



# CLEVER Cities

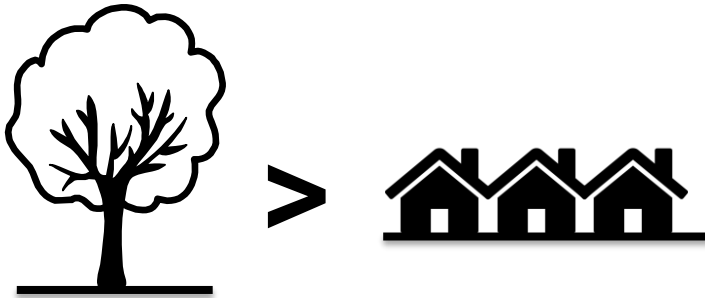
Co-Creation of NBS for healthy and sustainable neighborhoods: the experience of CLEVER Cities Hamburg

Martina Zimpel, Free and Hanseatic City of Hamburg  
25 November 2021

# Project Location and Planning Area of CC in Hamburg



## Facts and Figures #1

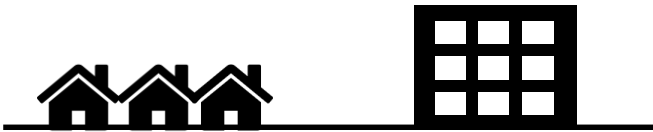


Only 29% of the district area amount to ‚Urbanized Areas‘ – **natural areas are within walking distance of people’s homes**



**The district is already very ‘green‘**  
– New urban developments promote ‚Living close to and with nature‘-lifestyle

## Facts and Figures #2



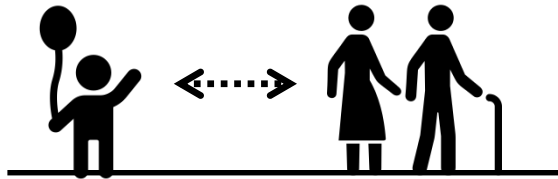
### Low Density

14 pers./ ha vs. 50 pers./ ha in  
Hamburg → high ownership rate  
of single family houses

