

Guideline VI

Social city

As a cosmopolitan, child-, youth- and family-friendly city Rostock continually develops the integration of disadvantaged people into the community. Every form of racism, discrimination and violence is resolutely combated.

Improving the quality of life for children, youngsters and families

Rostock offers young people real prospects for the future. Social early warning systems and prevention offers provide protection against risks and dangers in growing up. The city guarantees a network of day care centres that is tailored to the demand as well as open spaces, sports fields

and playgrounds close to places of residence. Young people are supported according to their needs and with their direct involvement. The »local alliance for families« focuses on the compatibility of work, profession and family.

Preventing poverty - enabling a self-determined life

The city's commitment to job opportunities and future-oriented educational offers are the main measures to prevent poverty. New companies are expected to provide jobs that secure people's livelihood and are to be oriented on minimum wage. A new understanding of the role of education grants equal opportunities to families from underprivileged backgrounds. Counselling and

offers of assistance are improved in quality. An integrated social and infrastructure planning provides for a mixture of people from different social backgrounds and different generations in the city districts. Low-income households are offered housing according to their demands in cooperation with housing associations and apartment owners.

Strengthening welfare networks and health promotion

The self-help-friendly climate in Rostock is maintained by individual support, financial help, local initiatives as well as welfare and health networks. The district and community centres and the self-help plenum »Rostocker Topf« provide offers for independent activities, exchange and participation. There is a central advisory office for home care. Preservation of health and prevention as well as citizen involvement are promoted through the programme »Growing older in Rostock« and the Healthy Cities network.

Shaping diversity

People from more than 100 countries live in Rostock. This diversity is a strength and a challenge, it is welcome and a gain for urban development. The foreign population is given a greater share in the political, economic and cultural life of the city.

The city supports the immigrants' council and consistently opposes racism, discrimination and violence. Diversity and peaceful interaction are in the focus of its integration policy.

Fostering the interaction of the generations

Rostock fosters the lost interaction between the generations through their involvement in municipal projects of clubs and societies, local advisory committees and the city parliament. The city supports new residential projects for young and old.

» **Lead projects:** Targets for children's health in Rostock - Implementation of the addiction prevention concept for children and adolescents - Update of the programme »Growing older in Rostock«

Guideline VII

Urban planning and architecture in high quality

Urban development in Rostock aims at an energy-efficient urban structure that is viable for the future and produces little traffic. High-quality public spaces, a mix of functions, urban consolidation and removal of barriers are further objectives. Architectural heritage and modern architecture go hand in hand, with the water a determining element.

Hanseatic city and seaside resort – Commitment to building culture

The identity of Rostock that has been shaped by the Hanseatic League, its university, industry, the port and its location by the water is to be preserved. Competitions on urban development

and architecture guarantee a high standard. An efficient space management ensures a sustainable spatial development. Families in particular benefit from an attractive city of short distances.



Shaping districts together with their inhabitants

Specific concepts for the city districts strengthen their identity and character, activate potentials for development and bundle resources. The population will contribute to shaping the future of the quarters by initiatives of their own according to the example of the »Social City« programme. Protagonists of the housing and real estate industry are to be won over as partners at an early stage. Problematic areas benefit from federal and state government subsidies and are reshaped according to the targets of the city's integrated urban development concept.

Developing the city by the water

Urban development in Rostock will focus more on the Baltic Sea and the river Warnow. The aim is to allow people to experience the water from the city and the city from the water. In doing so the skyline, the riverbank structures and a river crossing for pedestrians and cyclists play an important role. The overlapping of numerous functions in a confined space requires a long-term development strategy for Warnemünde. The banks of river Warnow are to be protected from further building up. A continuous footpath and cycle path close to the river runs from Warnemünde along the river all the way to the seaport.

Emphasizing living in the city as a special quality

The large demand for housing especially in the inner city and in Warnemünde is met by new residential locations and by lock-ups. All household types, ownership groups and student residential projects for young and old.

Adjusting the housing market to demographic change

Existing housing is adjusted to the needs of old or disabled people. New housing with and without care services and for small households is to be built. The city supports new residential forms and projects.

Guideline VIII

Green city by the sea

Rostock will continue on a high level of environmental standards in the future and will groom its image as a green city by the sea with high quality of life. This includes low noise and air pollution, interlinked green spaces that are protected in their diversity, individuality and beauty and the protection of the Baltic Sea and of river Warnow.

