

GreenLink with Freiburg, Germany

UW GreenSummer Freiburg Program
(A UW Global Health Initiative Field Experience)

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Sustainable Madison Committee

Madison, WI

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Why Look at Europe?

Why Look at Germany?

A wide variety of renewable energy, energy efficiency and sustainability policy support incentives that help to promote private sector involvement and investment.

More support incentives = More green projects

More green projects = More green lifestyle choices

Europe provides good sustainability models for US - Germany has some of the best examples and related technologies.

Facts & Figures on Freiburg



- Population: 220,000
- Area: 150 km², of which 40% forest
- University: 550th anniversary 2007; 30,000 students
- Economy: 67% employment in service sector
- Tourism: more than 1 million overnight stays per year

Lord Mayor Dieter Salomon is Green Party member.



Freiburg, Germany – A Madison “Sister City”



Solar City Freiburg



Sustainable Projects in Freiburg



2013 GreenSummer Freiburg Group



Our first day of activities starting at Haus 037 in Vauban and continuing in downtown Freiburg.



Freiburg has NO Landfill



Oeko-Station



*A place for the young (and not-so-young)
to learn about sustainability practices.*

Freiburg's Solar Info Center



GreenSummer Freiburg 2013 group visiting the Solar Info Center



Freiburg includes many energy-related sites to visit, including the largest Passivhaus Remodel in the World.



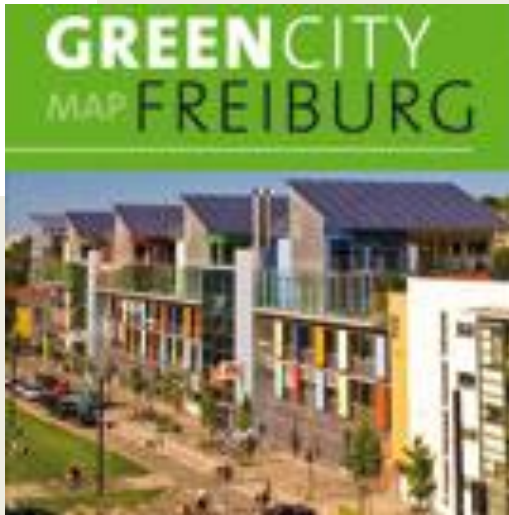
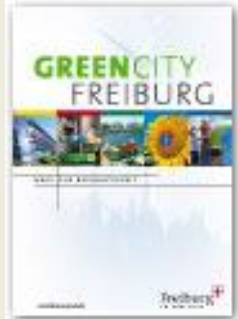
What ended up a world-class green building remodel had to go through a rather ugly transformation period.



Touring the 3rd Social Housing Remodel this Summer



GreenCity Freiburg Information



1975 – Protest Against Atomic Power Plant



Car free City Centre

Before ...



... after

FREIBURG
GREENCITY

Farmer's Market



Almost
Every Day
of the Year!

