

Virtual tours and online seminars

Far away and yet in the middle! With our new offers, Greencity Freiburg comes to you with its most exciting projects.

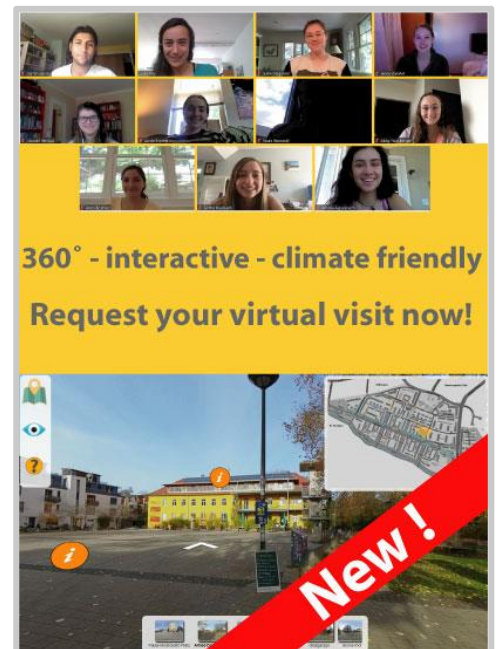
Our online seminars for experts and universities take an in-depth look at the “Green City”. We present the ecological, economic and social aspects of sustainable urban development in Freiburg and discuss them with you. In lectures and virtual excursions, we explore local and regional projects and experience first-hand their development process: What was the reason and who was the initiator?

Top themes at “Greencity Freiburg” are: climate protection, urban planning, energy, mobility, architecture, social innovations, waste and water management and “green business”. According to the motto “think globally – act locally”, we do not stop at the local perspective, but relate the issues to the national, European and global level.

Our interactive seminars can be individually designed depending on the desired focus and time budget. An introductory half-day seminar is just as possible as a compact, multi-day block seminar or a multi-week seminar with units that build on each other.

For universities, the seminars can be planned in a way that the students take an active part by presenting individual topics or working on projects. Some synchronous and asynchronous activities will be proposed.

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360° photos and videos

Lectures

Role play

PPT presentations

Video clips

Group work

White board

« Green City Freiburg » - interactive and online



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We create for you an individual program that includes one or more of the following elements:

- Greencity Freiburg – Past, present et future of a sustainable city
- Freiburg's model district Vauban
- Sustainable transport in Freiburg
- Freiburg's pedestrian zone
- Green Industry Park and Blooming Industrial Areas
- Evaluation of urban places
- Sustainable urban development in Freiburg Rieselfeld
- Sustainable business
- Energy efficiency and social sustainability
- Pioneer and sustainable architecture in Freiburg
- Transition towards an ecological food system in Freiburg and region

These units, which are not exhaustive, are detailed in the following pages.

Greencity Freiburg – Past, present & future of a sustainable city



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Freiburg took its first steps towards sustainability as early as the 1970s and set out to become an environmentally friendly city. Since then, the city has come up with many sustainable solutions and implemented numerous projects. The joint commitment of the city administration, civil society, institutions and companies was and remains fundamental for Freiburg to be an inspiring example of sustainable development.