Adjusting to climate change

Rostock develops a strategy for adjusting to climate change. It will encompass, for instance, the analysis of consequences of storm surges,

heavy rain, wind, drought and variations in temperature, the potential danger and measures for limiting the damage.

Creating a healthy local climate

Air and noise emissions are reduced to a level harmless to health. Development and traffic planning make important provisions in this respect. Quiet areas are protected. The air exchange between the city and its environs is ensured.

Preserving natural spaces and habitats

Conservation and preservation of the landscape are taken into account on the basis of the landscape plan as part of the development planning and other specialized planning in order to secure the variety, beauty and recreational value of nature and scenery. Endangered avenue and street trees are to be preserved and to be restored sustainably. Footpaths and cycle paths are integrated even more into the network of green spaces. Avoiding interference with nature takes precedence over compensation and replacement measures.

Sustainable forest management

Rostock is among the five largest municipal forest owners in Germany. The sustainable forest management begun in the year 2000 according to the high standards of the Forest Stewardship Council is continued and re-certified annually.

Protection of waters, coastal protection and flood control measures

Rostock's exclusive drinking water supply from river Warnow remains in place. The risks require comprehensive protection measures and the securing of an emergency water supply. Storm surges of the Baltic Sea and inland flooding are to be countered by a sustainable flood risk management.

Protecting the soil

With its soil protection concept the city strives to secure and regenerate the functions of the soil. Removal of hazardous waste from the past is of special importance. Land use is reduced, commercial brownfields are recycled, lowland moors and other types of soil are protected. New soil sealing is compensated by unsealing, greening of roofs and facades or by rainwater seepage.

Continuing waste management

Rostock shall continue its tried and tested waste management on a high level. Thanks to a combination of mechanical and biological treatment, fermentation and incineration more than 80 percent of the waste is used for energy purposes. The new waste management concept foresees a five-stage waste hierarchy and disposal safety for ten years.

Cross-sectional tasks

Relying on sustainable development

Rostock embraces the targets of sustainability as passed by the 1992 Rio Conference. Every commercial and political decision will involve checking whether its consequences will harm the basis of life for future generations and elementary justice in the global society. The Agenda 21 council advises the lord mayor to this effect in landmark decisions of the municipality. The monitoring of the implementation of the guidelines for urban development shows whether Rostock is developing sustainably and indicates the need for shifts in policy.

Contributing to budget consolidation

The guidelines for urban development contribute to fiscal consolidation if everybody is guided by the targets determined jointly: less loss by friction, high efficiency, sinking costs. Early involvement leads to high acceptance and identification.

Promoting a culture of dialogue and citizen involvement

Rostock continuously improves its culture of dialogue in an open, transparent process. Various bodies and platforms secure the involvement of the widest circles. Participation will increasingly take place electronically (e-government) but will not replace personal contact. A guide for public involvement is to provide orientation for all interested parties.

Coping with demographic change

Rostock relies on integration and active participation of senior citizens and on self-determined ageing in dignity. Solidarity between and within the generations is strengthened.

Stepping up international cooperation

As a regiopolis Rostock will be involved on a much wider international scale in the future, mainly in the Baltic Sea region and in the space delineated by the metropolises of Berlin, Copenhagen/Öresund, Hamburg and Szczecin. Partnerships with cities around the world are deepened in all areas.

Assuring equal rights for women and men

The Hanseatic City of Rostock consistently embraces equal rights for women and men and will continue its successful involvement in this field. In this the city council will be an example to the entire city. Increase in equal rights means an increase in quality of life.

Improving administrative procedures for citizens and the business community

Rostock city council will further optimize its function as a service provider for the business community. A constructive administrative setting especially with regard to the quality, duration and service orientation of administrative processes will have a positive impact on the establishment of businesses.

Granting equal opportunities to people with disabilities

Rostock implements the United Nations Convention on Rights of Persons with Disabilities. Priority is given to the right of self-determination and to unrestricted equal rights with regard to education, absence of barriers, rehabilitation and occupational inclusion. Access to integrative, high-quality and free tuition in primary and secondary schools is assured.

Introducing city marketing

As a regiopolis Rostock performs functions that require an integral city and regional marketing. The Rostock brand is developed as a quality feature. Hard and soft location factors are directly dependent on the good name of Rostock beyond borders. The location marketing supports changed conditions such as infrastructure, tax and presentation issues in favour of the target groups, including an improved, more citizen-friendly website of the Hanseatic City.