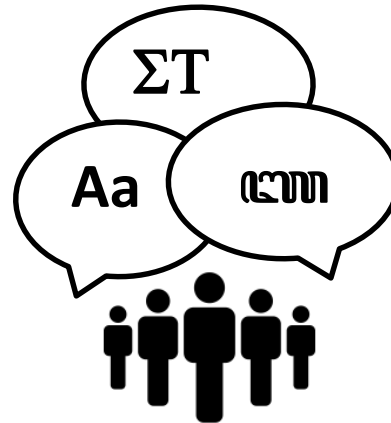


**Higher car ownership** per hh.  
than in other districts in Hamburg

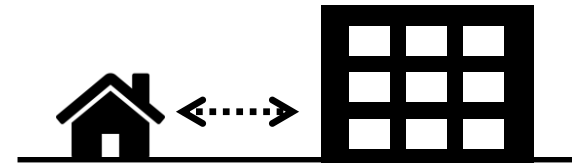
## Facts and Figures #3



**Higher rate of under-18 y/o;**  
**High rate of elderly ppl. →**  
those who can move away

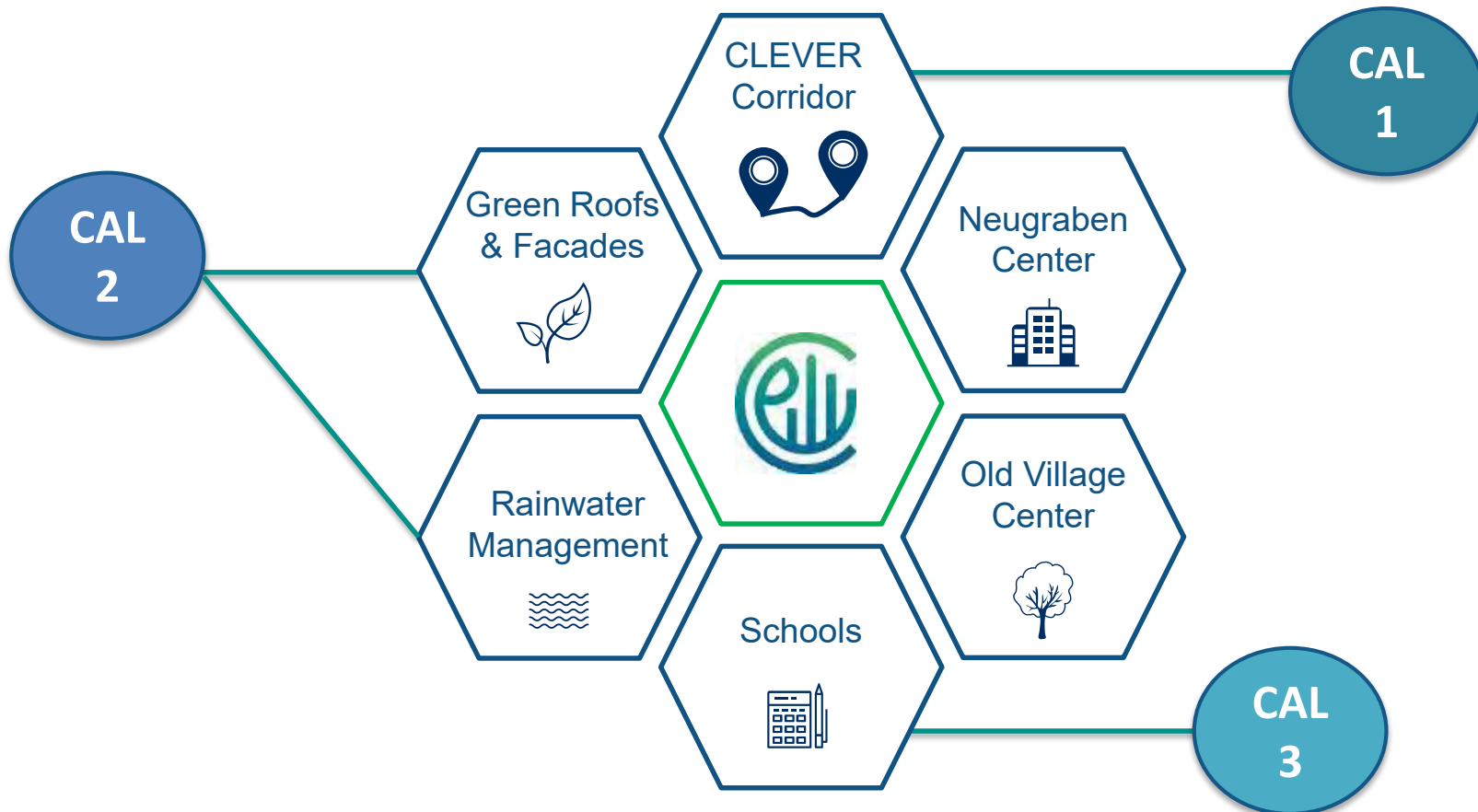


Nearly 50% of inhabitants  
with **foreign background/**  
**Higher youth**  
**unemployment**



**Small grained segregation**  
c. **53 pers./ ha** within 400 m walking  
radius in rented public housing area  
vs. c. **25 pers./ ha** in owned single  
family housing area in the adjacent  
400 m walking radius → 1000 pers.  
**more** in public housing area

# CLEVER Cities Action Labs (CALs)



# Co-Planting as a Form of Co-Creation



- Easy and low cost implementation
- Not restricted to specific target group
- No specific NBS knowledge required
- Changing the perception of where/ what urban nature and biodiversity can be and encourages to find spots themselves to plant; instant identification with living environment

# Co-Creating a Temporary Garden with and for Refugees



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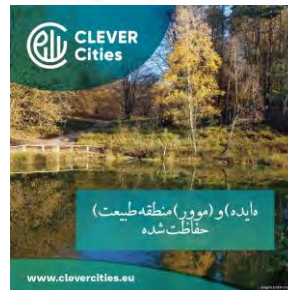
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**Acert û mercên gerok û berfê**

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mezin re bulten têne gotin. Ew ji hêla glükopên ji  
vyayê heya vir hatine kişandin.  
kem li vir berê zêdetirî 10,000 (deh hezar) sal berê

Cotkar daran  
hilweşandin û hişt  
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yekê li ber qadên  
mezin ên ku hewa lê  
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Asmar Chelozai

