

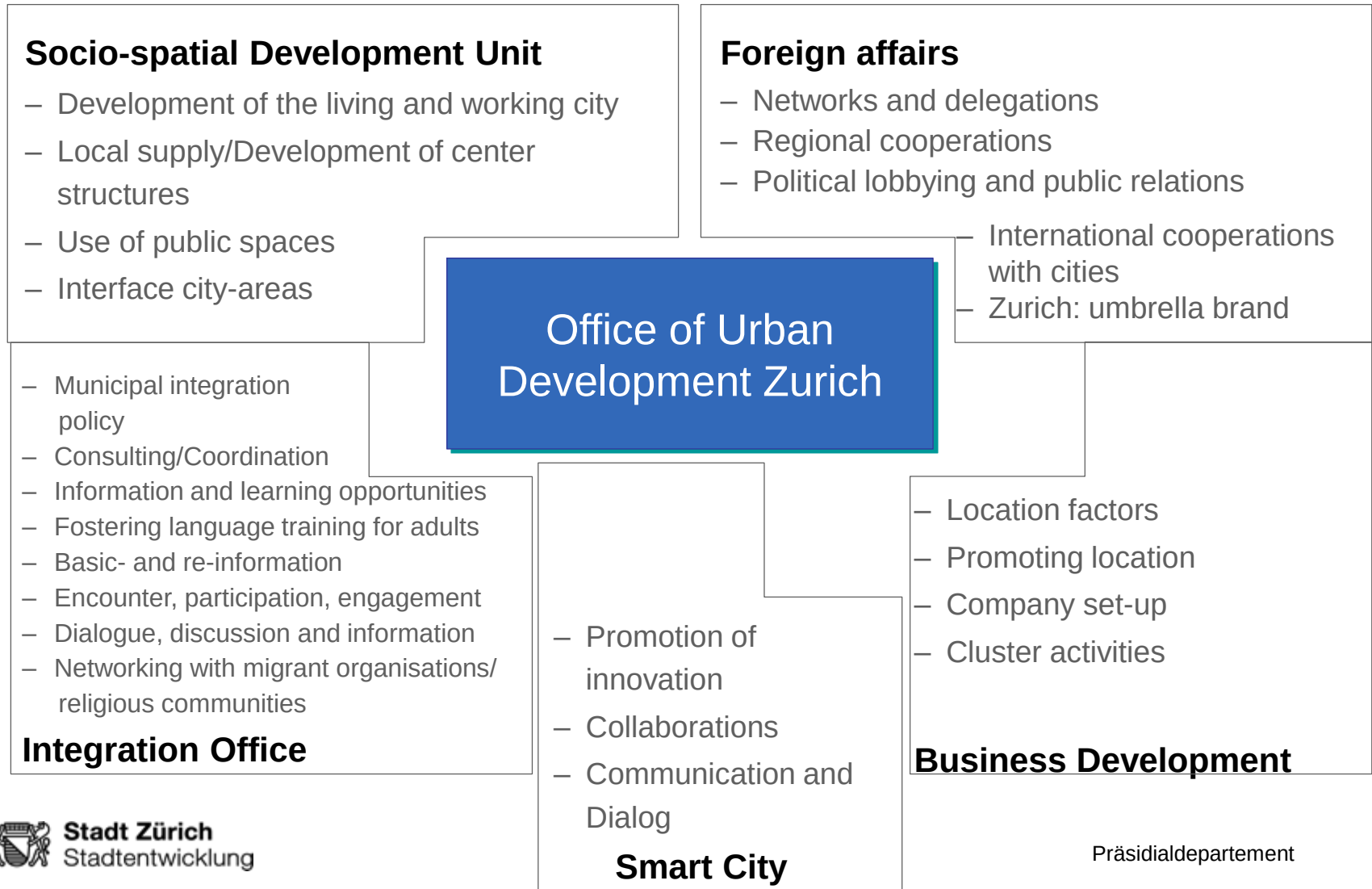
Zürich's Approach of Urban Development



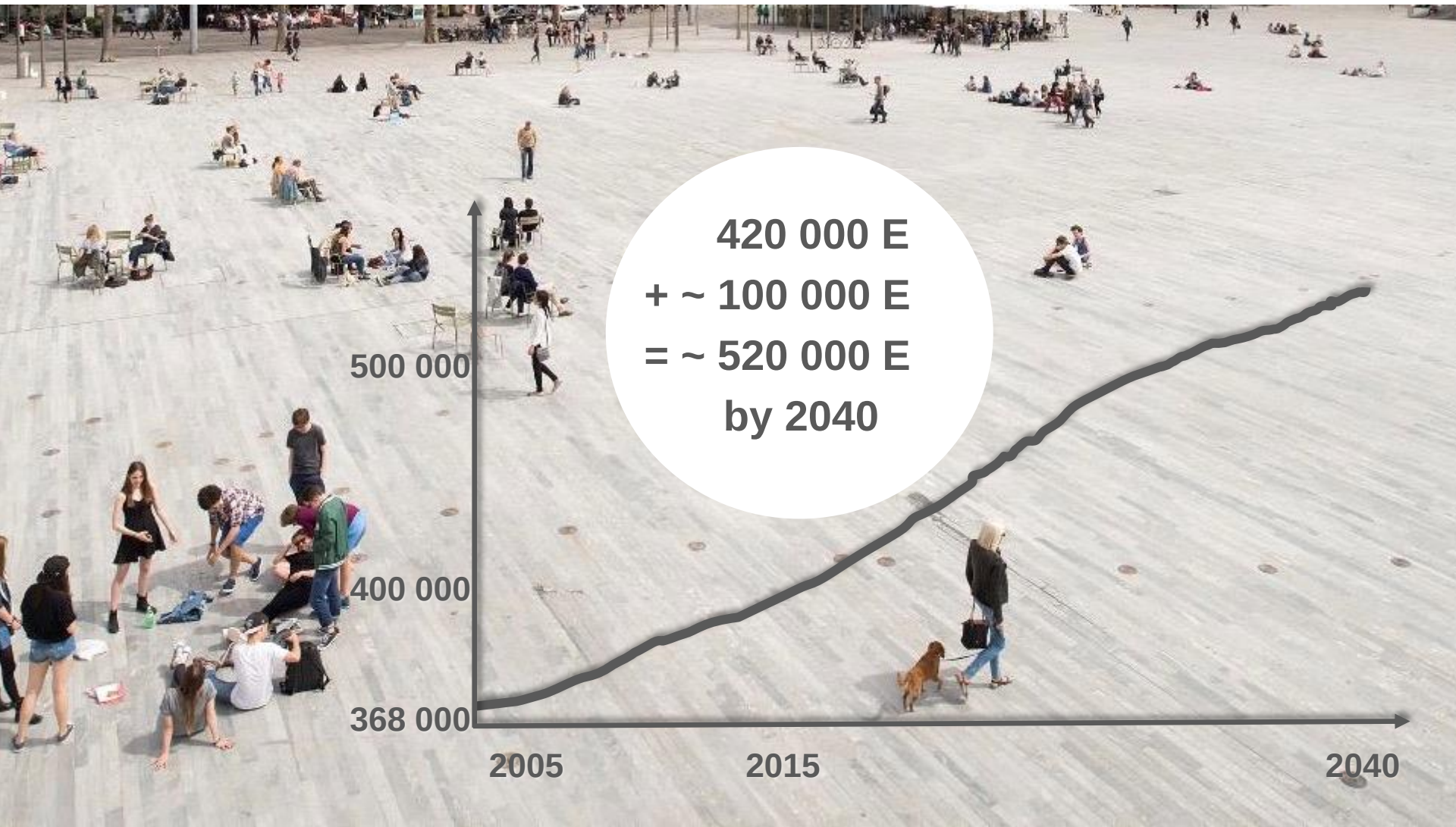
Wednesday, September 18th 2019

Anna Schindler, Director

Office of Urban Development Zurich



Zurich will continue to grow in the future



The challenges of growth

- New regulations in the financial sector
- Structural change
- Population growth
- High-quality densification
- Amenities
- Diversity of living circumstances
- Differing requirements
- Social solidarity
- Securing high environmental quality
- Sustainable energy supply
- Digitisation
- Data protection
- Guaranteeing the provision of public service
- Networking
- Internal organisational development