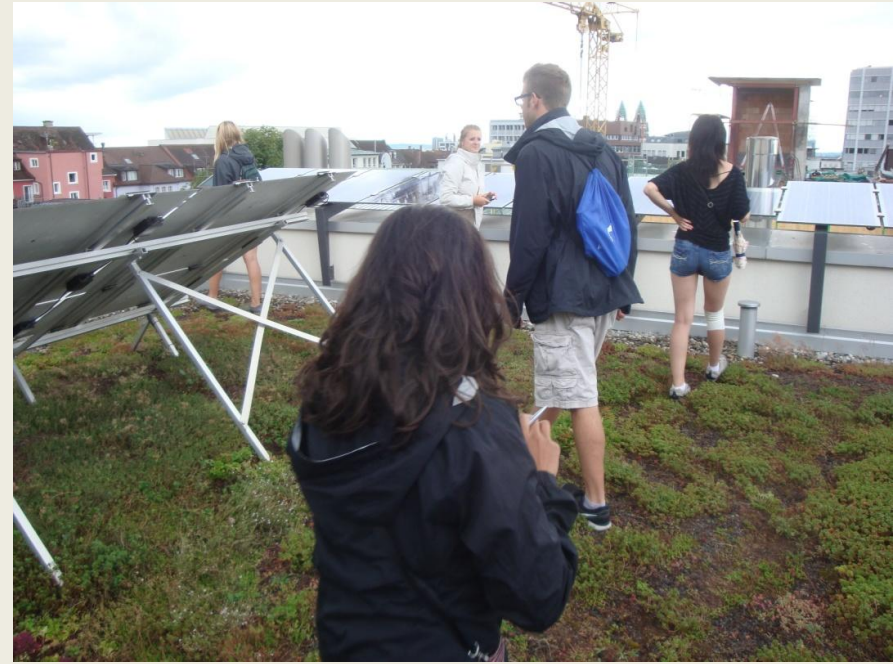
A Classic Sense of Space & Place



Best Western Solar Hotel Victoria



Solar Hotel Victoria with GreenSummer 2013





Freiburg shares and exchanges 'green' ideas with the rest of the globe.



So What Groups can Benefit from Visiting or Studying Freiburg's Green Experience?

- Renewable energy leaders
- Sustainability leaders
- Business leaders
- Policymakers
- Students
- Community members
- Others

UW GreenSummer in Freiburg Program Concept

*A multi-week undergraduate immersion into
Freiburg's Green Economy and related
Innovations to help support green initiatives
here in Madison.*

Always experiencing some nice
protests ...



Feeling Welcome in Freiburg



A Primary Target Goal of the GreenSummer Freiburg Program:

Helping students to identify the logical connections of how sustainable systems work by actually experiencing those systems 'in action'.

Freiburg BIZDel 2013

A program for Madison business, city and philanthropy leaders to experience Freiburg's Green Economy and Innovations



City Area of Vauban



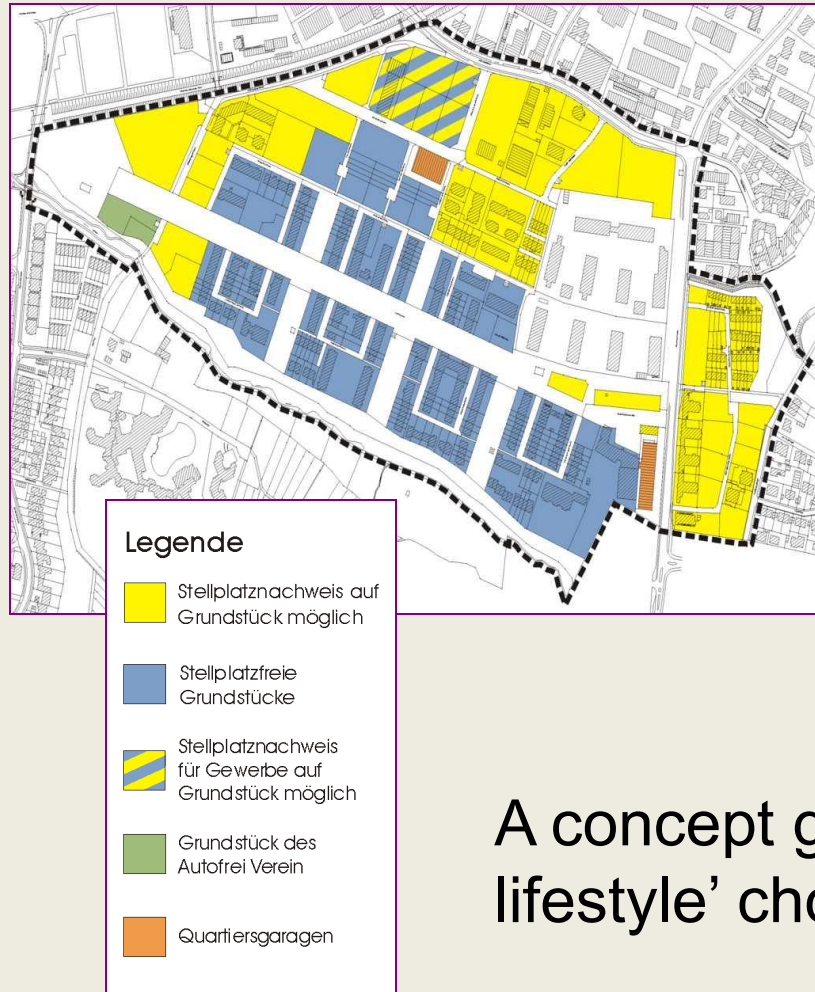
- *Flats for 5,000 people in Low Energy Standard, 270 in Passive House Standard, district heating*
- *Multiple social infrastructure facilities*
- *Since 2006 connected to city railway*