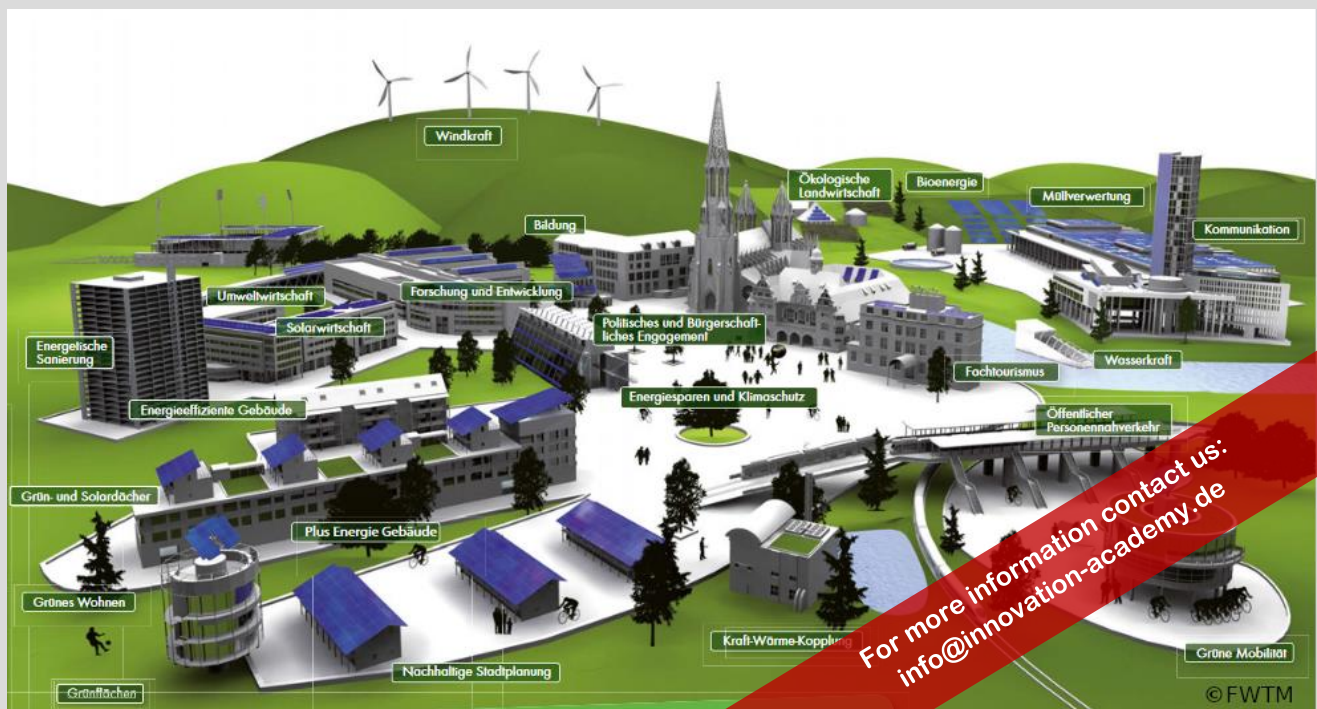
What is the political background of the city of Freiburg's ambitious commitment to sustainable development? How does a city develop a long-term strategy to integrate climate goals into everyday urban life? Who are the stakeholders involved? How to build a culture of participation and commitment to sustainability? How to promote the city's economy and attractiveness while preserving the environment and natural resources? What are the climate goals to be achieved by 2030?

In this online unit, you will learn about the milestones of the sustainable development of the “Greencity Freiburg”, but also about the current flagship projects and the perspectives for the coming years.

Elements of the session are:

- PPT lecture
- Q&A

The online session can be carried out as a self-contained unit, but can also form part of a tailor-made Greencity-Seminar.



Sustainable urban development in Freiburg's Vauban district

The district of Vauban is considered an outstanding example of sustainable urban development. The quarter, which was created on a former barracks site of the French army, is an attractive, family-friendly district with 5,500 residents.

Right from the start, special attention was paid to citizen participation. A lively community with diverse architecture, attractive green spaces and a lively public space has emerged here.



As part of the online module, the main aspects of sustainable urban planning are highlighted: urban planning principles, citizen participation, architecture, energy, mobility, green planning, social issues and climate adaptation. For example, we address the following questions:

- How were the citizens able to participate from the beginning and how has the citizens' participation shaped the development of the district?
- What are the concepts behind the extremely low density of cars in the district and how is life without an own car facilitated?
- How was the public space organized? Why can the children play in the street?
- Which innovative forms of living have been implemented in the model district of Vauban and in which energy standards were the houses built?
- What are the climate adaptation measures in the district like?

Elements of the session are:

- Virtual tour
- PPT lectures
- Film clips (in preparation)
- Keynote speeches by the students (optional)

The online session can be carried out as a self-contained unit, but can also form part of a tailor-made Greencity-Seminar.