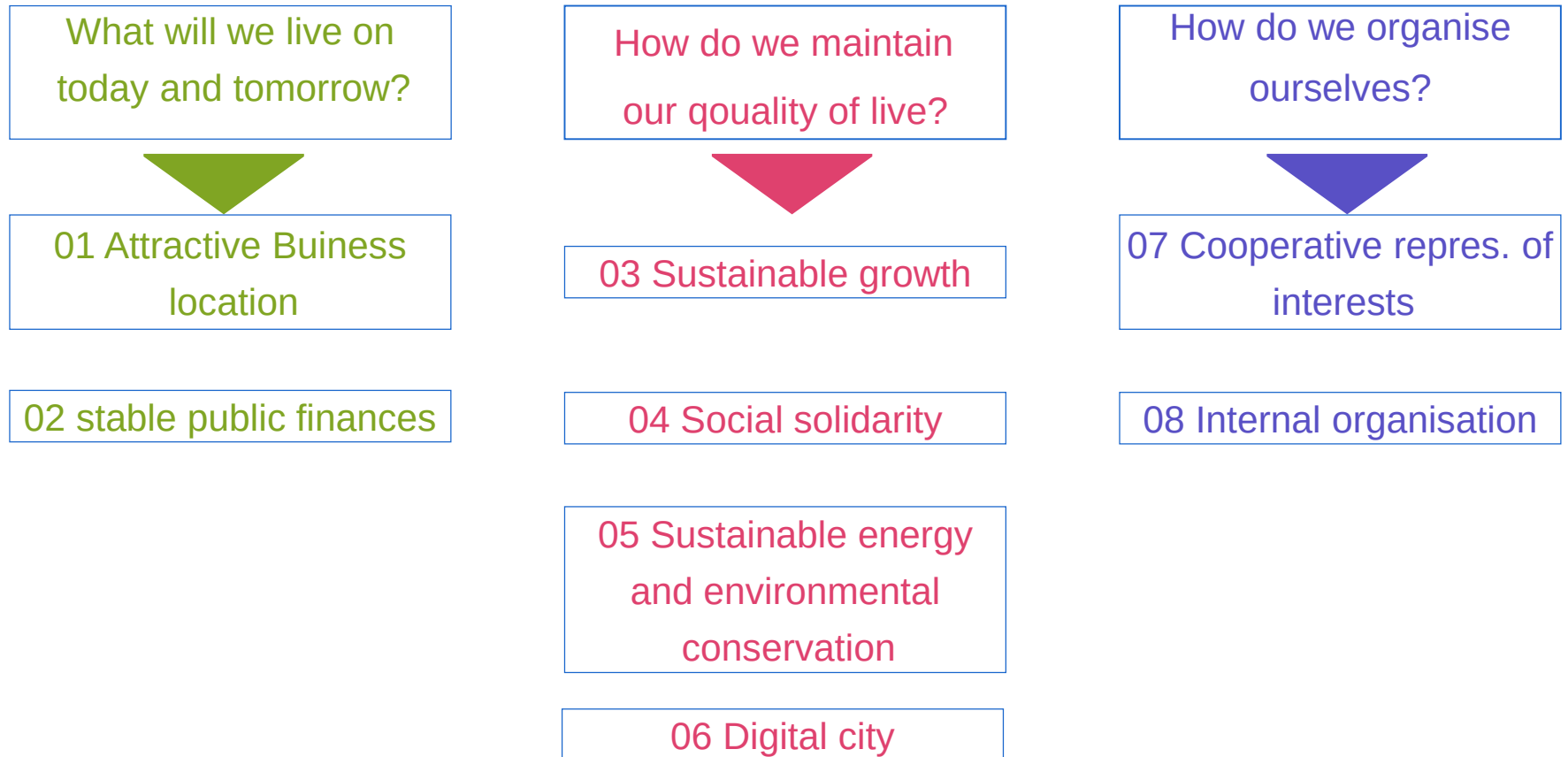


Foundation I: Spatial Development Strategy (RES) 8 Sub-strategies (2010)

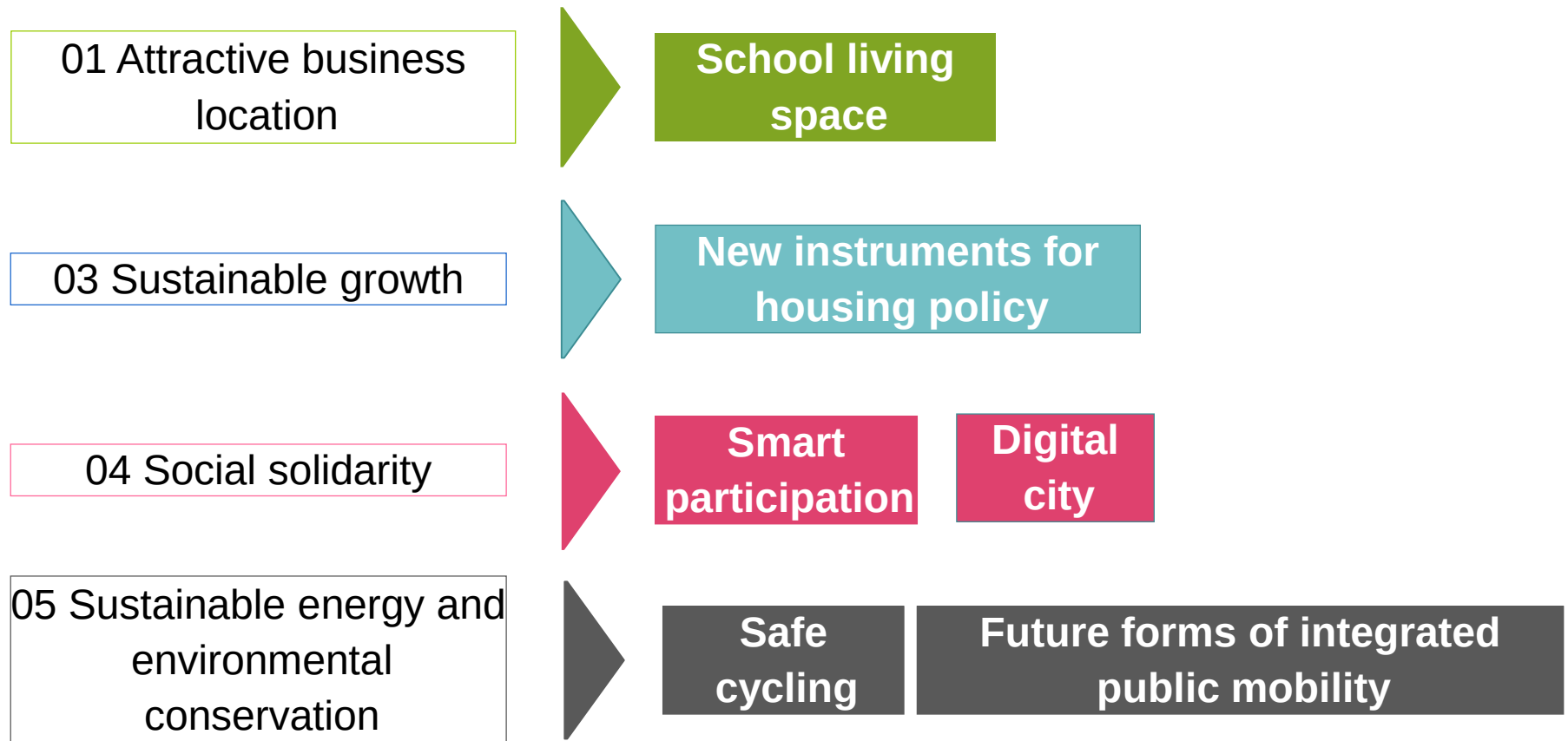
1. Safeguard space for the business and knowledge location
2. Further develop the diverse residential city
3. Provide spaces for recreation, leisure and culture
4. Strengthen settlement structures in specific areas
5. Preserve and upgrade green areas
6. Enhance the attractiveness of public space
7. Enable city-friendly mobility
8. Plan city and region jointly



