

Sustainable urban management and financing in historic city centres

International Conference

Smart City

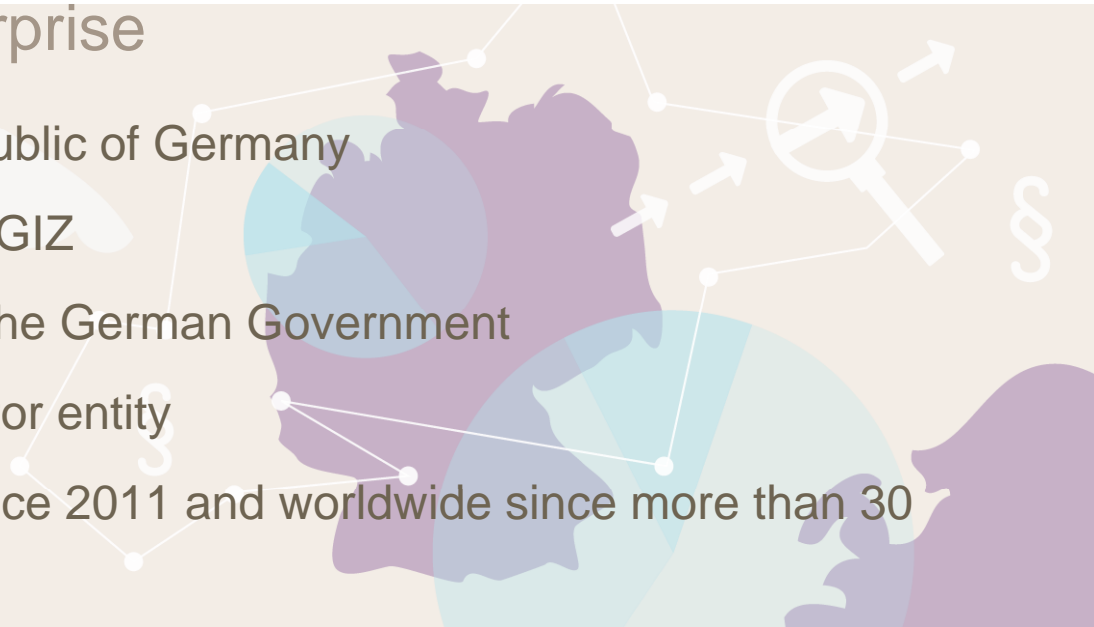
19/20.09.2013 Sibiu, Romania



Our profile

A German federal enterprise

- Owned by the Federal Republic of Germany
- From January 2011 GTZ = GIZ
- Supports the objectives of the German Government
- Organised as a private-sector entity
- Offers service in EU MS since 2011 and worldwide since more than 30 years





Facts and figures about GIZ:

- Operations in Germany and in 130 countries
- More than 16,000 employees worldwide
- Annual Turn over in 2012 was EUR 2.1 billion
- Commissioned by more than 300 public and private-sector institutions in Germany and abroad
- The main client the German Government (75%); 25% come from international customers (EU, WB, IFIs, private donors, Saudi Arabia, Qatar, Canada, Australia etc.)



Our actions are guided by

Sustainability

- **Social responsibility**
- **Ecological balance**
- **Economic performance**
- **Political participation**





The Urban Dimension

„Urbanization“ cannot be planned
... but “the Urban” can be managed!
(City Management)

Focal issues are:

- Market forces and external frame conditions rather than urban plans
- Realistic understanding to identify entry points in guiding urban management
- Sustainability needs an enabling environment and efficient urban management



What cities may need ?