Modernizing the city council

High cost-effectiveness and efficiency in the actions of the council, improved spatial conditions, transparency and control support in the process of budget consolidation increase the performance of the city council. This process is supported by a complex system of controlling and the new municipal budgeting and accounting systems. The employees are promoted under an integrated HR development concept and qualified young recruits are attracted. The proven concept »Ortsamt 2000« [local authority offices] remains in place and will be further improved.

Making progress with environmental management

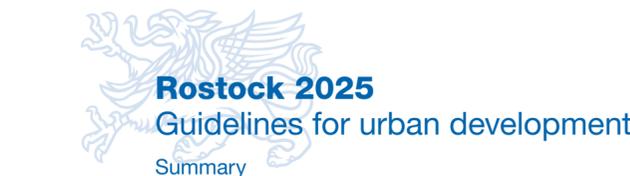
The city wants to act as a trailblazer in the protection of resources and climate through innovative management of buildings, ecological waste management, sustainable mobility and green procurement. The aim is a zero footprint city council. Increasingly environmental aspects are worked into contract awards and administrative decisions. All municipal organizations and companies strive for an EMAS validation (certified environmental management system). Rostock is involved in the environmental alliance of Mecklenburg-Vorpommern and promotes the dialogue between the city council and private business.

Local implementation of global responsibility

Rostock considers itself part of the One World and embraces its responsibility for sustainable management and a peaceful interaction within the global balance. Sustainability becomes a regular criterion in awarding public contracts. The city supports companies and institutions that foster global education for future viability. It is a main area of activity in the federal state for the days of development policy and the national »Fair Week«. Rostock is a candidate for the title »fair trade city«.



IMPRESSUM:
Published by: Hanseatic City of Rostock, press and information office
Editing: Department of city development, city planning and economy, phone +49(0)381 381 6136
Photos: Hanseatic City of Rostock, Rostock Business, Rostock University, Joachim Kloock, Nordic Yards, Nordex, Strandhotel Hübner, photo agency Nordlicht, Warnow Transport Association, Rostock Airport, Grossmarkt Rostock GmbH, Lutz Zimmermann, Rostock city mission, Dr. Mohr
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Guiding principle

Rostock becomes a regiopolis

As the central business, science and cultural location of the state of Mecklenburg-Vorpommern Rostock increasingly assumes responsibility in cooperation within the Baltic region and distinguishes itself as a regiopolis on the Baltic Sea.

Rostock is situated in the geographical centre between the metropolises of Hamburg, Copenhagen/Öresund, Szczecin and Berlin and is a typical example for a regiopolis. The city is smaller than a metropolis but reaches farther than a higher order centre.

Adding to this is the particularly favourable strategic location right at the Baltic Sea coast south of Scandinavia. This offers the

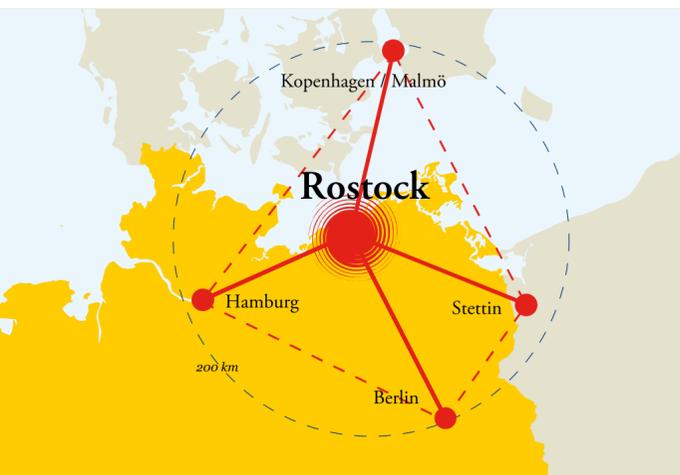
chance to take over important coordinating and control functions and to develop an international centre of excellence.

The Hanseatic City of Rostock is the core of the regiopolis region. As such it must be recognized by the federal and state government and receive adequate consideration as part of fiscal equalizations. Core city and region pursue a joint location policy on equal terms.

The regiopolis region of Rostock is

- › the science centre of the state of Mecklenburg-Vorpommern
- › an innovative high-tech location
- › a centre of the integrated maritime economy
- › an international supply chain hub
- › the state's largest trade and service centre
- › a part of the trans-European traffic networks via the »Baltic-Adriatic corridor«
- › a partner for protagonists such as the regional marketing initiative, the local economic development corporations and the science network [Rostock-denkt-365°]

» **Lead project:** Regular forum of the regiopolises



Guideline I

City of science and research

The Rostock region has a high density of educational and research facilities with prominent figures. Their networking and cooperation with the twin towns of Rostock form an outstanding potential for commercial development and the international transfer of knowledge, creativity and innovation.

