

Sustainable Management in Small and Medium-Sized Enterprises in Heidelberg

Mayor Prof. Dr. Eckart Würzner,
City of Heidelberg

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www.heidelberg.de

Heidelberg at the Heart of the Metropolitan Rhine-Neckar Region

- The Rhine-Neckar Metropolitan Region is a regional cooperation
- Heidelberg is one of the three key cities in the region, along with Mannheim and Ludwigshafen
- 2.4 million people
- Area of 5,637 km² (1393 ac)
- Creative minds in research and development located in Heidelberg and region:

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TI Automotive

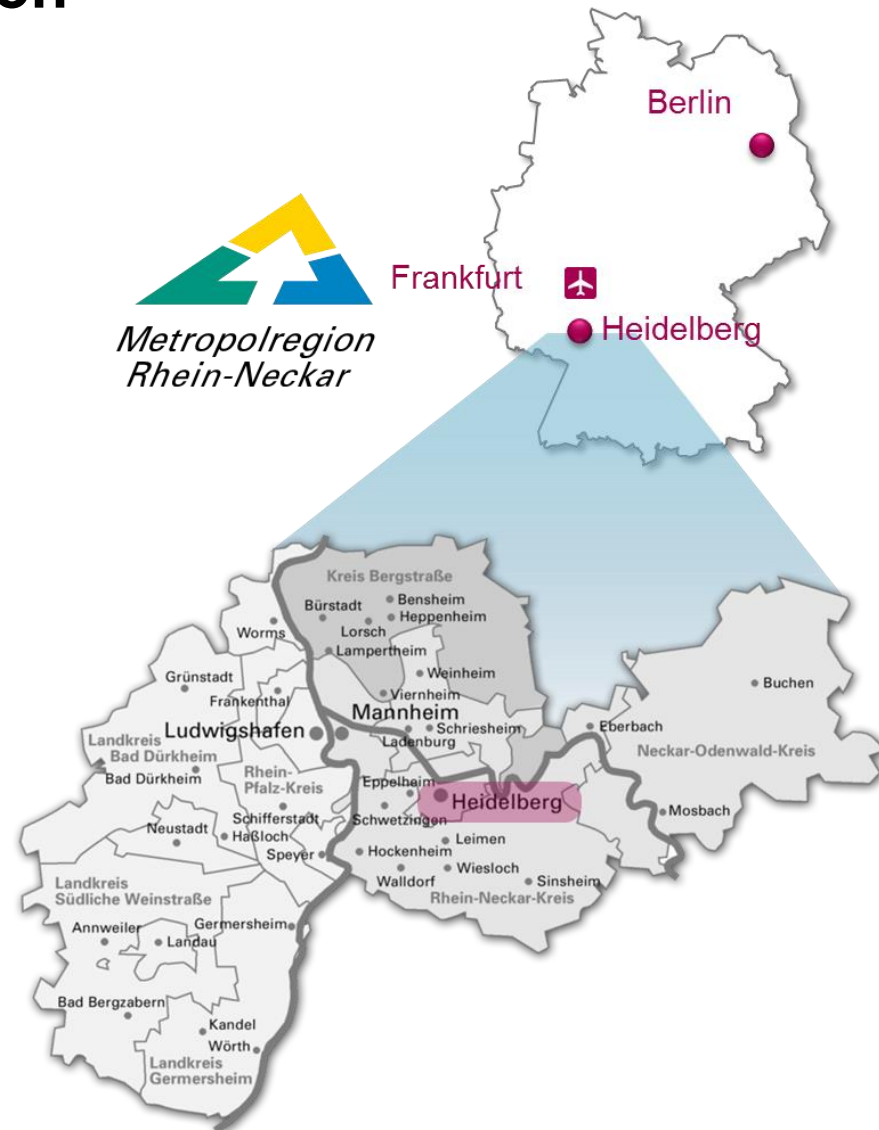
TI Automotive

Rockwell Collins

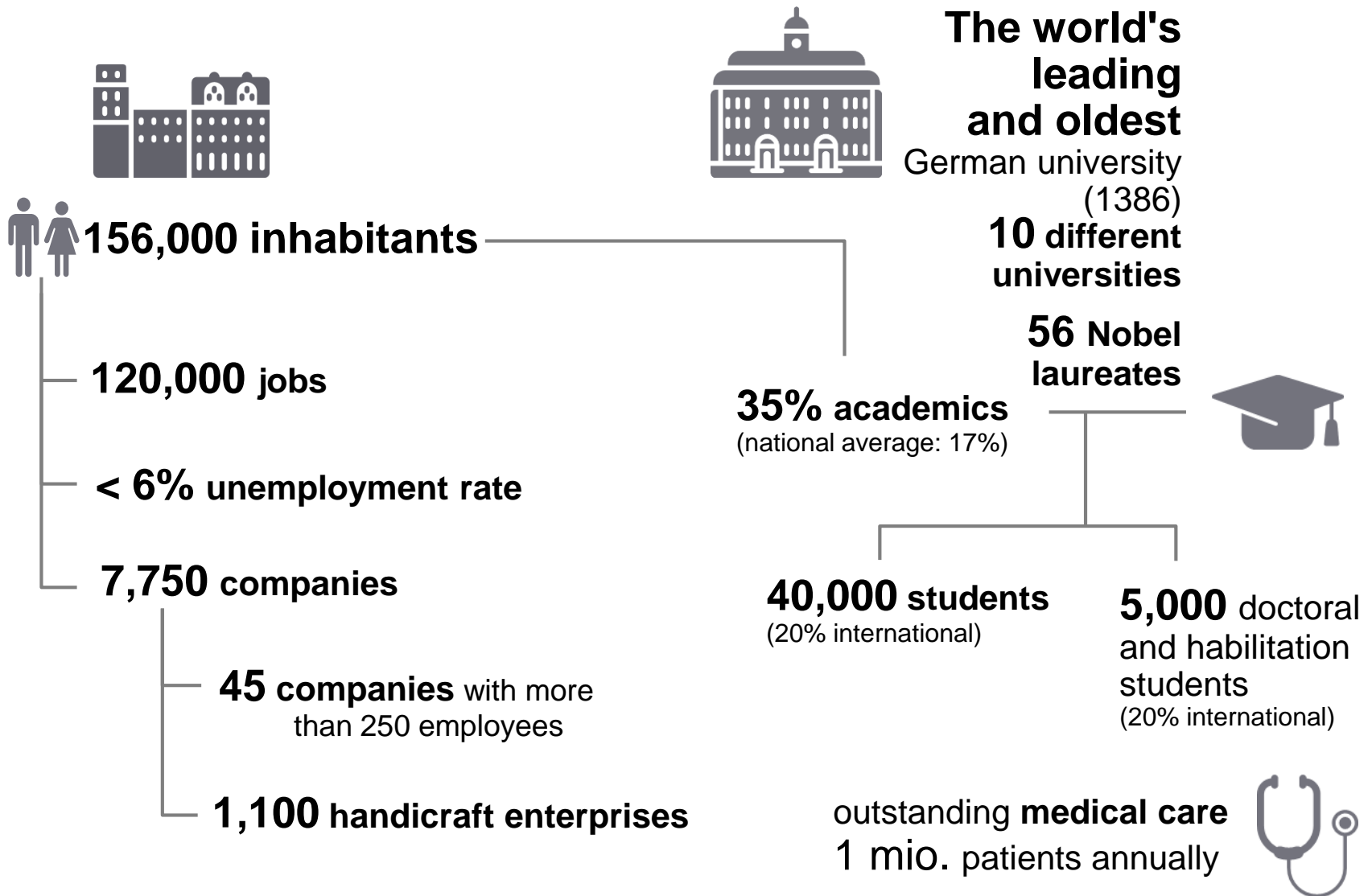
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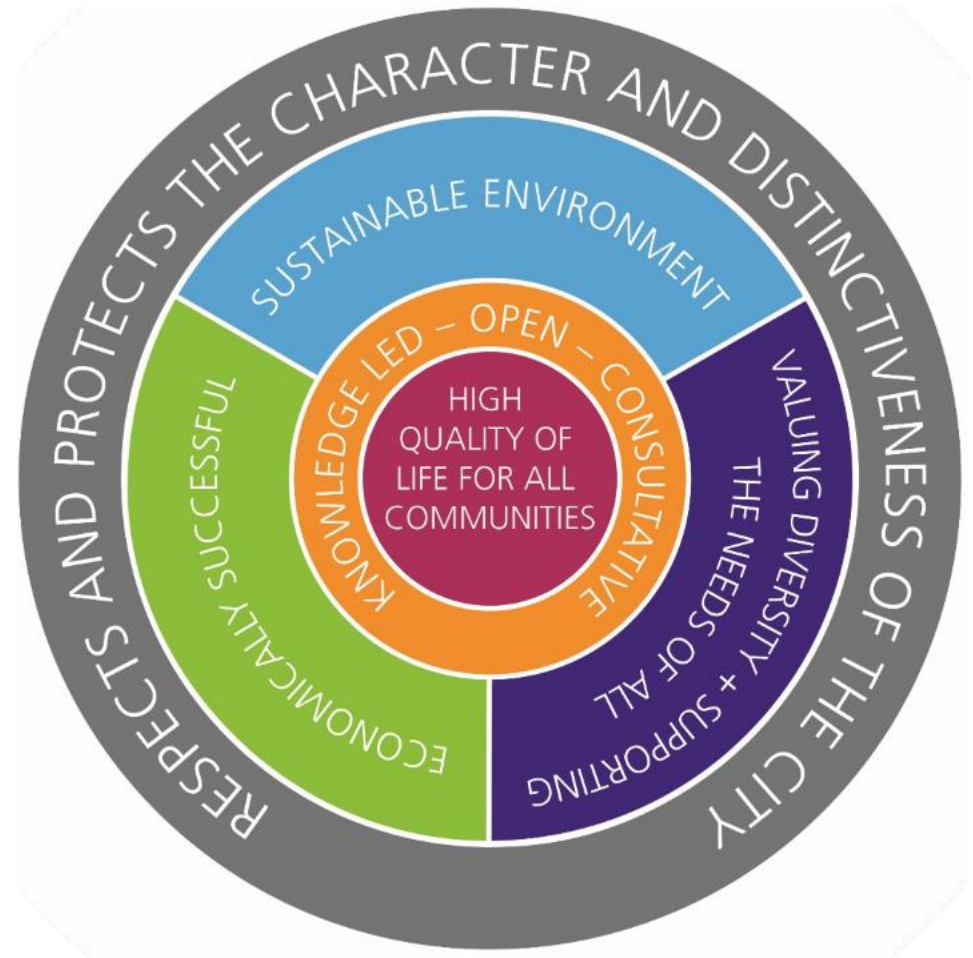