The complexity of sustainable urban development with diverting interests of different actors and in combination with the structure of local institutions and the participation in projects as well as with the transparent decision making and disbursement of funds is a challenge for many cities

Hence, cities may need:

- **Access to high level technical and financial expertise**
i.e. to conceptualize integrated and smart project proposals with revenues.
- **Increasing capacities for urban management with regard to innovative project designs as well as for the implementation and M&E of sustainable urban development projects**
- **Assistance to establish and manage effective and efficient Urban Development Funds**



The approach of GIZ

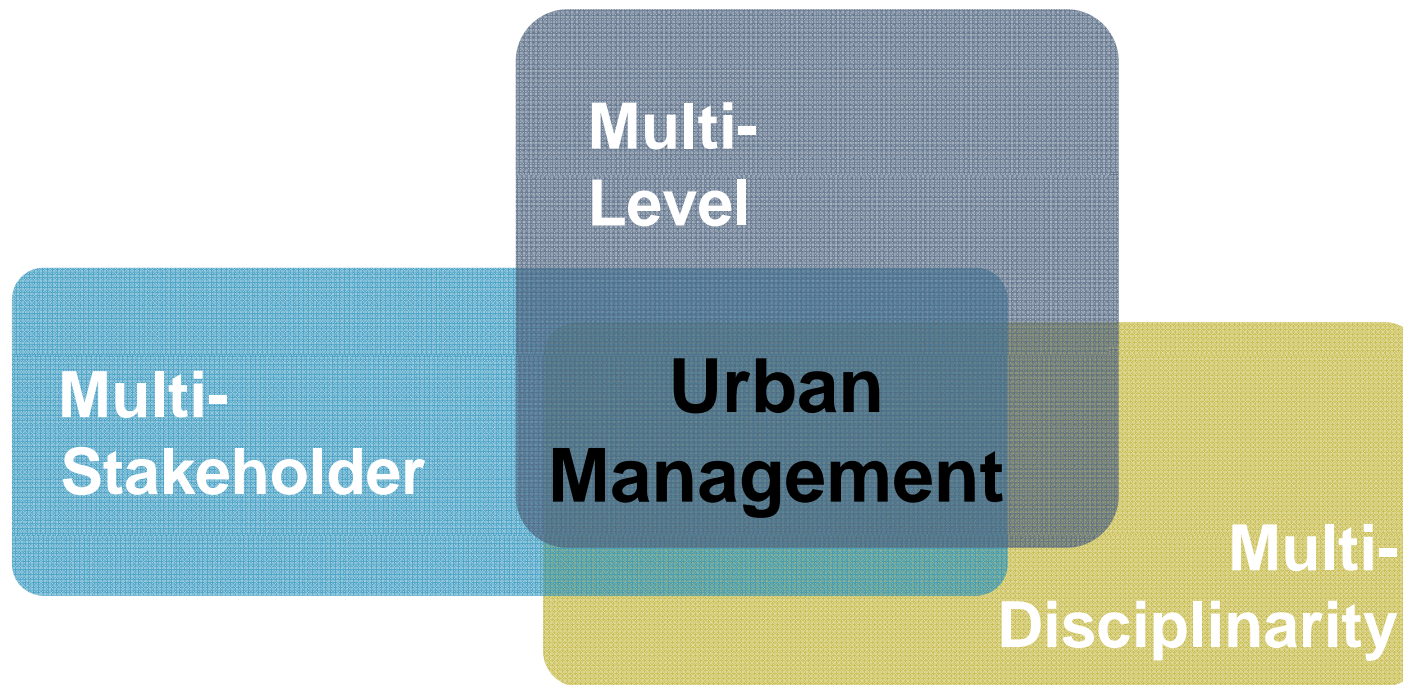
Capacity building and technical assistance for

1. Urban Governance
2. Social Innovation and Inclusion
3. Planning diversified sector programs and ensuring its implementation as an integrated approach
4. Integration and participation of interest groups and establishment of networks





1. Urban Governance



- Involvement of all stakeholders from various disciplines at all levels
- Identification of problems and encompassing sustainable solutions
- Improvement of the framework conditions of urban living



2. Social and innovative actions

Support cities of tomorrow's to overcome the challenges.

- Learning from experiences of GIZ projects in Romania and worldwide
- Competitiveness through establishment of "creative clusters"
- Participation for the identification with the living space promotes a sense of responsibility
- Support social Networks
- Attraction of private/public financing

2010

2015

2020

2025



3. Linking sectors to an integrated approach

What is the value added to mono sectoral classical planning?