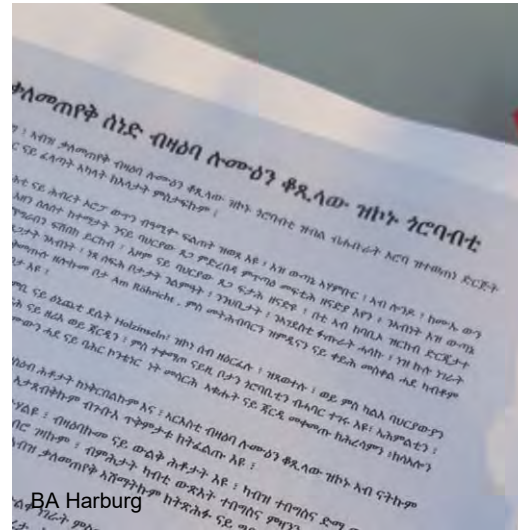
- Info-Workshop incl. Guided Walk through adjacent nature reserves
- Drawing workshops with children about what they miss in their local environment
- Brochure translated into 7 languages about the local flora and fauna and effects of climate change

## Co-Creating a Temporary Garden with and for Refugees



- Co-implementation of raised garden beds and demountable shaded platforms (to be deconstructed when the area is developed into housing)
- Co-implementation of painting the shipping container used as a garden shed

# Co-Creating a Temporary Garden with and for Refugees



- Monitoring with questionnaires conducted in person as part of an event (games for children, coffee & cake, seating provided)
- Supported by translators for Farsi and Kurdish
- Co-financed by local refugee integration council

# Co-Creating a Local Community Arts Club



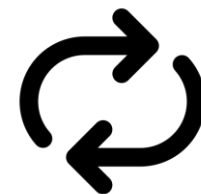
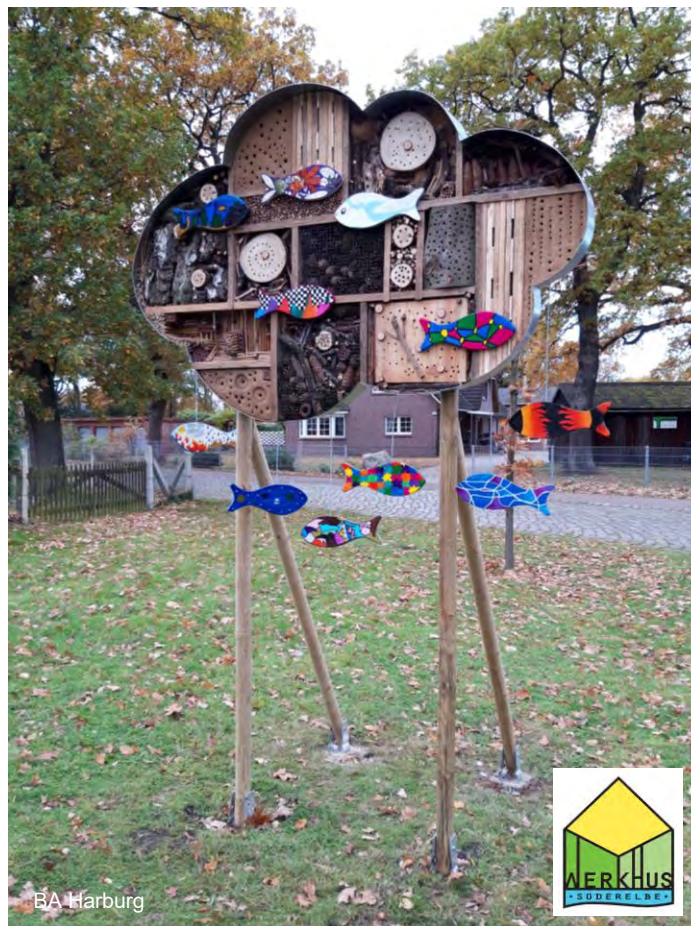
- One of the teachers of a local secondary school is very active in the local community and wants to contribute to the CLEVER project
- She and her students come up with their own designs for insect hotels during Art Class

# Co-Creating a Local Community Arts Club



- She gathers other locals crafts people who want to build these NBS and put them up in public space
- CLEVER supports them with the foundation of a Local Community Arts Club, helping with cost estimate/ funding, organisational structures and finding a showroom/ workspace, and facilitation with municipality to put them in certain sites