Establishing science and research of international standing

Rostock secures its position as a science, research and technology location with a maritime orientation and promotes developments in the field of IT, biotechnology and biomedicine. New profile lines and an interdisciplinary faculty point the way to the future for Rostock University. The creative atmosphere and inspi-



Knowledge for all:

- › Science Night
- › Children's university: arousing curiosity
- › Senior citizens' academy: lifelong learning
- › Science house: experiencing science and research hands-on and bringing them close to all interested persons

Expanding partnerships with the university, colleges of higher education and scientific institutions

As a reliable municipal partner Rostock integrates the scientific facilities into urban development. Proximity, short distances and good traffic links especially by cycle paths improve the conditions for research and studies. The association [Rostock denkt 365°] is the coordinator

and driving force behind the exchange among the science and business communities, political circles, the city council and the residents. As the umbrella brand for science marketing the association supports joint events, open lectures, seminars, placements and research contracts.

Network of partnerships in action:

- › Rostock University
- › Academy of Music and Theatre
- › Wismar University of Applied Sciences, department of shipping
- › Leibniz Institute for Baltic Sea Research
- › Leibniz Institute for Catalysis
- › Leibniz Institute of Atmospheric Physics
- › Leibniz Institute for Farm Animal Biology
- › von Thünen Institute for Baltic Sea Fisheries
- › Max Planck Institute for Demographic Research
- › Fraunhofer Institute for Computer Graphics Research
- › Fraunhofer Application Centre Large Structures in Production Engineering
- › Federal Maritime Shipping and Hydrographic Office

» **Lead project:** Knowledge and Technology Transfer Centre (WTTZ)

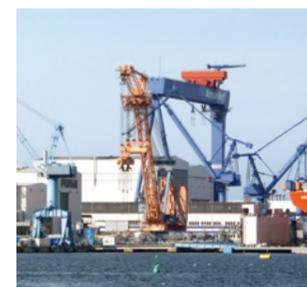
Guideline II

Port city and business centre

Rostock is a mainstay of the integrated maritime economy in Germany and expands its function as a hub to Scandinavia and the Baltic states. It makes its mark as a high-tech location, relies on new industries and, together with the rural district of Rostock, develops an economic area that acts sustainably, internationally and flexibly.

Strengthening the economic position in the southern Baltic Sea region

Rostock holds its own as the largest trade, logistics and service centre in the north-east of Germany. Port, shipyards, shipping companies and the navy continue to leave their mark on the city. Innovative high-tech companies will



Sectors of excellence:

- › Port and maritime economy
- › Aerospace industry
- › Engineering services
- › Offshore technology
- › Medical and environmental technology
- › Life Sciences and IT
- › Maritime city and cruise tourism
- › Cultural and events industry
- › Prime inner-city retail trade
- › Wellness and healthcare industry

Turning the port into a hub between northern, central and southern Europe

Rostock strengthens its hub function between the north-south axis from Scandinavia to the Adriatic and the east-west axis. As part of the trans-European traffic networks the city steps up its development into an intersection of international and intermodal logistics chains. In

addition to the dynamic coastal region and the efficient seaport, nearby areas for industrial settlement are a competitive advantage. The Hanseatic city mediates in conflicts between the business community, residents and conservation.

Ensuring mobility, reducing traffic levels

As a regiopolis and international hub Rostock needs efficient transport links with other economic areas, reliable transitions from long-distance to local traffic, an upgrade of the freight centre and attractive connections into the city

centre of the surrounding area. A strong environmental alliance, traffic calming without barriers and the extension of cycle traffic according to the resolution of 2006 will make a significant contribution to promoting urban structures.

» **Lead projects:** Providing areas for port-related industries - Centre of excellence for maritime training

Guideline III

City of tourism

Rostock will enhance its profile as a centre of maritime tourism even more. A joint tourism marketing assures sustainable, high-quality tourism all the year round. Highlights in 2018/2019: 800th anniversary of Rostock and 600th anniversary of Rostock University!