Heidelberg, City of Knowledge



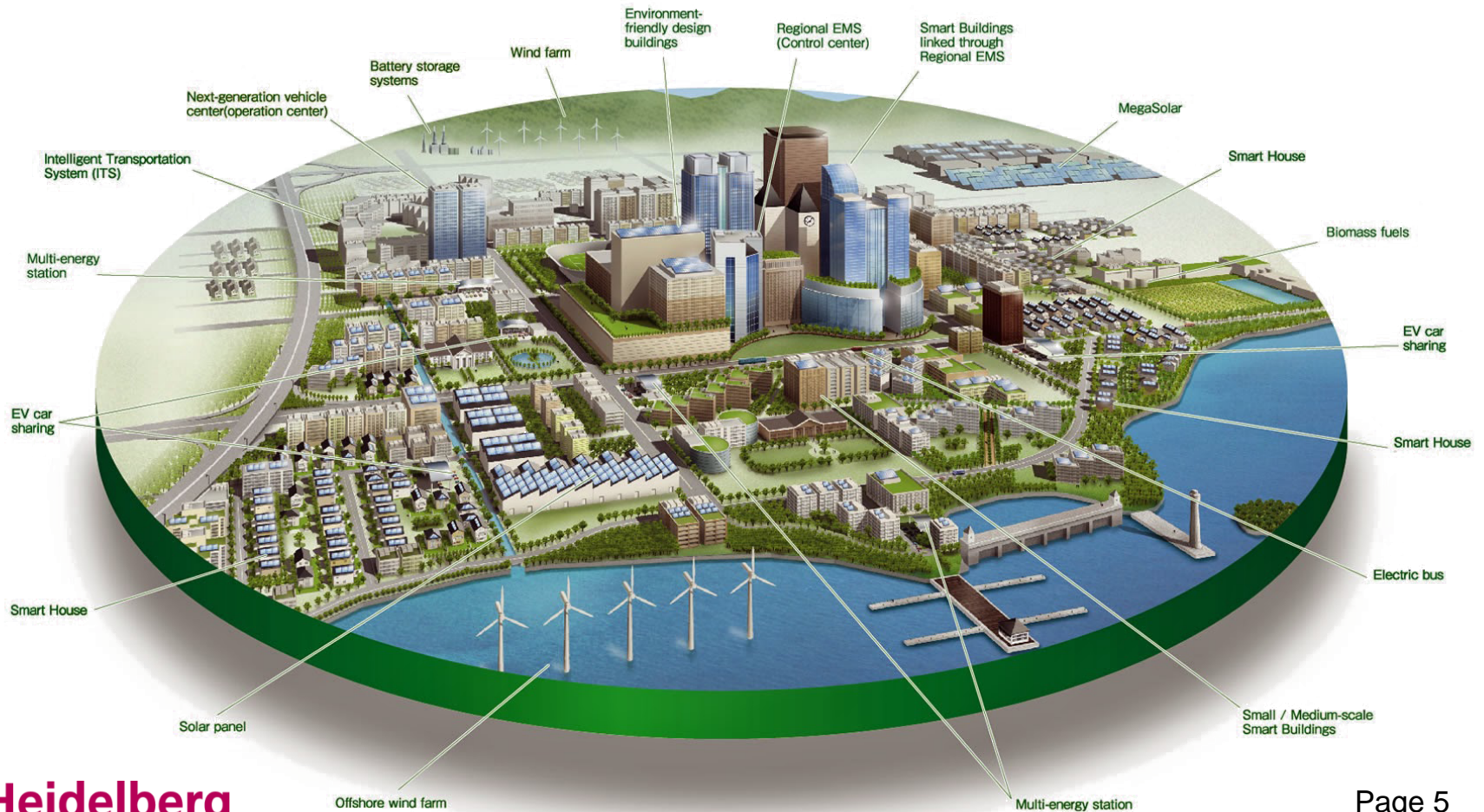
Heidelberg, Sustainable City

- Bahnstadt: the world's largest passive house development
- Over 50 % CO₂ reduction
- Eco Green City Award (UN)
- Heidelberg is a member of the “Board of Directors” of the Energy Cities association
- Masterplan for 100 % climate protection
- One third of all Heidelberg residents primarily use public transport
- Highest proportion of cyclists in Germany (34 %)
- Heidelberg mobility network to expand the tram network