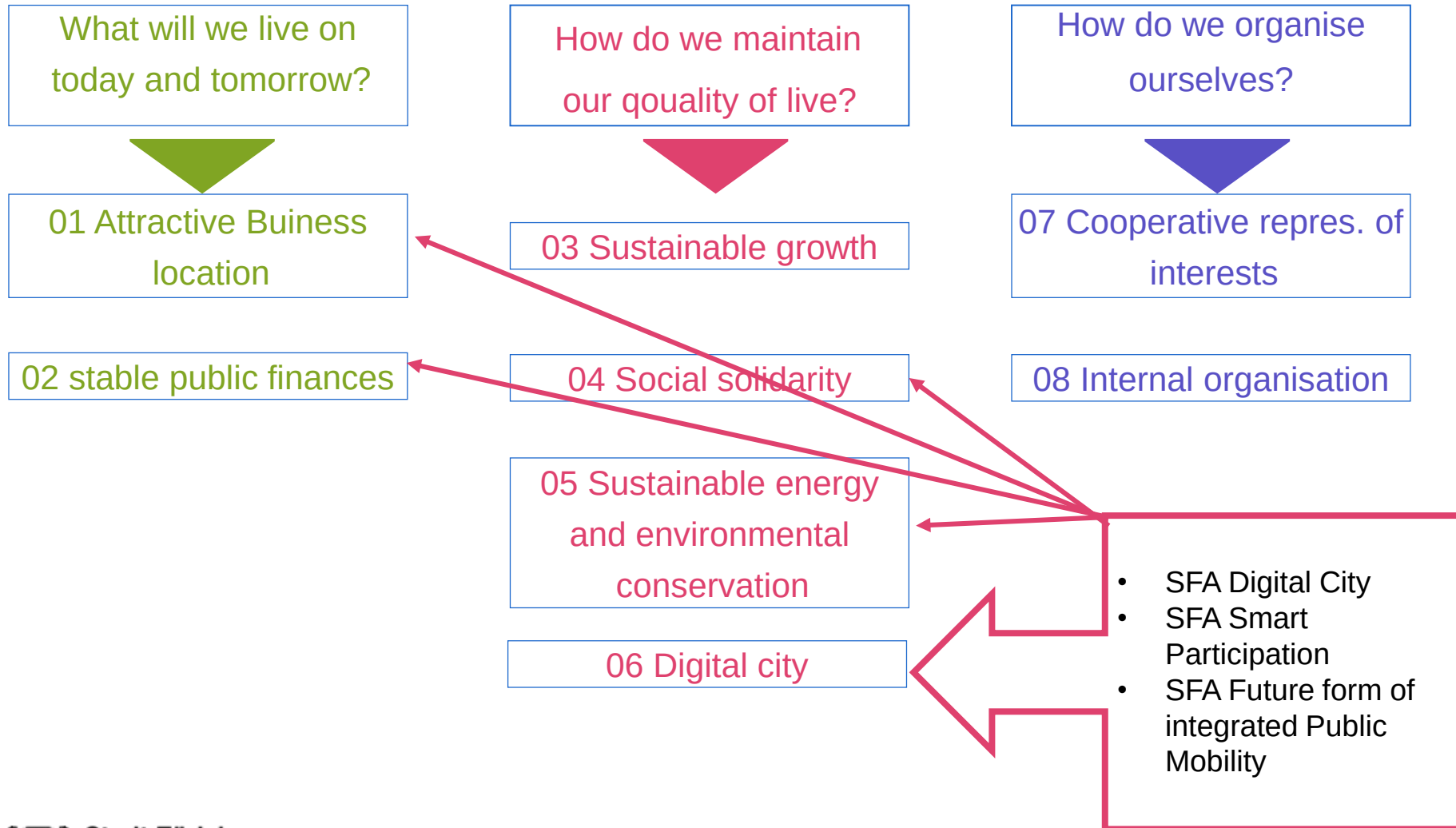
Foundation II: Strategies Zurich 2035



Fields of Options and Strategic Focus Areas (SFA)



Foundation II: Strategies Zurich 2035



Field of Options 05 Sustainable energy and environmental conservation

Challenges:

Quality of environment, sustainable energy supply, climate protection



Strategic goals:

- Real costing and the 'polluter pays' principle guide the municipal environment and energy policy.
- Settlement development also takes the local potentials of renewable energy sources into account.
- The City of Zurich is on track on the way to the 2000-watt society.

Key messages 2000-Watt-Society

Referendum of 30
November 2008:

76.4 % Yes, 2000-Watt-
Societygoal becomes part of
city's constitution

1. Limited resources

life-style Switzerland average: 3 planets

life-style world average: 1.6 planets

2. Climate change

- Paris Agreement to limit global warming to well below 2°

3. Fairness

- intra- and intergenerational sustainability



picture: Wikipedia,

2000-Watt-Society in the City's Constitution



By voting «Yes» to sustainability and a 2000-Watt society the electorate voted in favour of Zurich doing the following:

- Reducing its energy consumption to 2000 watts per person
- Reducing its annual CO₂ emissions to one tonne per person by 2050
- Promoting renewable energies and energy efficiency
- Not renewing its investments in nuclear power plants

The role of the City of Zurich - what the city can do

1. Create 2000-watt-compatible framework conditions

The core here is the interaction of

Energieplanung

Verkehrsplanung

Siedlungsplanung



2. Create and promote 2000-watt-compatible energy and mobility offerings



- E.g.. Strategy of offering 2-kW-compatible energy sources in the energy supply
- E.g. Promotion of the use of renewable energy and energy efficiency: energy coaching, SME eco-compass, energy efficiency bonus, 2000-watt contributions (formerly «Stromsparfonds» («Electricity Saving Fund»), since 1989)

3. Motivate the population to make 2000-watt-compatible energy, mobility and consumption decisions

4. Role model effect E.g. Energy Master Plan, «7-league boots» in building standards, operational optimisation for bulk consumers, purchase of «100% eco-electricity», expansion of district heating