Stadtteil Vauban in Freiburg



A Model of Sustainable Living

Vauban Vehicle Parking on Edges of Neighborhood



A concept greatly helps to support 'sustainable lifestyle' choices in Stadtteil Vauban.



Haus 037 in Vauban



Restaurant Sueden



Community Rooms



Q: How does one help people experience these “PlaceMade” environments in Freiburg?

A: Bring them into contact with individuals who have helped to plan and implement these places.

Tours of Sustainable Vauban

Focusing on experiences with knowledgeable guides that help provide historical and technical context while also being able to respond with immediate answers in Q&A sessions.



Sustainable Planning: Green Spaces





With eRich Lutz, a landscape architect, who helped plan some of the Greenspaces in Stadtteil Vauban with citizen participation.

Service Learning – Removing Garbage from Green Spaces



Success!









Vauban Passivhaus Architect Meinhard Hansen

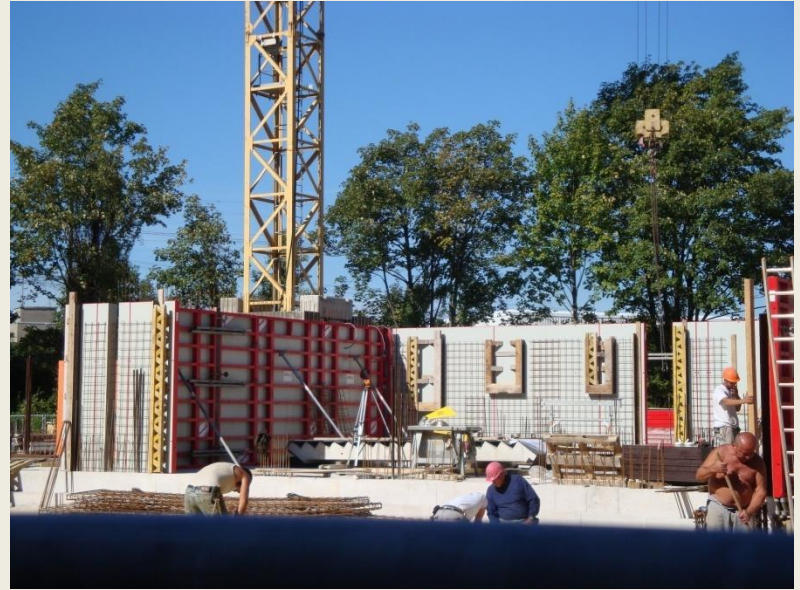


Low-Energy (Passivhaus) Apartments with Green Buffer



Architect Hansen touring Vauban with the 2013 BIZDel Group





Vauban rooftops helping to establish a definition of place.



On the way to a gig with a creative transport ...
using something other than a car.



Biking



A Bit of Global Health!





