

## ANNEX II:

### Application Form 2014 Guangzhou International Award for Urban Innovation

Please complete the following application form and return it to the Guangzhou Award Secretariat at [info@guangzhouaward.org](mailto:info@guangzhouaward.org) by June 30, 2014.

#### A. Profile of the Initiative

Name of City/Community:	<b>Berlin</b>	
Name of Province/State:		
Name of Country/Region:	<b>Germany</b>	
Geographic Region (Please select and tick one):	Africa (Sub-Saharan)	
	Asia and Pacific	
	East and Central Europe	X
	Western Europe	
	North Africa and Middle East	
	North America	
	Latin America & Caribbean	
<b>Title, name and position of person(s) submitting:</b>		
1.		
2.		
3.		
<b>Basic City Data:</b>		
Population size: <b>3,407,614</b>		
Surface Area: <b>892 km<sup>2</sup></b>		
Population Density: <b>3,821 inhabitants per km<sup>2</sup></b>		
GDP per capita: <b>29,455 (2012)</b>		
GINI Index: <b>0,363 (2004)</b>		
Other: (please specify)		

#### B. Title:

Title or Slogan of the Initiative (25 words max.): <b>Berlin's City Tree Campaign / Urban Trees for Berlin</b>
Start date of the initiative: <b>November 2012</b>
Tentative end date of the initiative: <b>2017</b>
Thematic areas (please tick as appropriate):  <input type="checkbox"/> Social <input type="checkbox"/> Economic

- Environmental
- Governance/Management
- Technology
- Other (please specify)

### C. Background Information

**Describe the legislative or policy framework under which the initiative is taking place using, for example, a public policy document at the central or local government level, a policy statement, a covenant, compact or publicly recognized commitment. (80 words max.)**

In July 2011, the Berlin Senate agreed the “Urban Green Space Strategy”. On this basis, policy guidelines include the goal of planting and maintaining up to an additional 10,000 roadside trees in the next 5 years (2012 - 2017), to be partly financed by donations.

The duties and responsibilities for this project have been allocated via the project agreement made between the Senate Department for Urban Development and the Environment and all the districts of Berlin.

### D. Summary of the origins of the initiative:

**Describe how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide (350 words max).**

1. Describe briefly the reason(s) for undertaking the initiative including challenge(s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

There are currently around 440,000 trees along the streets of Berlin and they help to make the city one of the greenest metropolises in the world. The trees play a diverse role in contributing to the well-being of the city and its climate, and help make it a more pleasant place to live. Sadly, in past years many of Berlin’s urban trees had to be felled as a result of age, disease or pest infestation. As funds to replace these trees were not available in all the affected locations, this has resulted in corresponding negative impacts on the city climate, affecting residents and Berlin’s many visitors alike. The fundraising campaign aims to redress the negative balance in planting and caring for urban trees created over the last 10 years. The campaign also aims to improve the image of the city’s trees in the long term.

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, measuring and evaluation, etc.)

By 2017 the aim is to plant up to 10,000 additional roadside trees in Berlin, in spring and autumn of each year, the project to be funded from donations. Since the “City Trees for Berlin” campaign began in 2012, around 2,400 more trees have been planted on Berlin’s streets. A further 600 trees are currently being planted.

3. List the principal parties and partners to the initiative (specify public, private, non-governmental, individual, etc.) and who is or was the leading partner(s) and the role they each played.

The City Tree Campaign is a joint project of the Berlin Senate Department for Urban Development and the Environment and the districts of Berlin. The Department is responsible for organising the campaign. This means the call for tenders and commissioning the companies that plant the trees, landscapers and tree surveyors, as well as PR work (advertising and hotline) and handling the finances (income, administration and accounting for donations as well as applying for public funding). The districts nominate available sites to be planted and provide support for tree planting.

The government policy guidelines require the City Tree Campaign to get the local population actively involved. In this respect, both Berlin residents and businesses are specifically invited to make donations

4. Describe the resources used for implementing the initiative including funding/financing strategy or arrangements and include any significant contributions that are not in cash, for example, in human, technical or managerial resources.

We should assume average costs of around 1,200 Euros per tree planted, incl. maintenance and development care.

Where a donation of 500 Euros is received, the balance will be funded from the state budget.

To plant around 800 trees per planting season would require on average 1M Euros. Further subsidies have not yet been used for the city tree campaign. Further direct support is not part of the campaign.

## **E. Summary of the innovative aspect(s) of the initiative:**

**Describe the innovation for the initiative using the following lead questions as a guide (350 words max).**

1. Describe whether the initiative should be considered evolutionary or revolutionary. Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in question and therefore bears a certain degree of risk.

The city tree campaign has both evolutionary and revolutionary aspects. As nobody initially involved had any experience of fundraising campaigns, it was modelled on other drives to raise funds for trees, although adapted to the requirements of the

State of Berlin, and it has continued to develop further. Since then, this has developed into a unique, specialised procedure of our own.

2. Describe where the innovation is being applied, for example, in policy or strategy; planning, design and implementation; business model or financing arrangement; tools and technology; governance and administration; etc.

Starting from the goal of planting an additional 10,000 roadside trees, enshrined in the Berlin government's policy guidelines, the Berlin Senate Department for Urban Development and the Environment has worked with the districts of Berlin to set up this campaign, collaborating with the public and business to fill the gaps in the stock of urban trees and to meet the goal by 2017.

