



Jury Report for the European Green Capital Award 2014

July 2012

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1 INTRODUCTION

1.1 THE ROLE OF THE JURY

The Jury's role is to select the winner of the European Green Capital Award, which rewards cities that are leading the way with environmentally friendly urban living, on the basis of the technical assessment work and proposals provided by an Expert Panel together with the information provided as part of the Jury Assessment.

1.2 JURY MEMBERS

The Jury is composed of representatives from key European and international organisations in the environmental field and is chaired by the European Commission (Directorate-General for the Environment). Jury members cover a wide range of expertise and have in-depth knowledge of the issues involved. The Jury for the European Green Capital Award of 2014 includes the following organisations and their representatives:

- European Commission: Karl Falkenberg, Director-General, DG Environment
- European Parliament: Matthias Groote, Chair of Environment Committee
- Committee of the Regions: Ilmar Reepalu, Mayor of Malmö / Chair of Environmental Commission
- European Environment Agency: Jacqueline McGlade, Executive Director (represented by Katja Rosenbohm, Head of Communications, EEA)
- ICLEI - Local Governments for Sustainability: Gino Van Begin, Deputy Secretary General / Regional Director for Europe
- Covenant of Mayors Office: Kristina Dely, Head of Office
- European Environmental Bureau: Jeremy Wates, Secretary General

1.3 EUROPEAN GREEN CAPITAL AWARD 2014 – JURY ASSESSMENT

The Jury received the Technical Assessment Report as prepared by the Expert Panel at the end of April 2012. The Jury considered this report and noted the technical comments and proposals as presented by the Expert Panel. The Jury expressed its appreciation of the excellent work carried out by the Expert Panel.

On 8 June 2012, the three finalist cities presented their vision, action plans and communication strategies to the Jury. The Jury assessed these cities based on the following evaluation criteria:

- 1) The city's overall commitment, vision and enthusiasm, as assessed by the expert panel and conveyed through the presentation;

2) The city's communication actions, including:

- What the city has done to communicate to its citizens on various environmental issues in relation to the 12 indicators
- Measurement of effectiveness of communication actions. Quantification of any changes in attitude, citizen behaviour, resource use etc.
- Revision to or proposed revision to certain aspects of the communication actions, including stakeholder comments and lessons learned.
- The extent to which cities form local partnerships to maximise social and economic leverage;

3) The city's capacity to act as a role model to inspire other cities, promote best practices and spread the EGC model further – bearing in mind city size and location – including the city's EGC communication strategy if they are to win.

2 JURY CONCLUSION

2.1 BRISTOL

Bristol impressed the Jury with its ambitious green sustainable vision, and with a variety of urban networks including NGOs, local business, academia and volunteers that are joining together to enhance and promote green growth. Bristol Green Capital Partnership is based on community ownership and involves over 200 organisations; its aim is to do more with less. Over 1,000 volunteers have been recruited to work on green projects over the last six month period alone.

Bristol's tag line "Inspiring Change" is very appropriate in terms of links with digital media. The city is "Green-Smart-Connected", showing a recent 70% increase in wireless technology efficiency and partnerships with leading technology companies to promote energy efficiency; connected with more than 95,000 citizens who have participated in "E-petitions" and online discussion forum as part of Bristol "E-democracy".

Bristol has clearly demonstrated its cutting edge commitment to reducing climate change since 2000. This commitment was strengthened in 2009 when Bristol joined the Covenant of Mayors and set more ambitious CO₂ reduction targets than the EU and UK, to reduce emissions by 40% by 2020 and 80% by 2050 from a 2005 baseline. Bristol energy network is mobilising the whole city, together with initiatives such as Low Carbon Southwest to create a low carbon economy in the city. In addition, Bristol's policy on clean air and noise is commendable: the city has one of the most comprehensive air quality monitoring networks in the UK and has plans to manage transport to improve air quality and reduce noise. This could be a good opportunity for Bristol to be even more proactive with its commuters. Indeed the effects of these green policies are obvious for the city itself but seem less substantial at the level of the region. Regional integration could be reinforced.

The city offers a number of examples where it can act as a role model to cities across Europe. For example there is a local food growing initiative in place which includes community gardening. Moreover Bristol intends to connect with the other seventeen EGCA 2014 applicant cities as a platform for best practice across Europe as part of the "Community Sparkplugs" initiative.

