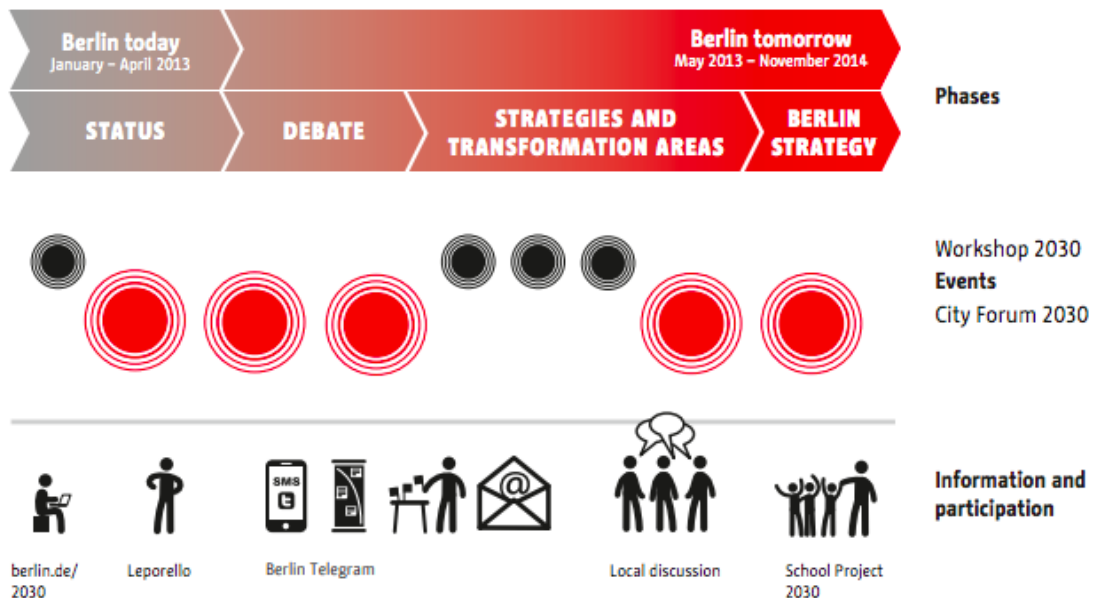
- **Debates**

- Organized debates via Twitter and the Urban Development Concept Berlin 2030 online platform
- The online dialogue was complemented by on-site workshops for representatives from the economic and research sectors and the general public, organized in the City Forum format

- **City Forum**

- City forum focused on the Urban Development Concept Berlin 2030 under the name City Forum 2030 - a total of 5 forums on specific topics were held
  - “Where is Berlin, where is Berlin headed?”
  - “Berlin: sociable, fair. What holds the city together?”
  - “Berlin: economically prosperous. What makes the city grow?”
  - “Berlin strategy: Where is Berlin focused”
  - “Berlin 2030: We create the city together”

- **Creation of “Berlin Today” and “Berlin Tomorrow” strategy documents**



**Tools used to involve the public and stakeholders**

- ‘Berlin Telegrams’: written messages that were sent to workplaces, placed on advertising columns in the city and distributed by e-mail and post

- Online debates via Twitter and the Urban Development Concept Berlin 2030 online platform
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## 4. CONCLUSIONS

### **Outputs, results and impact of the participatory process**

- Current status report (Berlin Today)
- Strategy for Berlin 2030 (Berlin Tomorrow)

Two documents were created based on the data collected during the project: a status report (Berlin Today) and a strategy for Berlin 2030 (Berlin Tomorrow). The status report details the current state of things of selected problems related to the development of the city. Based on this report, the Strategy for Berlin 2030 focuses on the city's development goals, promising initiatives and specific areas for exemplary implementation.

The Berlin Strategy deals with the future of the city. Six distinctive features - Berlin's unique strengths - play a significant role in creating the quality of life and competitive environment that the city offers today. They also set the course for an enticing future in which Berlin is a livable city. Eight documents that make up the Strategy define what the city is trying to achieve. They cover fundamental issues and future challenges, and include goals and areas of activity that determine Berlin's medium to long-term development prospects. The final part focuses on ten transformation areas that demonstrate the geographic priorities and provide a tangible framework for putting these strategies into action.

### **Limitations**

Successful integrated urban development is characterized by synergies between different value-adding goals and areas of activities. However, conflicts between different goals can arise during the planning and negotiation phase. In such cases, it will be up to the community groups and political institutions to lead a social and political conversation to resolve these issues. This task requires transparency and the ability to focus on public interest, and to develop a systematic process for consulting urban development and a culture of collaborative dialogue within local government.

### **Sustainability and repeatability**

The Berlin Strategy specifies pathways and goals that point the way to the future. It serves as a manual for long-term planning across divisions and departments. The Urban Development Concept Berlin 2030 provides a coordinated and integrated vision to promote Berlin as a city of economic opportunities and attractive, sustainable lifestyle.