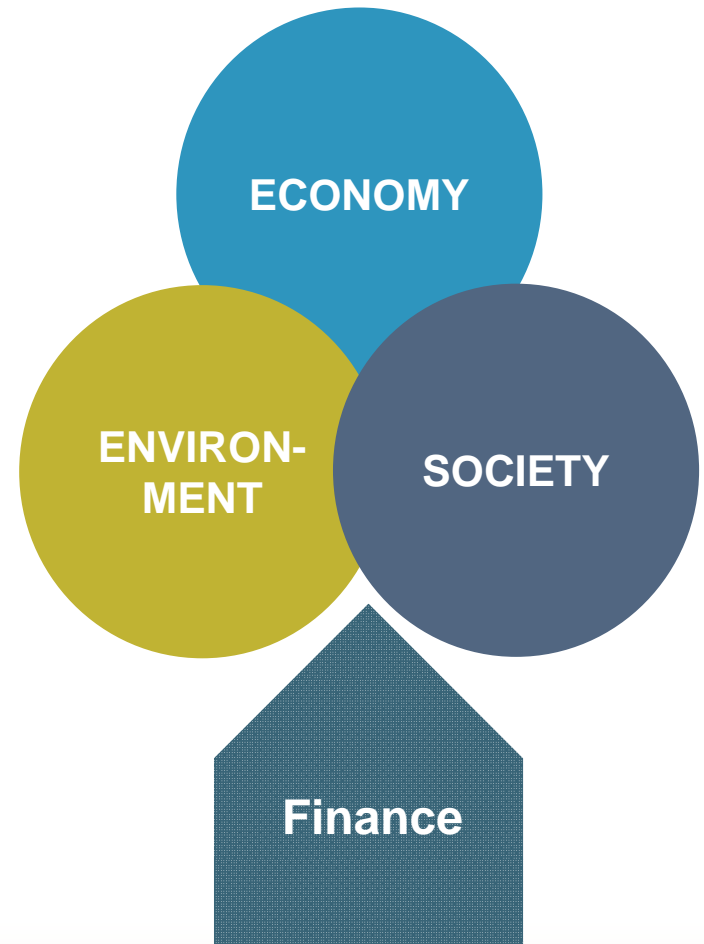
Single Sector plans

- ignore impact on other sectors,
- are centrally planned
- are planned without participation of civil society and citizens
- do not take potential for synergies into considerations
- ignore effects on employment and social development