The Jury underlined that Bristol had made major advances, and dramatically improved its sustainable urban development over the past decades. But further improvements could still be made, especially in areas such as water consumption. It could also do more to ensure that its actions have a wider impact on the broader region outside the city.

2.2 FRANKFURT

The Jury was impressed by Frankfurt's commitment to energy performance via long-term increase in energy production efficiency, continuous development of co-generation plants, implementation of the Energy Act coupled with municipal and private investments in energy conservation. All new buildings in Frankfurt must be passive, i.e. meet strict standards for energy use. The city is implementing an ambitious Green Public Procurement policy, especially in the building sector. Frankfurt banned the use of tropical timber in 1999 and the use of PVC is also forbidden. A guideline document for cost-effective construction is used in the industry.

In working towards a sustainable city Frankfurt has achieved a great deal. Total volumes of waste have been decreasing for years. The city has invested heavily in modern waste sorting, processing and recycling equipment within the city area, cutting down on transport costs. Environmental campaigns in areas like water and electricity have led to reductions in water and electricity consumption beyond the national average.

Frankfurt is successfully combining its environmental tradition with innovation via initiatives such as urban lab and climate tours – architecture in dialogue, along with the BioFrankfurt network which draws thousands of visitors to the city annually to events such as “Biodiversity in the Green City”.

Citizens of Frankfurt have access to numerous green open areas and expanses of water which cover roughly half the overall city area. There is also access to the green belt around Frankfurt’s core which accounts for one third of the overall city area. The southern green belt stands for a high quality of living and is a popular leisure area, although the recent airport extension has raised concern about substantial impacts on the environment and quality of life for citizens living in this area. Mitigating the environmental and social impacts of this extension on air quality and noise pollution will continue to be a real problem.

The Jury acknowledged Frankfurt's efforts in working towards a more sustainable future, and looked forward to seeing how it fares in the face of the challenges ahead. If successful Frankfurt will be able to act as a true role model for cities faced with similar problems.

2.3 COPENHAGEN

Copenhagen presented its integrated vision with a horizontal approach for the city, including the Copenhagen Green Business Model which impressed the Jury. This example of green economic development tackling environmental, economic and social concerns has high potential for replication in the region around the city and beyond.

Public-private partnerships are at the core of the City’s approach to eco-innovation and sustainable employment. Through dedicated forums the City is working with green companies, universities and organisations on developing and implementing green growth. For example the North Harbour project will include a “Green laboratory - the blueprint for green growth” which will focus on green technology and can be transferred to other towns and cities.

Social aspects, including impact on health, have been clearly demonstrated. Copenhagen now has an official municipal policy stipulating that by 2015 all citizens should be able to reach a park or beach on foot in less than 15 minutes. In line with this policy, several new parks are under development in areas lacking green spaces. Initiatives such as urban farming are used to secure the link between citizens and nature. Organic food presence in public places is about 68%.

Copenhagen can also offer itself as an excellent role model in terms of urban planning and design to cities across Europe and the world. Interestingly “Copenhagenization” is a term coined and described by Wikipedia as “a design strategy centred around making a city more accessible to cyclists and pedestrians and less car dependent – it is how to improve the quality of sustainable urban life”. To spread its model Copenhagen plans to form (and host for 2014) a secretariat to facilitate networking with previous and future EGCA winning cities and all applicant cities to date.

The city has clearly set itself the overall goal to be the world’s best city for cyclists. The goal is to have 50% of people cycling to their place of work or education in Copenhagen in 2015 (the 2010 figure was 35%), thereby contributing to meeting the ambitious goal of CO₂ neutrality by 2025. The KARMA initiative to promote cycling amongst citizens shows good buy-in from all City stakeholders, as does the city's pedestrian strategy. Communication actions to engage citizens are very effective; Copenhageners feel they are part of the solution.

In terms of Energy Performance, an estimated 75% of the CO₂ reductions will come from initiatives in relation to the city’s energy system mainly involving an increase in the share of renewable energy in the City’s district heating.

The Jury concluded that Copenhagen is a highly successful role model for the green economy, with an efficient communication strategy and the commitment required to develop its role as a model for Europe and beyond.

Concluding its deliberations, the Jury decided to award Copenhagen as the European Green Capital for 2014.