«2000-Watt» Sites in Zurich



Business and residential area «Kalkbreite»



picture: Volker Schopp

- opened 2014, private ownership
- built on public land → binding sustainability standards
- designed for low-resources and new forms of living together
- 250 residents, 200 work spaces
- the areas' concept supports sustainable use of resources
 - ✓ low-energy standard
 - ✓ below-average private living space (32 m²)
 - ✓ spacial community areas
 - ✓ car-sharing facilities, no private cars

Affordable Housing «Mehr als Wohnen»



picture: Baugenossenschaft "Mehr als Wohnen"

- opened 2014, private ownership
- built as an exemplary cooperative quarter part
- 1200 residents, 150 work spaces
- 2016-17 UN World Habitat Winner
- the areas' concept supports sustainable use of resources
 - ✓ Low Energy Building standard (Minergie P ECO)
 - ✓ ecological and economical material for house construction: bricks, recycling insulating concrete, wood
 - ✓ Avoid embodied energy
 - ✓ Low-tech solutions in house technics

Housing policy and «one-third» target by 2050

Goals and directions of thrust for the «Programm Wohnen» («Housing Programme») :

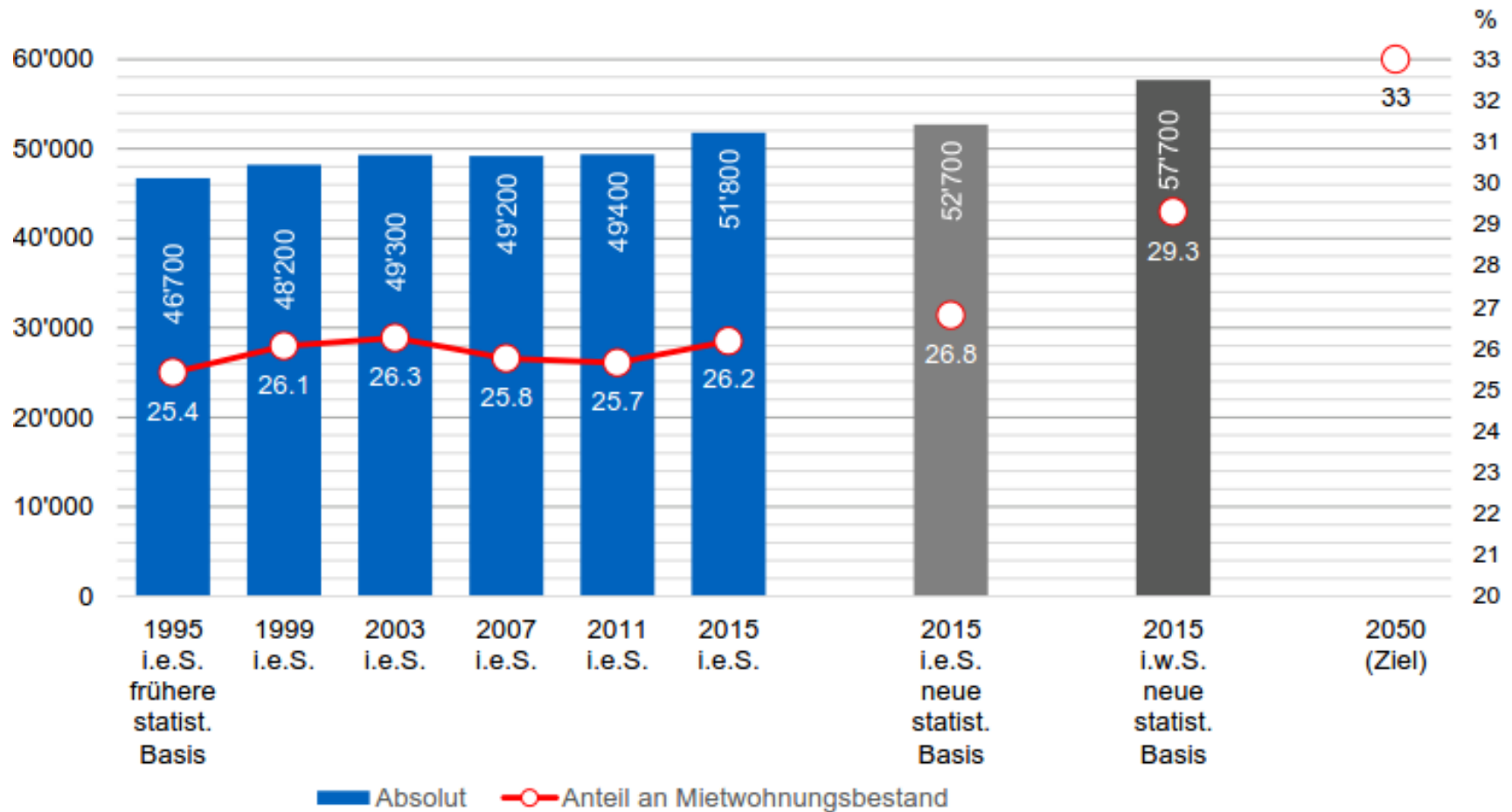
- Attractive city to live in for all classes of the population
- Good social diversity in all quarters
- Partner-like cooperation
- More cooperative and municipal housing
- Alignment with specific target groups
- Socially compatible, sustainable handling of building stock
- Collaboration and dialogue with relevant housing market players