This leads to constraints for the creation of competitive cities which need to

attract employment and investment

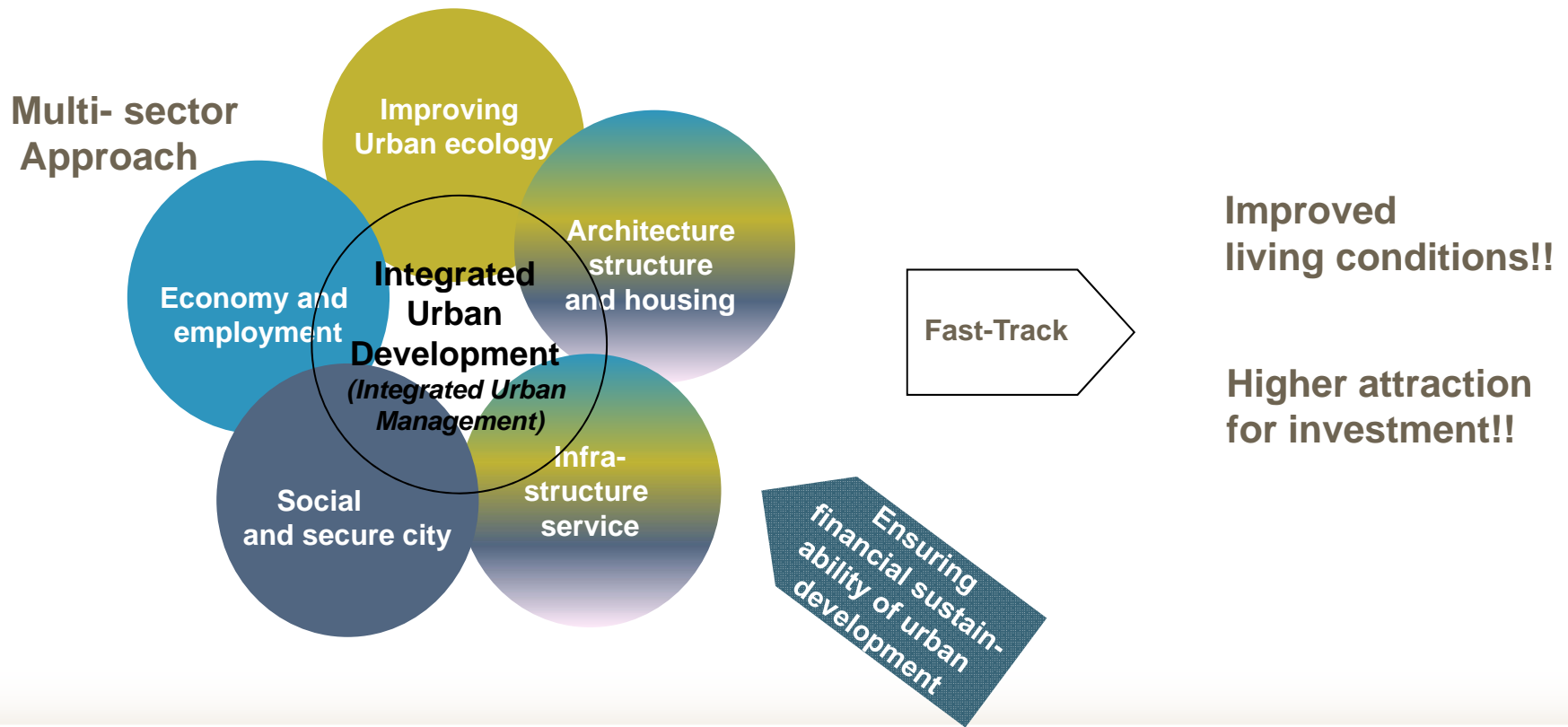