### **Additional materials**

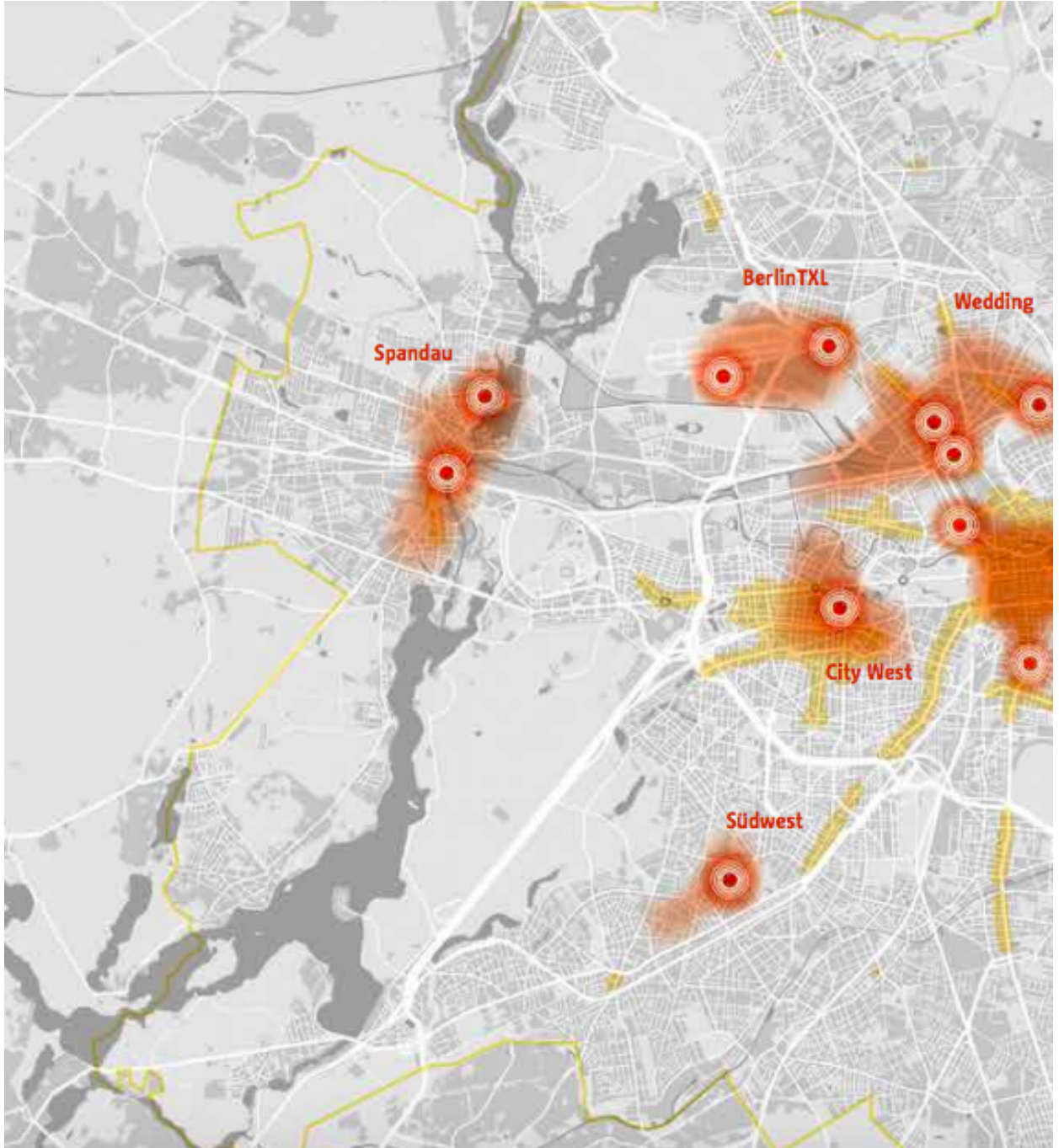
- Senatsverwaltung für Stadtentwicklung und Umwelt, Berlin Strategie 2030  
<http://www.stadtentwicklung.berlin.de/planen/stadtentwicklungskonzept/>
- Senatsverwaltung für Stadtentwicklung und Umwelt, Stadtforum Berlin 2030  
<http://www.stadtentwicklung.berlin.de/planen/stadtentwicklungskonzept/de/stadtforum/5stadtforum/index.shtml>
- Senate Department for Urban Development and Housing, Urban Development Concept Berlin 2030  
[http://www.stadtentwicklung.berlin.de/planen/stadtentwicklungskonzept/index\\_en.shtml](http://www.stadtentwicklung.berlin.de/planen/stadtentwicklungskonzept/index_en.shtml)
- The BerlinStrategy | Urban Development Concept Berlin 2030  
[http://www.stadtentwicklung.berlin.de/planen/stadtentwicklungskonzept/download/strategie/BerlinStrategie\\_Broschuere\\_en.pdf](http://www.stadtentwicklung.berlin.de/planen/stadtentwicklungskonzept/download/strategie/BerlinStrategie_Broschuere_en.pdf)
- Berlin Strategie 2.0  
[http://www.stadtentwicklung.berlin.de/planen/stadtforum/download/5stadtforum/SenStadtUm\\_BerlinStrategie2.0.pdf](http://www.stadtentwicklung.berlin.de/planen/stadtforum/download/5stadtforum/SenStadtUm_BerlinStrategie2.0.pdf)