Expanding tourism as an economic factor

Thanks to its location and natural environs Rostock is eminently suited as a tourist destination as well as for conferences, events, health and cultural offers. Tourism is an economic factor; it creates jobs and adds value in the region. The university and port city with its rich traditions, picturesque old town, the cultural and business centre as well as the advantages of the seaside



Sustainable tourism that conserves resources

- › upgrading of cycle paths and hiking trails, attractive offers by the environmental alliance for mobility
- › energy and ecological standards for buildings and facilities
- › reasonable prices in hotels, restaurants and recreational facilities
- › bearing in mind the needs of families, senior citizens and the disabled

Raising the profile of Rostock as a centre of maritime tourism

Rostock's location at the Baltic Sea and the Lower Warnow, its function as a commercial, ferry and cruise port as well as the sailing and windsurfing area off Warnemünde produce a lot of tourism with many activities in, on and near the water. The development is oriented on gen-

Promoting international tourism

As a major ferry and cruise port Rostock has great potential in international tourism. In order to use it even better the basic conditions will be oriented more on its needs. Main markets are Scandinavia, Switzerland, Austria and the

resort of Warnemünde will continue to be developed for tourism. Its attractiveness all the year round is increased by cultural highlights, offers of the wellness and healthcare industry as well as fairs and events of national and international renown. The cultural and historical heritage is made more accessible.

tle tourism with a high recreational value. Cruise and transit passengers will visit the city and its region more frequently and stay here longer because of attractive offers. The Upper and the Lower Warnow will in the long term develop into a »string of pearls for tourism«.

Netherlands. Advertising associations, town twinnings and EU support programmes will be used to develop the prospective markets of the Baltic states, Poland, Spain, Italy, Russia, the USA and China.

Guideline IV

Rostock is a trailblazer in climate protection

Rostock embraces the protection of the global climate and aims at covering all its energy needs from renewable resources in the long term. To this end Rostock wants to become a model city for sustainable energy supply.

Contributing to the protection of global climate

As a member of the climate alliance Rostock has covenanted to reduce its CO2 emission until 2030 by another 40 percent compared to 2010. The city continues its initiative for the preservation of tropical rain forests by renouncing the use of tropical timber in municipal buildings, by supporting the legal aid fund for the in-

Preparing the way for the energy transition

The first step on the way towards sustainable sources of energy is a future energy supply concept coordinated with the surrounding countryside. The electricity and heat generation by combined heat and power cycle, operated according to the heat demand, is to be ensured

Increasing the share of regenerative energy

The share of renewable sources of energy grows steadily, e.g. thanks to increased use of solar power, biomass and residual material. In 2020 the city will cover 20 percent of its energy demand from renewable sources. All



Extending regional science and technology cooperation

Cooperation among the university and the municipal and regional research institutes and companies will reach a new dimension in order to develop innovative solutions for the energy

» **Lead project:** Regional network for energy transition

digenous people of the rain forest and retraining projects etc. In public invitations to tender attention is paid to the use of renewable raw materials. Sustainability is introduced as a regular criterion for awarding contracts and for planning and building.

while consolidating and extending the district heat grid. In addition, local energy generation initiatives are supported. Consumers are educated about the energy transition and are lobbied for their involvement.

planning decisions are to be taken under this aspect. In the long term even the district heat generation by the public utility will get by without fossil fuels.

transition. Bringing about the energy transition amounts to a separate economic development programme for the region.

Guideline V

City of education, culture and sport

Education is the key to a successful life for every human being. Good educational offers, living traditions, arts, culture and sport strengthen the competitiveness of the city and social interaction.

Improving educational opportunities, developing culture

Rostock pursues an integral approach to education with comprehensive educational objectives and organizes life-long learning inside and outside school. The municipal network of education includes children's day care facilities, general education and vocational schools and community centres. The school development plan foresees modernization of buildings, open offers by full-

time day schools, integration and inclusion so that no one is excluded from education because of their social status. The university, the college of music and theatre and the educational and research facilities shape a competitive regional education landscape that is viable for the future and encompasses cultural and environmental education.



Culture in Rostock:

- › a lively music and literary scene
- › a varied world of theatre with a new building
- › a range of museums, public library
- › evening school, music, art and media schools
- › an independent cultural and media scene
- › various ethnic cultures

Providing a variety of sports offers

The city supports the development of individual and organized sport, sports complexes and sponsoring. The sports clubs provide their services by way of open and dedicat-

ed all-day school offers. Sports highlights and sponsoring of competitive sports enhance the national and international prestige of sports in Rostock.