by creating an high quality of Life





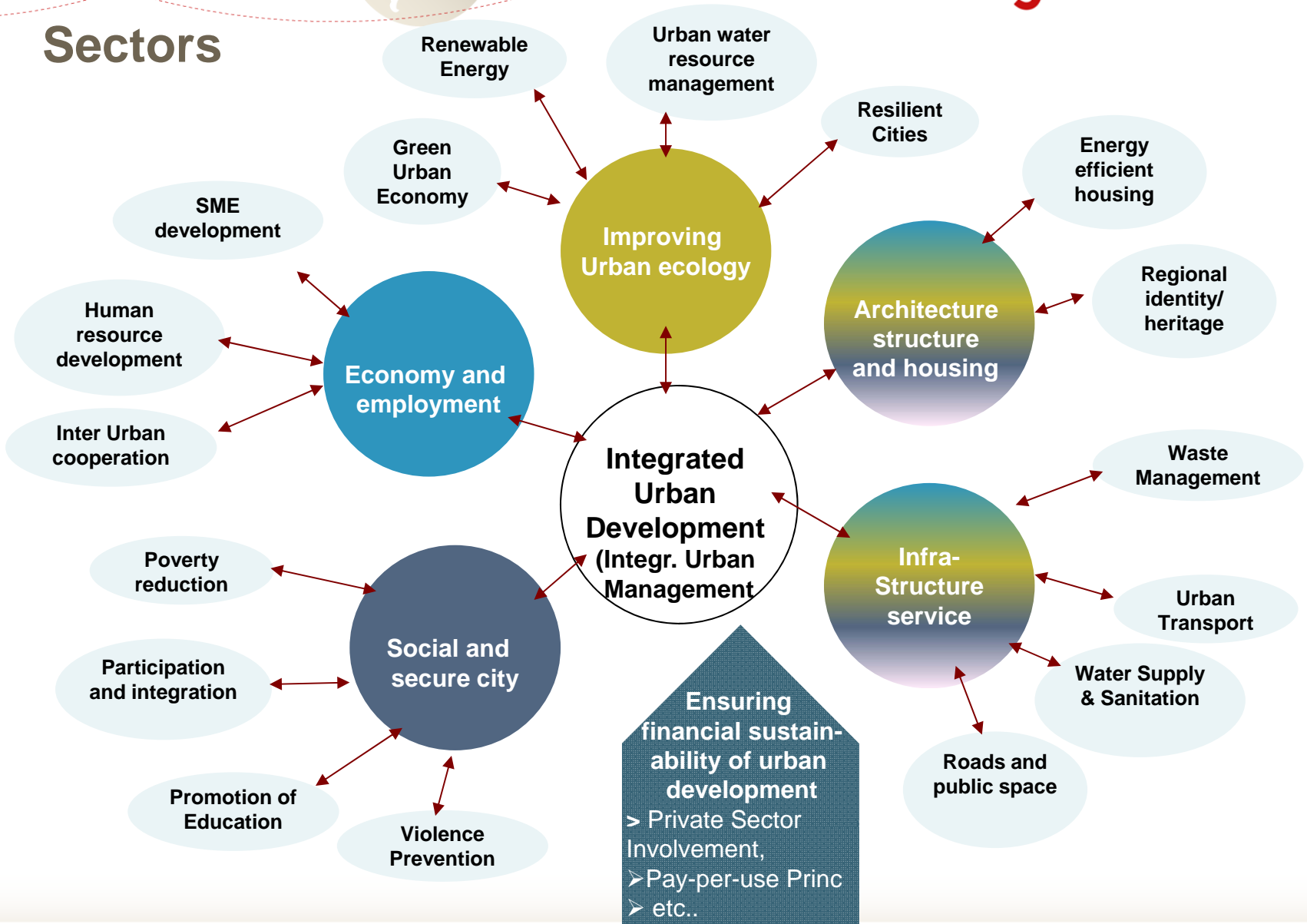
Strategic Planning as Tool of Sustainable Development