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### Additional illustrations

Examples of output infographics and maps



## BERLIN'S REPUTATION

brings ever more tourists to the city



**28,688,700**

total overnight stays in 2014

**12,495,500**

of which were overnight stays by foreign guests

## BERLIN IS KEEPING FIT



**2,000**

More than 2,000 sports centres and 94 swimming pools provide the **hardware** for training and competition in Germany's sporting capital.



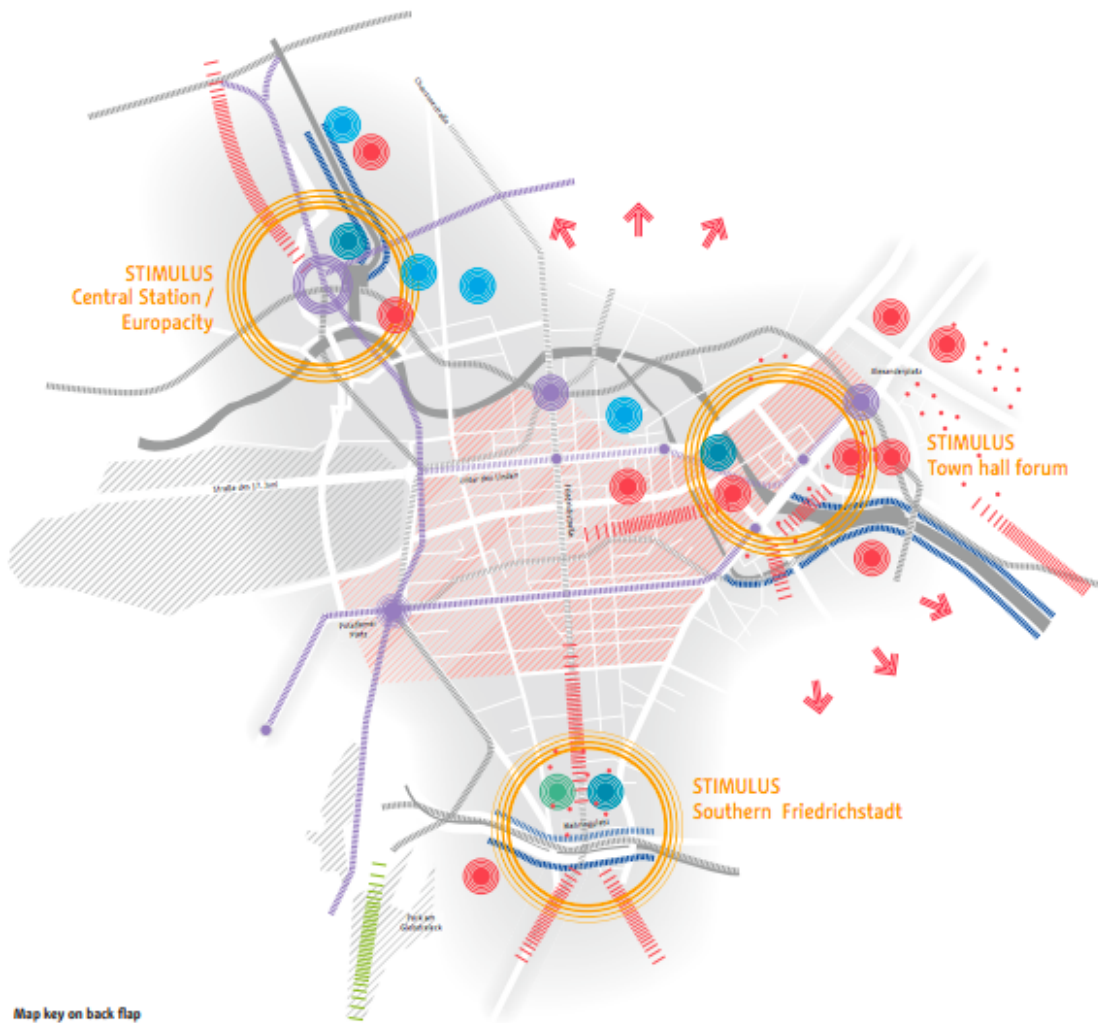
**94**



**40**

More than 40 **major national and international sporting events** take place in Berlin every year.





### Berlin Mitte – A pulsating centre