Interim Assessment - Challenges for housing

Evolution of non-profit housing construction 1995 to 2015

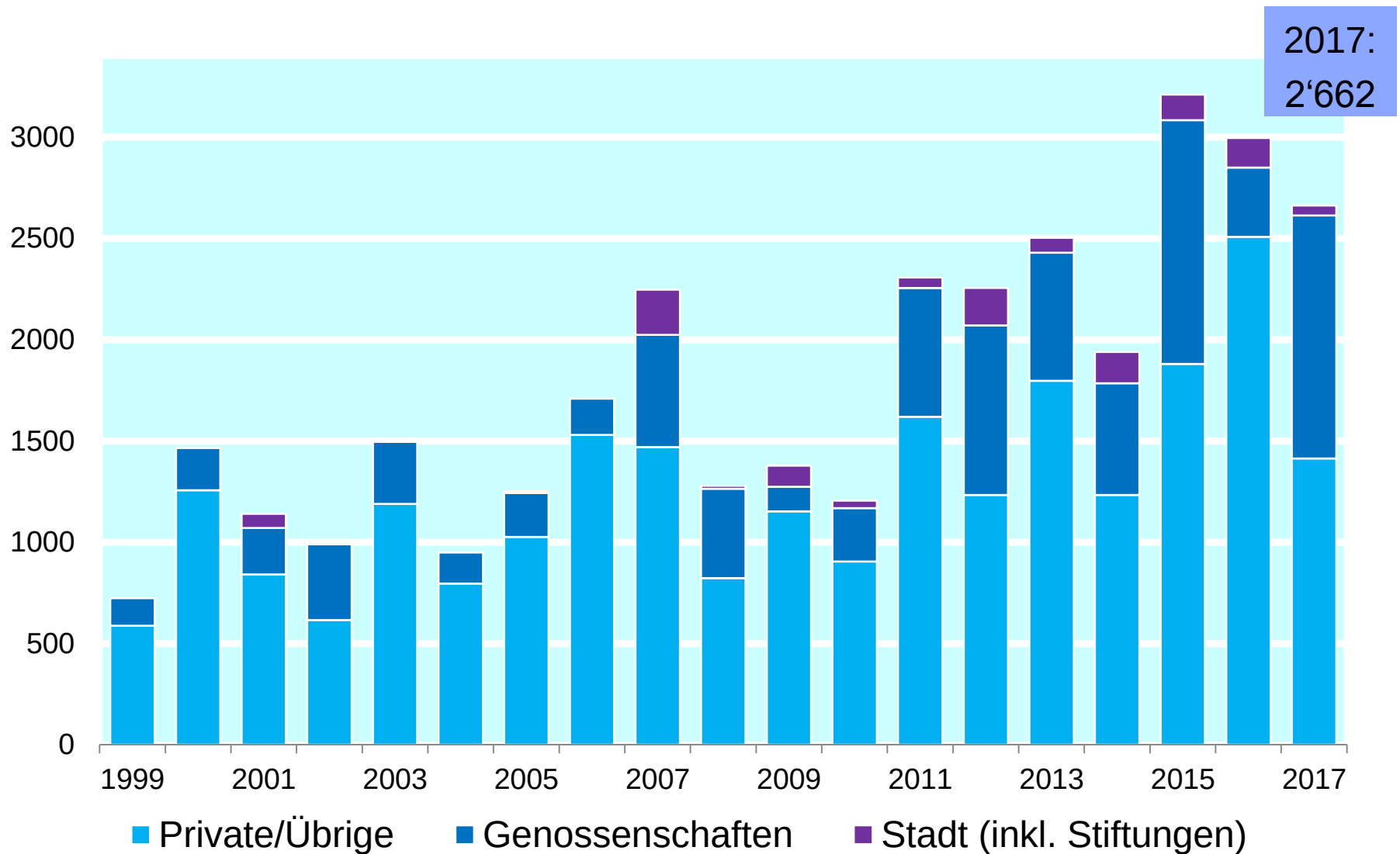
Non-profit housings owned by the City and cooperatives, 1995-2015: stock and as percentage of rental apartments