## Co-Creating a Local Community Arts Club



# Co-Creating the CLEVER Wayfinding System



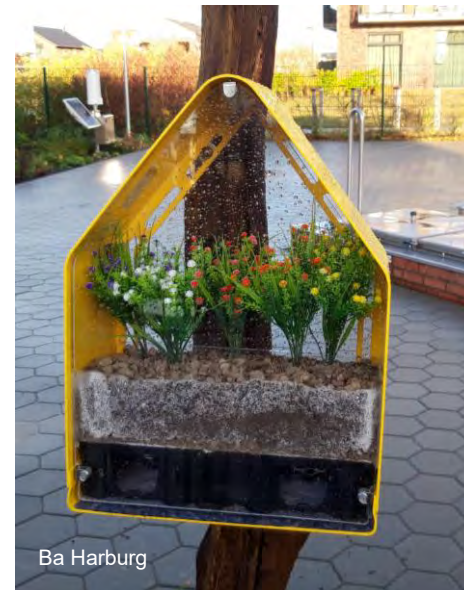
- Online Participation as well as on-site workshops testing new forms of engagement (socially distanced/ COVID-safe cycling tour of the project site)
- Participants were encouraged to suggest additional or potential NBS spots in the project area which are not yet part of CLEVER Cities

## Co-Creating the CLEVER Wayfinding System



- Draft concept of the wayfinding system: aim is also to encourage a spirit of play and exploration and to actively engage with the urban environment through physical activity (fosters health and wellbeing as well as place attachment)

# Co-Creating the CLEVER Wayfinding System



Geschichtsgruppe  
Fischbek

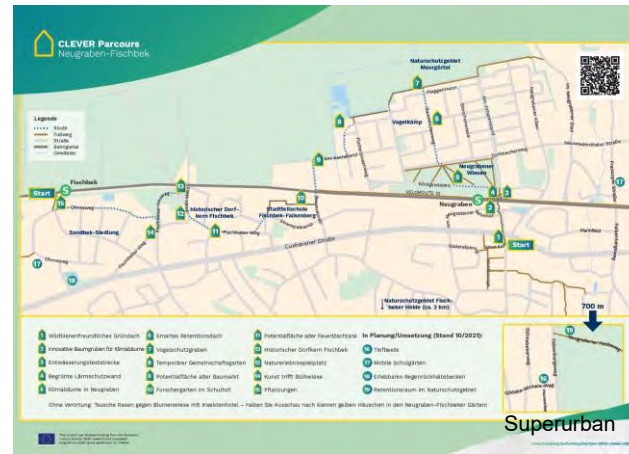
**Deutsches Rotes Kreuz**   
Kreisverband Hamburg-Harburg e.V.



# Co-Creating the CLEVER Wayfinding System



QR Code Monitoring



'Hiking map'



Part of the 'Raus'-App

## Lessons Learnt: What went well...

- **Locally tailored Urban Innovation Partner concept in Hamburg**  
Each project has its own stakeholder/ participating group; thus they are more invested in the specific project
- **Developing new ways of engagement**, e.g. cycling workshop/ walking tour, active participation not just in the ideation phase, active co-designing of NBS, etc.
- **Rethinking the design and ‘build’ process of NBS**  
Not just technical experts with a ‘planning background’, but locally operating general public and special interest groups can co-develop NBS design solutions, too.

## Lessons Learnt: Challenges

- **Non-cooperative stakeholders**  
e.g. in municipality due to prevailing Silo-thinking system; people tend to participate once, but are hesitant to commit over longer time periods
- **Complex stakeholder structures**  
e.g. the headmaster of the school is not responsible for contracting out an aquaponics system, but the parents can; but it has to be operated by the school and the central School facility provider has to consent to it being put in the school
- **Co-creation requires time and increased coordination efforts**  
e.g. in Hamburg project implementations started after a c. 2 year ideation and design-process

## Other Challenges

- **Locals laws and regulations**  
e.g. not allowed to pick fruit from public fruit trees, but people wish for edible plants in their neighborhoods
- **Design quality vs. Socio-ecological benefits**  
e.g. co-created NBS do not always lead to better design outcomes because they are often self-build and simple to be accessible to more people
- **Assessing and Promoting NBS benefits**  
e.g. growing systems need time to establish themselves, are especially influenced by the seasons, so the monitoring period may be too short to assess the ecological benefits; a lot of interventions are pilot projects and the scale too small to assess their impact



**Thank you.**

# CLEVER in Hamburg: Further Information

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Für dieses Projekt wurden im Rahmen der Finanzhilfvereinbarung Nr. 776604 Fördermittel aus dem Programm der Europäischen Union für Innovation Aktion „Horizont 2020“ bereitgestellt.