For more information contact us:
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Sustainable transportation and multimodal mobility – concepts and developments in Freiburg



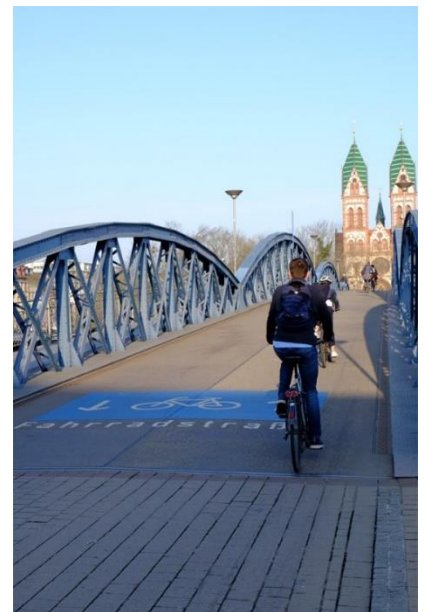
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Since the 1980s, the modal split in Freiburg has shifted in favor of environmentally friendly mobility patterns. In the meantime, the bicycle has become the clear number 1 means of transport, but foot traffic and public transport have also increased.

This development began with trend-setting decisions in the 1970s:

- Establishment of the pedestrian zone in downtown Freiburg
- Decision to maintain and expand the tram, contrary to the German and international trend

Additional impulses came from the introduction of a regional monthly ticket for all public transport, city-wide speed limits in residential areas, the development of the main train station into a multimodal mobility platform and the redesign of numerous streets. The Freiburg cycling concept is currently being implemented and recently the city center expansion was completed with the redesign of streets and squares and a new tram route. The city is also innovating in the area of car sharing. Freiburg has received several awards for its long-term mobility planning.



As part of the online module, we shed light on developments over the past decades and learn everything about current and future plans.

Elements of the session are:

- Virtual tour
- PPT presentations
- Quiz

The online session can be carried out as a self-contained unit, but can also form part of a tailor-made Greencity-Seminar.



Freiburg's pedestrian zone

In 2020 the city of Freiburg celebrated its 900th birthday. The eventful history of the past centuries has left its marks on the city center. But the old town is also currently in a dynamic development process. In terms of sustainable development, the decision to create a pedestrian zone in 1973 was of paramount importance. Today the city center is a thriving business district. As part of the online module, we briefly deal with the historical development since the city was founded. However, there is a clear focus on current and future developments.

Among other things, the following questions are dealt with:

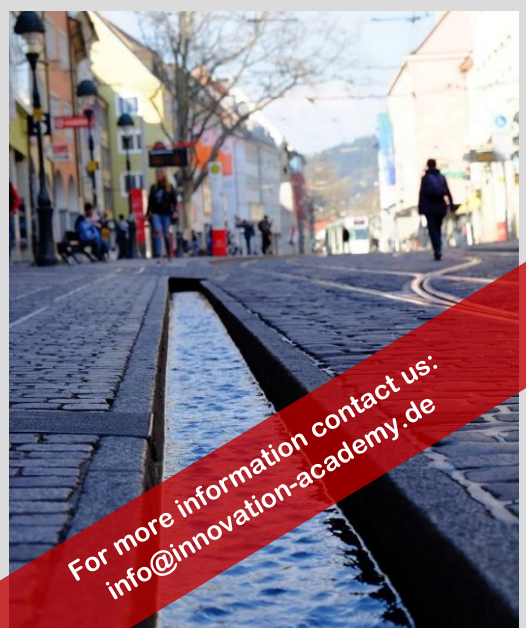
- Which decisions and developments were decisive for the successful development since the 1970s?
- How is traffic in and around the pedestrian zone organized and how is it ensured that residents of the city and the region can easily reach the city center using various means of transport?
- Which concepts help to ensure that the pedestrian zone can continue to exist successfully in times of e-commerce and shopping malls?
- How does the city react to current issues such as barrier-free accessibility?

Particular attention is paid to the expansion of the city center with extensive redesign of streets and squares and the opening of a new light rail line.

Elements of the session are:

- Virtual tour and 360° panoramic photos
- PPT lectures
- Quiz

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Green Industry Park and Blooming Industrial Areas



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The largest industrial area in Freiburg North uses a lot of electricity and emits 1/10 of the climate-damaging carbon dioxide in Freiburg. In order to counteract the high emissions, very different players came together to bring the Green Industry Park to life with the local companies.

In addition, the industrial area is a climatic hot spot in the city in summer due to extensive surface sealing and a lack of vegetation. To initiate a change in this context was the idea of the project "Blooming Industrial Areas". As part of the project, trainees of different companies have set colorful exclamation marks for biodiversity and the well-being of employees.