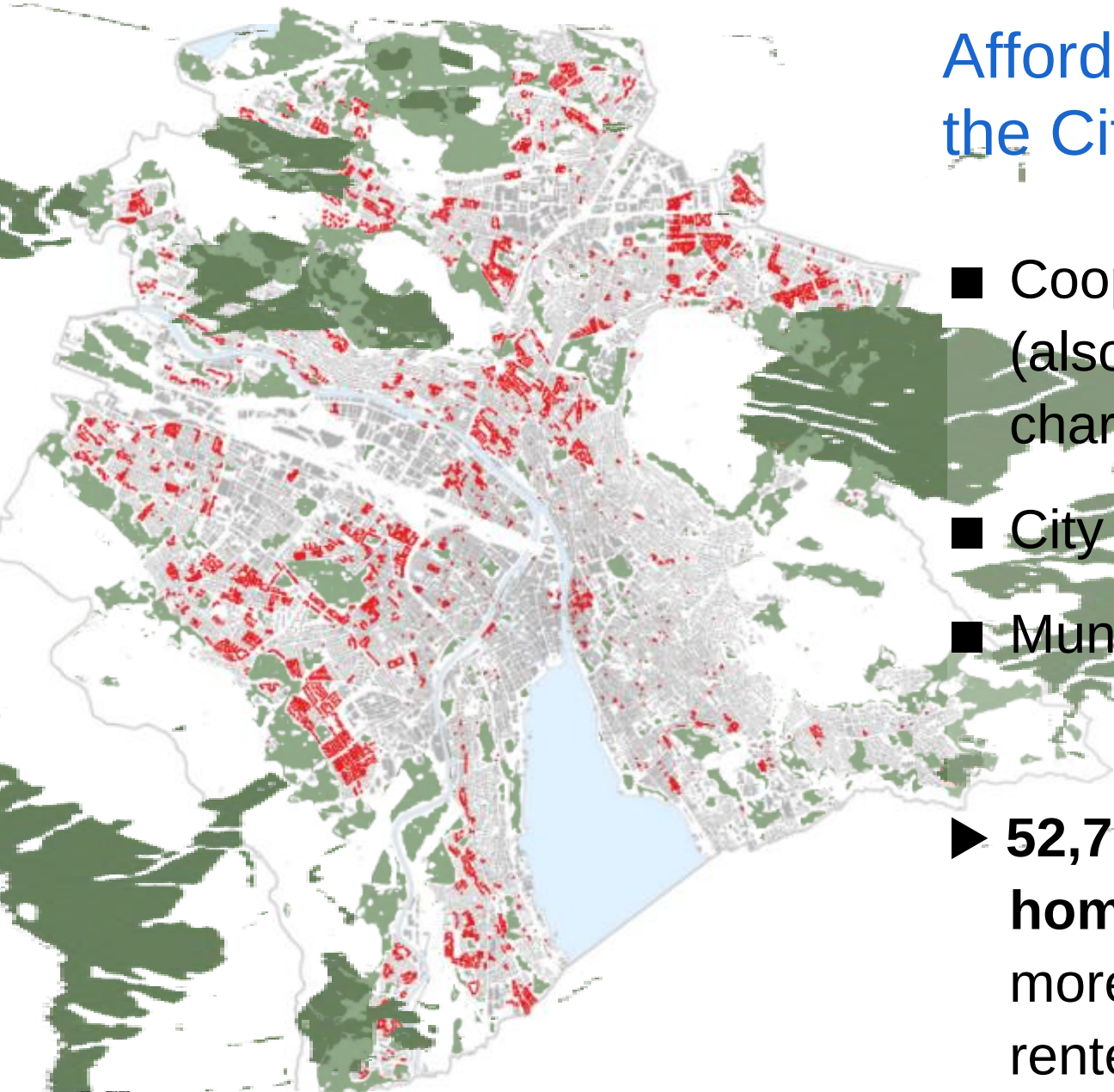
Quelle: Statistik Stadt Zürich;

Berechnungen in Zusammenarbeit mit dem Büro für Wohnbauförderung und Stadtentwicklung Zürich

Newly constructed homes



Affordable housing in the City of Zurich



- Cooperatives
(also associations,
charitable foundations)

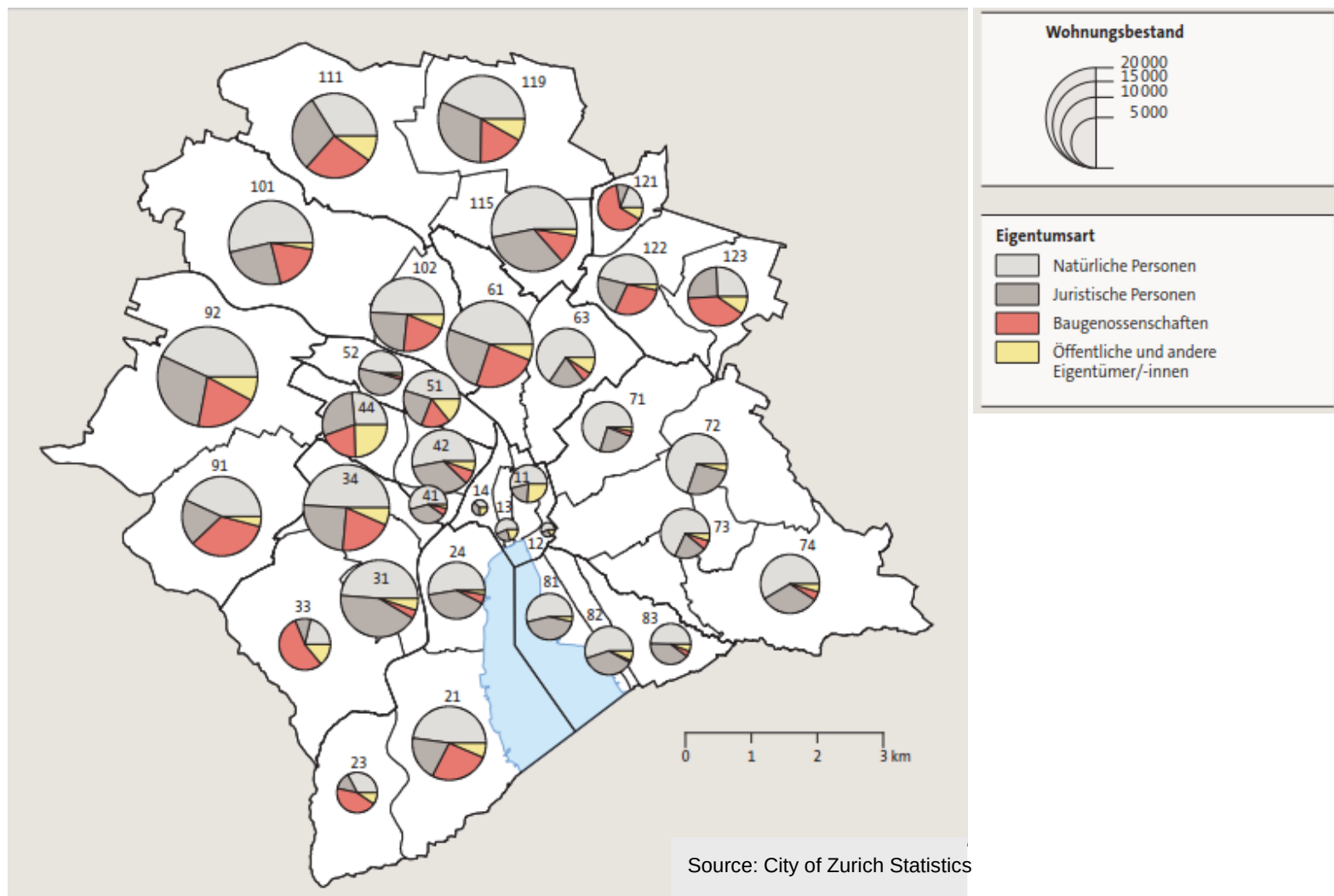
- City of Zurich

- Municipal foundations

► **52,700 affordable homes**, corresponding to more than a **quarter** of all rented homes