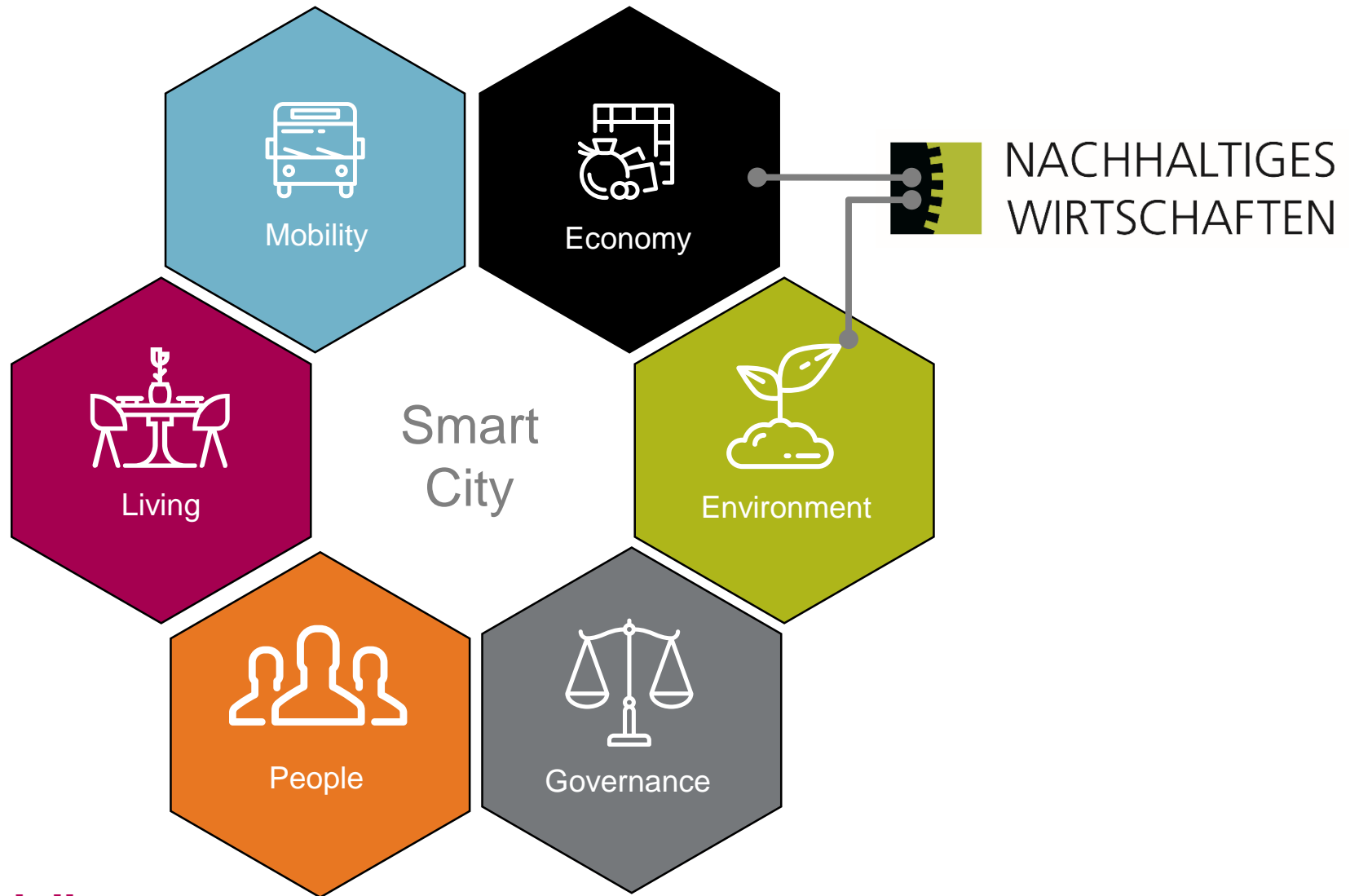


Vision of a Smart City

“A smart city is a place where the traditional networks and services are made more efficient with the use of digital and tele-communication technologies, for the benefit of its inhabitants and businesses... to improve the quality of life of citizens and make cities more sustainable in view of Europe's 20-20-20 targets.” *EU-Commission*



Fields of Action: Sustainable Economy



Supporting Sustainable Management in SME: Promotion Instead of Regulation



- Supporting small and medium-sized enterprises in creating an environmental management system (“EMAS light”)
- Since 2001, start-funding by DBU (125,000 €, 2 years)
- Coordination and financial support by the City of Heidelberg
- Workshops, weak point analysis and support by professional consultants

Project Elements

Ausgezeichneter Betrieb im Rahmen
des Projektes der Stadt Heidelberg



- **7 workshops:** environmental management, environmental legislation, work safety, staff motivation, aspects of sustainable management beyond legal compliance: corporate and ecological responsibility
- **4 on-site inspections** (weak point analysis): environmental impacts, energy consumption, legal compliance
- **Final check** by honorary “project commission”: experts from local big enterprises, chamber of industry/craft, university (“godfathers” of the project)
- **Award ceremony**

Advantages for the Participating Enterprises



- Avoiding or reducing environmental impact
- Saving costs by reducing the consumption of resources and realizing innovative measures
- Image profit as sustainable enterprise (sales promotion, competition for trainees)
- Certainty of legal compliance
- Creating a trustful relationship between the city administration and the companies
- Positive aspect of credit scoring

Sustainable Management Network



- Informal network meetings between the head of the administration and external experts, discussing current topics, visiting selected sites
- Common events: fire protection training, eco driving lesson, support of a wheelchair basketball competition
- Continuous technical support of the participants when implementing optimization measures
- Public relations: presenting best practice measures of the participants

Project Balance



- Since 2001, more than 130 successful participants with 9,000 employees
- One of the biggest sustainability networks of enterprises in Germany
- Reduction of CO₂ emissions: more than 2,000 tons per year
- Costs of more than 1.2 mio. Euro per year saved
- Costs for the City of Heidelberg: 50,000 Euro per year
- Total costs for the participants: 1,200 Euro per company
- Financial support of ECOfit program of the state of Baden-Württemberg – based on the Heidelberg project: 15,000 Euro per year
- About 40 ECOfit projects in Baden-Württemberg.

Thank You!



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