3

255

Vauban

Freiburg
IM BREISGAU

Freiburg sagt „Hallo“ zu seinen Partnern in der We



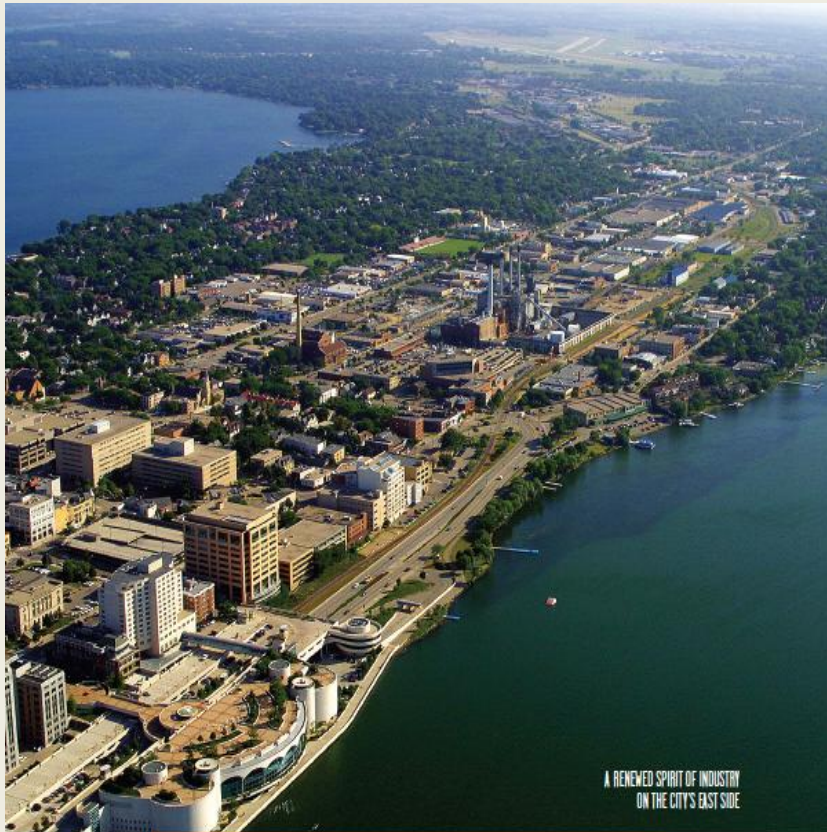
Welcome Madison,

Wisconsin, USA



Fahrzeug
mit Fahrchein-
Automat

Madison Magazine - January 2011



A RENEWED SPIRIT OF INDUSTRY
ON THE CITY'S EAST SIDE

THE NEW GLOBAL GATEWAY

WITH REMARKABLE UNITY, BUSINESSES, NEIGHBORHOODS AND GOVERNMENT EMBRACE A PLAN TO REINVIGORATE THE EAST WASHINGTON AVENUE CORRIDOR. THE CAPITOL EAST DISTRICT IS A NEW MAGNET FOR INNOVATION, CREATIVITY AND JOBS.

STORIES BY MAGGIE GINSBERG-SCHUTZ



MADISON'S SOLAR SISTER,
FREIBURG, GERMANY

BUILT TO LAST

MODELED AFTER A SUCCESSFUL PROJECT IN MADISON'S SISTER CITY OF FREIBURG, GERMANY, THE MADISON SUSTAINABILITY COMMERCE CENTER PROMISES TO CONNECT ECO-MINDED BUSINESSES AND CUSTOMERS

It's a university town of about 210,000 people with a history of strong social activism and grassroots activity. Sound familiar? It's actually Freiburg, Germany, which also happens to be Madison's sister city, a partnership now twenty-three years strong. Although Madison is one of *Forbes* Magazine's Top 25 Green Cities, Freiburg has a significant leg up when it comes to

renewable energy and sustainable living—one that Capitol East District planners are using as a model moving forward. Freiburg citizens became heavily invested in renewable energy in the 1970s, after banding together in opposition to a proposed nuclear power plant. They won that battle but needed to find a viable energy alternative. Over the next several decades they green-

built their way into the sustainability mecca they are today. 2010 winners of the German Environmental Aid competition featured at the Shanghai World Expo this past summer for its environmental initiatives, and a hotspot for global green tourism, business and education. Perhaps the most impressive example of Freiburg's energy initiatives is the Solar Info

East Washington St. - 800 Block North Project Gebhardt Development



700 Block North (The Constellation) Gebhardt Development with Bark Design



A Site Visit from Freiburg



Keep the 'vision' and dream!



BEHNISCH ARCHITEKTEN

Opportunity Knocks!



Thank You - Danke!

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