Proportion of housing cooperatives 2015

Housing stock by type of ownership and city neighbourhood, 2015



Outlook



(Schwamendinger-Dreieck © Maaars Architektur Visualisierungen, Zürich)

Smart City Zurich



Office of Urban Development

Nat Bächtold

Foundation III: Smart City Zurich – a response to the challenges of digitisation



«Smart City Zürich» enables...



Overview of strategy – goals and activities

Smart City Zurich strategy

Superordinate goals

- Equality of opportunity and high quality of living for everyone
- Economical use of resources and sustainable development
- Innovation and attractiveness as business centre

Guidelines

1. Focus on needs of target groups and challenges of city
2. Networking and collaboration of people, organisations and infrastructures
3. Availability, sovereignty and security in the use of data
4. Innovation and agile development

Strategic focal points

Digital city
(Lead OIZ)

Future forms of integrated public
mobility
(Lead VBZ)

Smart participation
(Lead STEZ)

Strategic instruments

Promoting
innovation

- Innovation credit
- Innovation box
- Innovation Fellowships

Cooperations

- Smart City Lab
- National and international cooperations
- Kickstart Accelerator
- Hackathons

Dialogue &
communication

- Project website
- Participation portal
- Monitoring and reporting

Smart City Zurich guidelines

is citizen centric



connects people,
organizations and
infrastructure



fosters open data
and ensures data
security and
sovereignty



enables test
and learn
approach



Smart City Zürich – promoting innovation

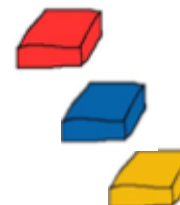
Innovation credit

- Financial support for innovative projects
- Interdisciplinary collaboration preferred
- Testing and learning in pilot projects

**CALL FOR
PROJECTS**

Innovation box

- Intrapreneurship programme in the city administration
- Multi-stage innovation process for all employees
- Culture change and continuing professional development



Innovation Fellowships

- Involvement of external experts in the city administration (2 Fellows per year for 6 -12 months)
- Exchange of knowledge and testing of new approaches



Smart City Zürich – Cooperations

Smart City Lab

- Interdisciplinary developer team with various DAs and externals
- Projects are developed within 12-week sprints



National and international cooperations

- e.g. Smart City Hub Switzerland, Global City CIOs



Kickstart Accelerator

- Global start-up programme for collaboration with the city administration in the area of the Smart City



Hackathons

- E.g. Make Zurich, Climathon



Smart City Zürich – Communication and Dialogue

Project website

- Central and updated overview of the City of Zurich's ongoing activities relating to the Smart City



Participation portal

- Makes participation opportunities more accessible
- Testing new opportunities for dialogue and collaboration with the population at large



Monitoring and reporting

- *Continuously reviewing the instruments and making changes or additions if necessary*



«Digital City»

Goal: The City of Zurich is using the instruments of digitisation to offer its services to its stakeholders (internal/external) in a timely, simple and secure manner.

Directions of thrust:

- Digitisation vis-à-vis external stakeholders:

New online services for the population; quality assurance of urban services

Website; digitisation and schools

- Digital city internal processes

Among others: Digital inbox; e-bill; collaboration (within the workplace of the future); cloud based HR-IT site; ...)

- The spatial image of the city of Zurich: the « Digital Twin»

Geodata can be easily visualized three-dimensionally and temporally in this tool.

- Open Government Data: «Open by Default»

- Secure data and identities

- Building digitization competencies in the city of Zurich

Organisation/Lead: OIZ; other involved parties: u.a. SSZ, GeoZ



«Future form of integrated public mobility»

Goal: Enhancing public mobility with innovative products and services that improve the quality of life, economy and environmental performance of integrated public mobility.



Directions of thrust :

- Operation of the leading mobility platform in the Zurich region
- On-demand public transport (supplementing regular public transport with demand-driven transport options)
- Building up of knowledge and experience in the field of autonomous driving in public transport
- Public transport in Zurich to be electrified by 2030 (e-bus strategy VBZ)

A close-up photograph of a white computer keyboard. The key labeled 'mitmachen' (participate) is highlighted in a vibrant green color, contrasting with the standard white keys. The key is positioned in the lower-middle section of the keyboard, between the 'P' and 'Ü' keys on the left and the 'Ä' and 'Ö' keys on the right. The word 'mitmachen' is printed in white lowercase letters on the green key. Surrounding keys include 'F9', 'F10', 'F11', 'Entf', 'Strg', and various German characters like 'ß', 'ü', 'ä', and 'ö'. A power button is visible on the right side of the keyboard.

Directions of thrust:

- «Basis – smart participation in other cities»: analysis and processing of current experience with the use of e-tools in participative processes.
- «Evaluation of e-participation interface process»: analysis and processing of insights from the use of the e-tool and the process.
- «Smart participation in use»: contemporary e-tools used in at least two participative processes on real municipal projects and processes evaluated.

 **Stadt Zürich**
Stadtentwicklung

Thank you!