- as a dynamic process with a multi-sector approach
- is based on the involvement of different dimensions and stakeholders
- works with monitoring systems in the process of implementation
- is able to adjust the plan to changing circumstances





Sectors





4. Mobilizing Networks

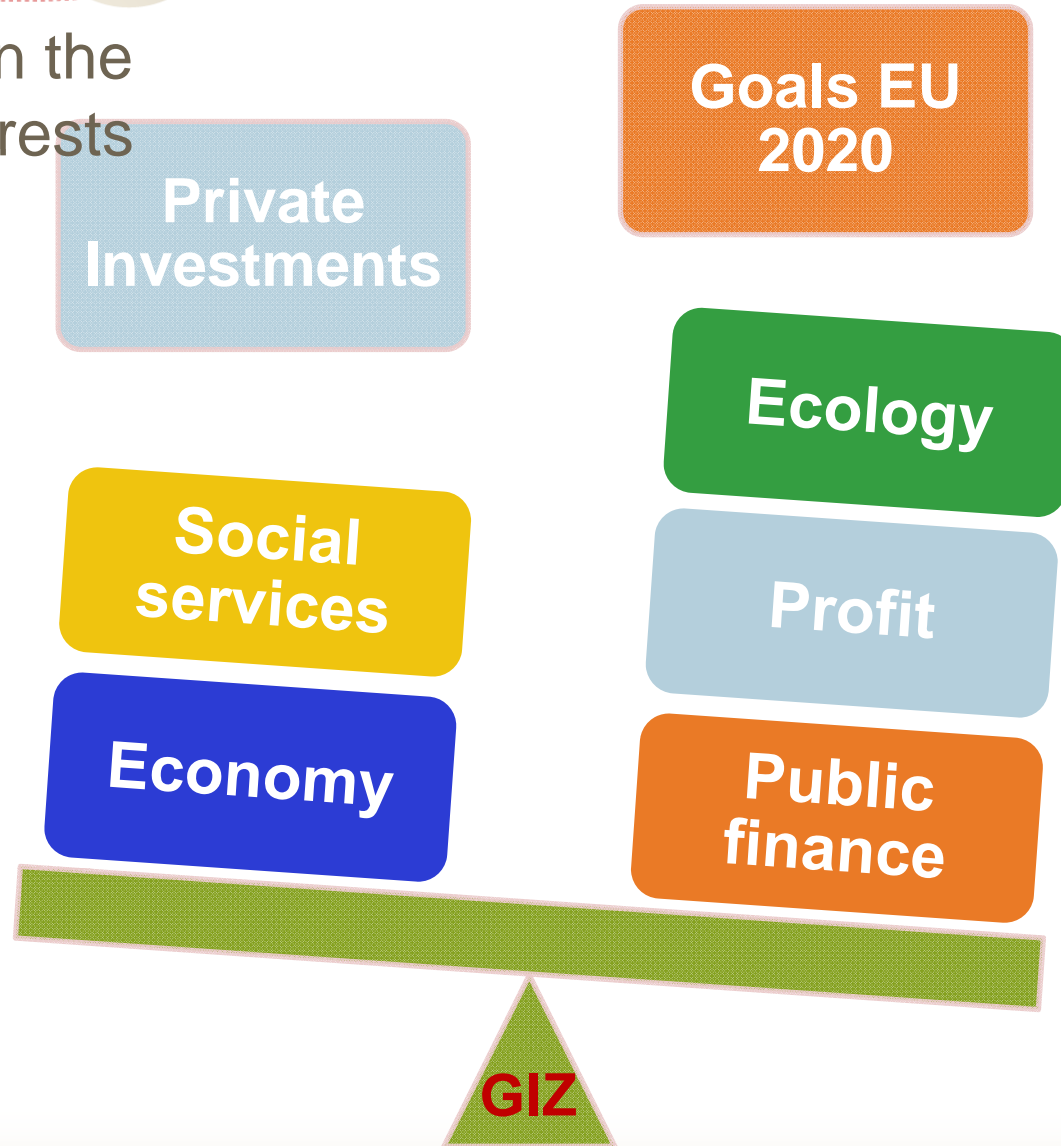
For a successful cooperation for all

- Partnerships are crucial
- Establish efficient cooperation
- For mutual success





The role of GIZ in the balancing of interests





Rehabilitation of historic and cultural sites

- Objective:** Rehabilitation of historic city centres / quarters and of cultural urban sites to strengthen and use their touristic potential
- Sectors:** Building- and road-infrastructure, public green, tourism, combined with education
- Measures:**
- renovation and modernisation of buildings, roads, public green and cultural sites
 - tourism development concepts (e.g. international events and local weekly markets)
 - implementing demonstration cases and using them for “training-on-the-job” of involved construction companies and craftsmen
- Effects:**
- environmental: improved environmental standards on different levels (house, neighbourhood, city), preserve existing housing stock
- social: fostered social integration on local and international level, improving living conditions in historic housing stock and on neighbourhood level, secured existing social networks
- economic: encouraged local economy, promoting craftsmen
- Finances:** Re-Financing to the local budget through:
- fees / taxes for using public space (market stands)
 - city tax (tourism) and entrance fees at cultural sites



Sibiu: Sustainable Management of Historic Urban Areas

Objective: **Integrated development of historic areas to improve living conditions, to promote local economy and sustainable traffic concepts**
Fostering integrated urban management approaches at local level as well as special tailored financing instruments

Sectors: Housing, public space, local economy and traffic, everything strongly linked to management and financing aspects

Measures:

- rehabilitation of publicly and privately owned buildings, and of public spaces
- construct demonstration cases and using them for “training-on-the-job” of involved construction companies and craftsmen
- supporting the local administration in their efforts for sustainable urban development (introducing new department specially dedicated to historic centre management, joint development of integrated action plans, elaborating development / design guidelines)
- elaboration and introducing traffic management system (parking, traffic calming, etc.)
- introducing financing schemes for different rehabilitation measures



Effects:
environmental: improved micro-climate, lowered air pollution by traffic and coal
social: improved living conditions, strengthened participation in rehabilitation processes
economic: encouraged local economy, esp. promoting craftsmen, construction companies

Finances: **Re-Financing to the local budget through parking fees / towing fees and increased taxes**