The following important questions are answered:

- Why are huge parking lots and large rooftops a problem for the local climate and how can it be solved?
- What are the advantages of flowering meadows? Why should they never be mowed all at once?
- What measures can be taken to reduce the negative effects of car traffic in industrial areas?
- How can existing industrial areas be transformed into Green Industry Parks?
- Why is it so important to involve employees in this transformation process?

Synchronous and asynchronous program elements:

- PPT presentation
- Project film «Blossoming Industrial Areas »
- Teamwork
- Role playing game

The online session can be carried out as a self-contained unit, but can also form part of a tailor-made Greencity-Seminar.



Evaluation of urban squares

With the marketplaces in the Middle Ages, cities developed. They were important trading places for food and handicrafts, around which the jurisdiction, church, town hall and inns were soon grouped. To this day they have great urban value and serve as a venue for cultural events in addition to food supply. In the last few decades, many spaces have been misused as parking lots or designed from the outset in such a way that they do not do justice to their actual purpose.

Based on a positive and negative example of the Freiburg square design, the following parameters of the Danish architect Jan Gehl are used in a first session for the joint evaluation:

- Protection against traffic, violence and unfavourable sensory impressions
- Equipment for sitting, standing, walking, seeing, speaking, listening, playing, being creative ...
- Positive charisma with regard to the scale of the building, climatic influences and sensory impressions

At the second appointment, the participants present their self-selected places in the plenum in a short presentation, evaluate them and suggest specific improvements.

Synchronous and asynchronous program elements:

- Presentation of the place design
- Teamwork in the evaluation
- Preparatory literature with comprehension questions
- Presentation of your own space evaluation

The online module can be carried out in two consecutive dates, but it can also be booked as part of a tailor-made Greencity-Seminar.



Jan Gehl - Architect and urban-design pioneer

"Photo of Jan Gehl" by Gene Driskell is licensed under [CC BY 2.0](#)



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Sustainable urban development in Freiburg Rieselfeld

The Rieselfeld district is Freiburg's largest new district with around 11,000 inhabitants and an area of 78 hectares. Between 1992 and 2015, a socially mixed and architecturally diverse district with exemplary character was developed in the west of Freiburg.

The following planning objectives were pursued in the district and will be examined in more detail in the online module:

- Urban qualities with a high density of buildings
- Living and working in the same district
- Socially balanced structures and forms of living
- Family and disabled-friendly living
- Small parcels to avoid large apartment blocks
- Architectural diversity instead of monoculture
- Good private and public infrastructure
- Environmentally oriented planning and execution
- High recreational qualities

After a controversial discussion and a citizen referendum, the decision was made in 2019 for a new, large district that will border the Rieselfeld to the north. The module is supplemented by a view of the new, climate-neutral district of Dietenbach.

Elements of the session are:

- Virtual tour
- PPT lectures
- Keynote speeches by the students (optional)

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Sustainable business

As consumers, we are all important actors who keep an economy going that is based on the exploitation of natural resources. We buy food wrapped in plastic containers that outlive the actual product for centuries. We live in facilities whose components make us sick through outgassing substances. Since the late 1990s, a counter-movement has developed with the philosophy of a circular economy.

With the following, future-proof examples, first approaches for a sustainable economic system in the Greencity Freiburg are presented and discussed:

- Most environmentally friendly hotel in the world
- Unpackaged shop with regional products
- Fair jeans production and marketing

Synchronous and asynchronous program elements:

- Use of video clips
- Preparatory literature with comprehension questions
- Presentation of self-researched products

The online module can be carried out in two consecutive dates, but it can also be booked as part of a Greencity seminar.



Energy efficiency meets social sustainability

Built as a typical residential area of the 1960s and 1970s, the Weingarten district in Freiburg does not have the best reputation.

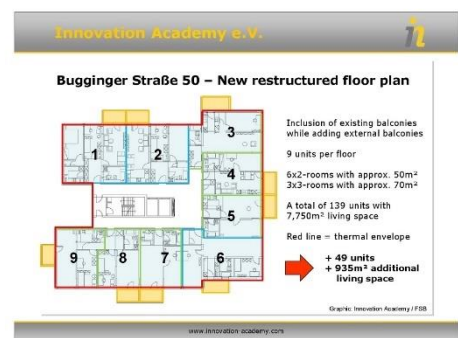
In 2009, the unique modernization of an 18-story building into passive house standard was carried out here. The project led to a reduction in heating energy of almost 80%. The conversion also created additional living space. The social concept, which is intended to improve the residents' identification with the project and the quality of life, is particularly innovative. In the meantime, three more high-rise buildings have been modernized, each with a different concept.