3. Describe whether the innovation was inspired or borrowed from other experiences and how was the linkage with the other experiences made. Similarly, describe whether other parties have benefited or are benefiting from your innovation and how?

Inspired by a fundraising drive for more trees in Hamburg, the Senate Department developed a campaign of its own. To date, various other local authorities in Germany and international cities have shown great interest in Berlin's City Tree Campaign. The campaign's comprehensive internet presence means that this approach is easy to understand and reproduce elsewhere. The Senate Department for Urban Development and the Environment is also happy to provide further information on request.

As the tree campaign is providing the Senate Department with information on the ecological and climatic effects of planting trees, it is hoped that this will have a certain influence on other aspects of everyday life.

4. Describe whether there was or are any obstacles or resistance to the innovation and if so, how were/are they being overcome.

From the outset, the fundraising campaign has been well supported by Berlin's residents, businesses and politicians. The media regularly pick up on the theme and their reports on the efforts of the Berlin administration are predominantly positive.

To date, donations of around 275,000 Euros have been received.

## **F. Summary of the desired change or outcome and how it is being measured**

**Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured (350 words max)**

1. What change(s) or outcome have you already achieved or hope to achieve. Please describe the nature of the change or outcome in, for example, improved

quality of life; new levels of social, economic or environmental sustainability, including new attitudes and behaviour; improved efficiency, effectiveness, accountability or transparency, etc. Please also describe the scale of the change, for example, primarily local, regional, national or global.

To date, circa 2,400 additional urban trees have been planted and with donations totalling around 275,000 Euros, the campaign has already gone some way towards achieving its goal of planting 10,000 additional trees, and has made a broad impact.

Assuming that a tree will consume 1.5kg of CO<sub>2</sub> per day (average value), this planting programme will absorb approximately half a tonne of CO<sub>2</sub> per tree per year. When scaled up to 10,000 trees, this will take out around 5,000 tonnes of carbon per year.

2. What measurements or metrics are you using to assess the change? Describe who is doing the measuring and who is using the measurements and how.

It is not possible to take concrete measurements of the beneficial effects of city trees, such as reductions in CO<sub>2</sub> and beautification of the city, but they are apparent.

3. Describe any specific tools or methods that were developed or applied to improve the chances or attaining the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communications and knowledge, etc.

Experience gained from organising this fundraising campaign is easily transferable to other fields. In the future we can expect that the city's less than optimal budgetary position will make personal engagement from residents increasingly necessary in supporting the public administration in providing public services. Moreover, the involvement of the public in community duties strengthens their personal connection with society.

4. How does the initiative and its intended change(s) or outcomes contribute to a new image or reputation for your city or community?

Berlin is famous around the world for its high density of green spaces and trees. By planting an extra 10,000 roadside trees, we are ensuring that it will stay that way. An abundance of green space makes a city pleasanter and more attractive to live in.

## **G. Detailed description of the initiative and innovation**

Choose any of the above headings or a particular aspect of the initiative that you wish to highlight and that you think best describes the reasons why the innovative aspect(s) of the initiative could be of benefit to other cities, regions, communities or parties (400 words max).

By the end of the current spring planting season, around 3,000 new roadside trees will have been planted for Berlin as part of the city tree campaign. To date, around 275,000 Euros have been received for this. This is a great success.

The campaign has been highlighted in the media as an outstanding example of civic engagement. It is also well regarded politically.

The City Tree Campaign is the Senate Department for Urban Development and the Environment's most successful campaign to date. This is undoubtedly partly due to trees being a popular subject and easy to support, but it is clearly also due to efficient and informative public relations work and to an organisation that unites people on a range of levels by enabling them to have a positive effect on their environment. Local people are able to give money for a tree and then record their many and varied reasons for doing so for posterity on a plaque. Some want to commemorate the birth of a child, while other donations are made in memory of a deceased partner. Residents set up communal collections so that the gap in the trees in front of their building can finally be filled. Businesses see it as a good advertising and PR opportunity, while politicians can demonstrate their green credentials.

Trees bring people together and create a way for them to identify with their city.

For further information see: [www.berlin.de/stadtbaum](http://www.berlin.de/stadtbaum)

## H. Descriptive material in annex to the document

These are materials destined to allow members of the Technical Committee and the Jury to have a better understanding of the context of your initiative which is a very important consideration. Additional material can be submitted in DVD or CD formats. Please do not exceed the specifications below; anything that exceeds these specifications may not be available to the Technical Committee or the Jury. Please provide, where possible and relevant, the following:

- |   |
|---|
| ◆ Up to 5 press clippings or copies of covers and tables of content of reports published on the initiative. Please embed this material on A4 pages.   |
| ◆ Up to 5 photos that best illustrate the initiative (.jpeg at 72. dpi, 500 x 700 px maximum). Please embed this material in two (2) A4 pages with titles.  |
| ◆ Up to 5 graphics that best illustrate the initiative (.pdf format, 72 dpi, A4 size max). These graphics could illustrate for example, trends, ratios or percentages; tools or technologies; etc. Please embed them on A4 pages. |
| ◆ 1 map that best illustrates the physical context of the initiative (.pdf format, 72 dpi, A4 max)  |
| ◆ 1 chart that best illustrates the initiative (.pdf format, 72 dpi, A4 max)  |
| ◆ 1 technical drawing reduced to fit A4 format  |

## I. Additional material

Any additional material such as videos should be submitted on a DVD/CD or by email to the Secretariat at [info@quangzhouaward.org](mailto:info@quangzhouaward.org).