Reconversion of Urban Brownfield Areas

Objective: Decontamination of polluted urban areas, equipment with basic infrastructure and promotion of development perspectives

Sectors: environment, infrastructure linked with urban management and city marketing

Measures:

- assessing urban brownfield areas, their development potential and grade of pollution
- development of pilot reconversion project, incl. decontamination
- investment in public infrastructure, land division
- development of marketing strategy for the re-use of the area (housing, industry, technology, mix use, etc.)
- promotion of the area

Effects:

environmental: decontamination of urban areas, reuse of inner city areas which stops urban sprawl

social: promotion of mixed land use and reintegrating of lost land in urban tissue

economic: providing well equipped areas for economic settlements

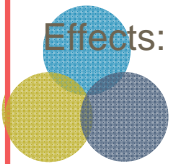
Finances: Re-Financing to the local budget through:

- rent of land / built infrastructure
- selling of land / built infrastructure
- indirect: higher local tax revenues



Energy-efficient Modernization of Buildings

- Objective:** Energy efficient modernizing of existing housing stock (e.g. block houses)
- Sectors:** Housing and building infrastructure linked to education, science and waste management
- Measures:**
- modernize existing buildings according to modern energy efficient standards (e.g. thermal insulation)
 - construct demonstration cases and using them for “training-on-the-job” of involved construction companies and craftsmen
 - use demonstration cases for further scientific research
 - link to specific waste management and recycling systems
- Effects:**
- environmental: contribution to climate change mitigation and protection against climate change effects , use of existing building stock prevents new construction and use of resources
- social: improved living conditions, secured existing social networks and livelihood
- economic: trained construction companies and craftsmen, fostered local economy
- Finances:** Re-Financing to the local budget through
- partial return of private energy-costs savings (fees), according to private additional investment or income situation





Waterfront Development & Rehabilitation of Public Green

Objective: **Rehabilitate public space for regeneration, tourism and small enterprise use**
Sectors: public space infrastructure, water, tourism and economy linked to waste management

Measures:

- construction of built areas along urban water front areas, such as pedestrian ways, jogging paths, public squares, small open-air sport or regeneration facilities
- improving (inner urban) river water quality
- developing small enterprise concepts and gastronomy incl. weekly markets
- developing tourism concepts, such as waterfront festivals
- construction of school gardens or small private gardens
- developing specific waste management concepts (linked also to improving water quality)

Effects:

environmental: secure existing public green and improve river water quality, inner urban re-naturation

social: offer regeneration and social integration, strengthen participation in planning

economic: strengthen local economy

Finances: **Re-Financing to the local budget through: business fees, market fees, leasing fees**



Urban Farming

Objective: Use public space to foster food security

Sectors: Building- and public space infrastructure, food security and economy linked to education, science and waste management (recycling)

Measures:

- construct fruit and vegetable gardens on existing public spaces incl. roof tops
- offer learning courses to schools, kindergarten and private persons
- use demonstration cases for scientific research
- develop specific circular concepts of farming, selling products and organic waste recycling

Effects: environmental: improved inner urban climate, inner urban re-naturation, reduced production and supply chains

social: contribution to food security

economic: fostered local economy

Finances: Re-Financing to the local budget through rent, lease or fee for public space, and through partly participating in the earnings (selling food products, organic waste to agricultural businesses)



Traffic and Road Safety

Aim: Improve traffic and road safety for all traffic participants

Sectors: transport / road construction, economy, education

Measures:

- measures for speed limiting such as zones for calmed traffic
- improve design and layout of roads (e.g. bicycle and pedestrian ways, improved street lightening, etc.)
- learning parcours (cars, bicycle, pedestrians) for beginners, driving schools, private persons, kindergarten and school for learning and raising awareness
- improving offers of public transport (e.g. offering Park&Ride)

Effects: environmental: calmed traffic and more public transport leads to decreased CO2 emission (climate change mitigation)

social: secure living environment, integrating traffic and road safety into school curricula

economic: local economic development

Finances: Re-Financing to the local budget through fees for learning parcours from private persons, driving schools and income due to increased use of public transport / Park&Ride



Thank you

for your attention!