As part of the online module, we get to know the Weingarten district and learn the reasons for the development into a socially disadvantaged area before we deal intensively with the modernization project.

Elements of the session are:

- 360° panoramic photo tour
- PPT presentation
- Role playing game

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Pioneer & sustainable architecture in Freiburg



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Numerous examples of innovative and sustainable architecture have been realized in Freiburg. We present positive energy buildings in an exemplary manner.

The *Heliotrop*® revolving house is the world's first positive energy house and was built in 1994 by the visionary Freiburg architect Rolf Disch. This house represents a major step towards environmentally friendly construction. The solar tracker, passive solar energy used optimally and other experimental elements, such as dry toilets and a lagoon system, are presented to you.

Rolf Disch has continued to develop positive energy houses from this laboratory: as part of the development of the Vauban eco-neighborhood, he designed the *Solar Settlement* with its positive energy semi-detached houses. Part of this project is also a tertiary building, the *Solar Ship*.

Next, we present Freiburg new municipal administration building, recognized as the biggest plus energy building of Europe. This oval building, whose facades and roof are covered with photovoltaic modules, was designed by star architect Christoph Ingenhoven and inaugurated in 2017. For the city of Freiburg, it is a statement for climate protection: The building produces more energy from regenerative sources than it needs for heating, cooling, ventilation and lighting, thus covering its own energy requirements. Around 800 solar panels on the facade and roof produce electricity, and the excess energy is fed into the grid.

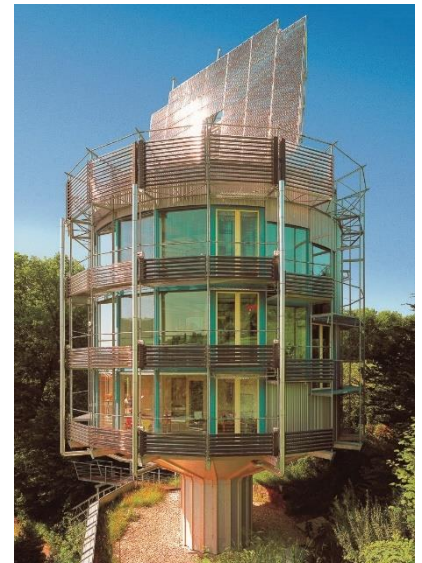


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Synchronous and asynchronous elements of the session are:

- Use of video clips
- PPT Presentation
- Short presentations prepared by the students (in option)

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Transition towards an ecological food system in Freiburg & region



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In the face of the climate and biodiversity crisis, a business as usual scenario for the current agro-industrial food system is not an option. Setting up ecological production and local food systems is necessary for a sustainable future and a big challenge at the same time.

Germany is one of the world's largest markets for organic food. For the past 40 years Freiburg and its region has been gathering valuable experience in ecological agriculture and sustainable food production. An increasing amount of eco farms, farmers markets, cooperative and zero waste shops, an organic wholesale, food coops, community supported agriculture (CSA) and a variety of cooperating eco-businesses have been providing ecological food produce.

After a general introduction on the issues of climate crisis and the global food system, this online session will focus on the evolution of ecological agriculture in Germany and the region around Freiburg.

We'll elaborate on the CSA scheme (community supported agriculture) of the Gartencoop, which was granted the climate protection award of the city of Freiburg. The cooperative involves about 300 households sharing the costs and risks of an organic farm close to Freiburg. Whatever the harvest, good or poor, it's distributed to all members. Seasonal, totally organic growing, 100% original seed, short distances, solidary economics, collective property, education, contributing to the labour are some of the many hallmarks.

Finally, we'll have a look at different initiatives that have emerged in recent years in the region. Together they give us an inspiring prospect of what a sustainable local food system could look like in the future.

Synchronous and asynchronous elements of the session are:

- PPT Presentation
- Videos
- Interactive activities

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