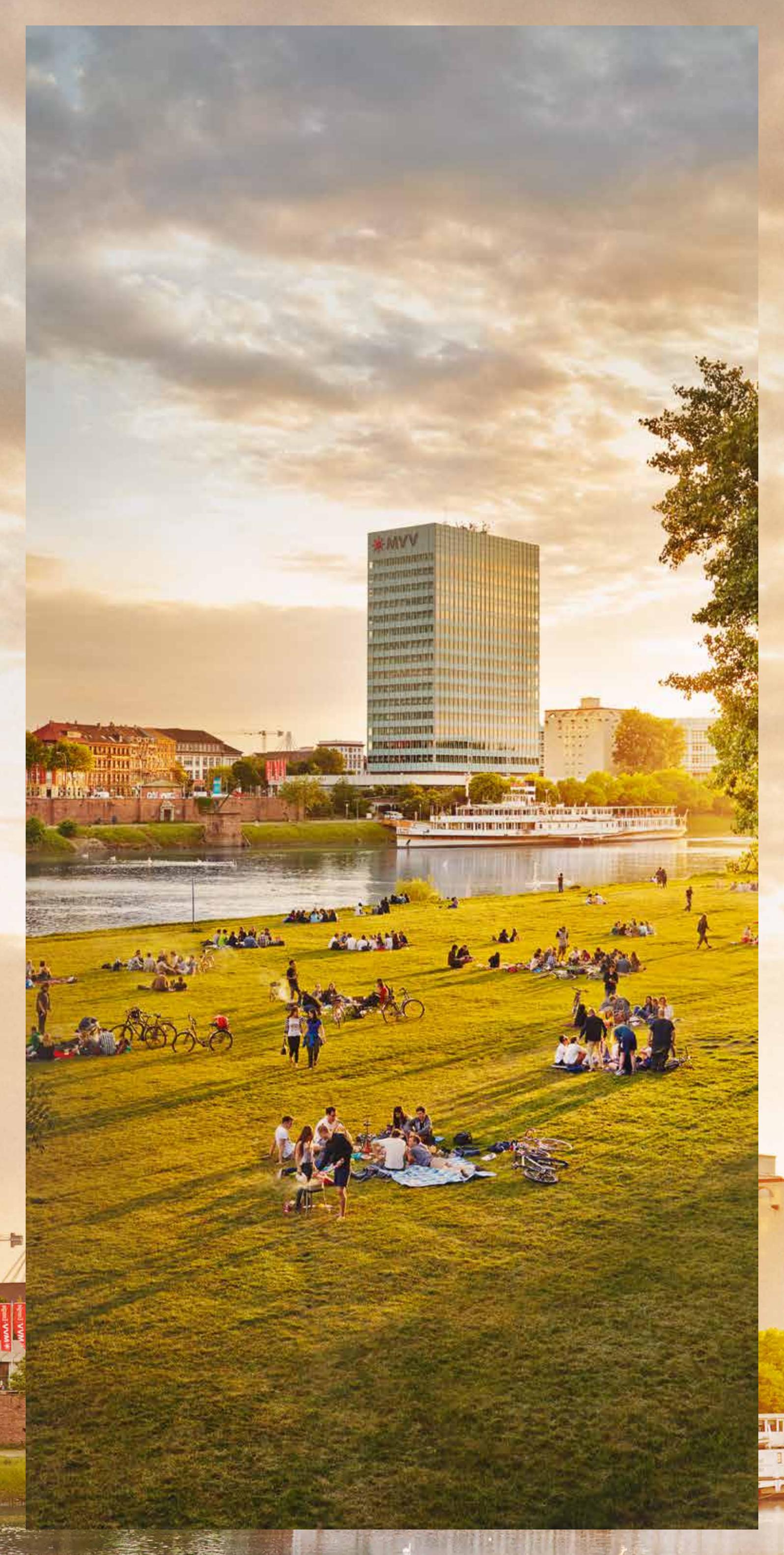
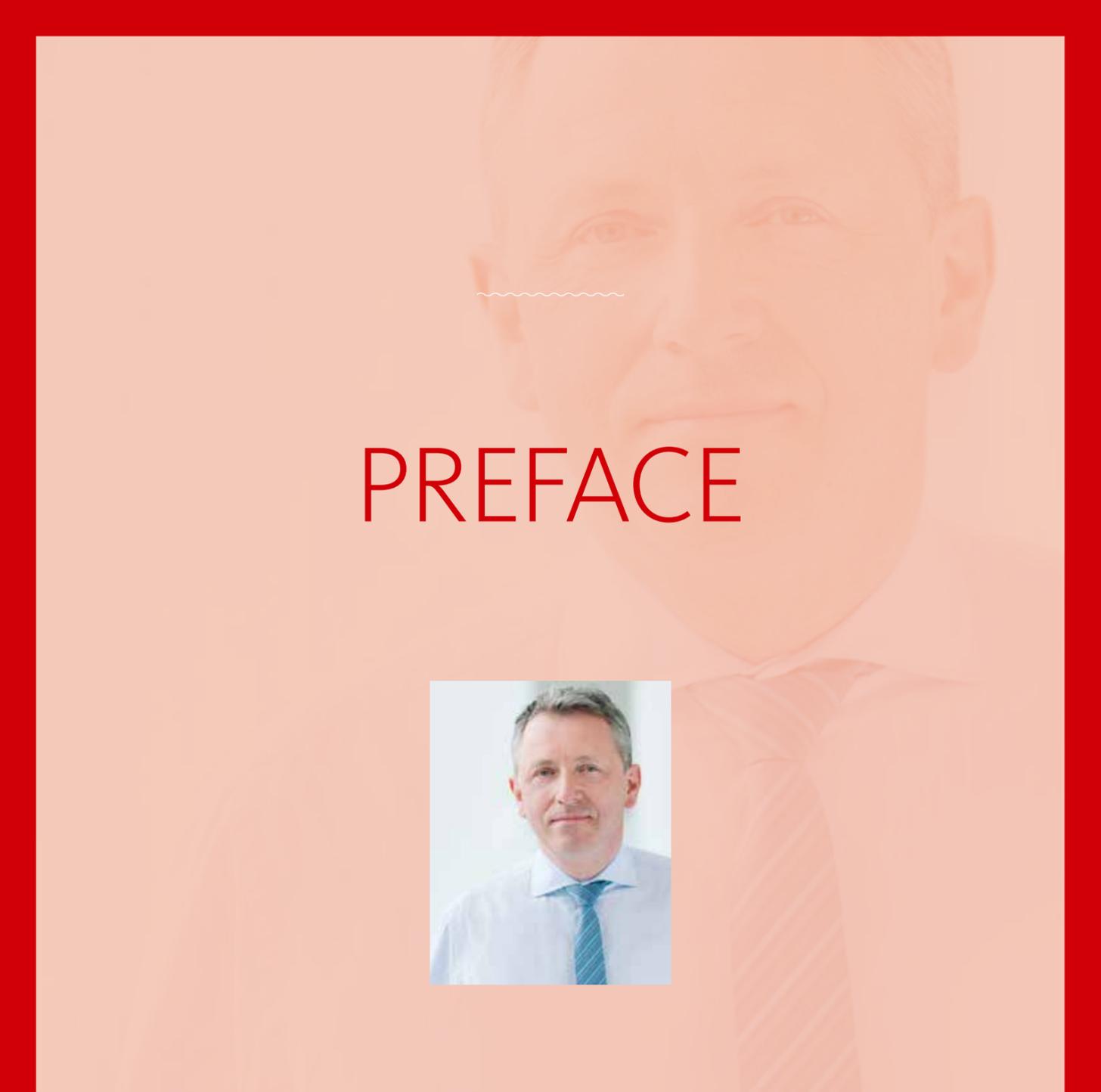


# THE MANNHEIM MODEL

GOALS FOR A MODERN  
METROPOLIS

**MANNHEIM**<sup>2</sup>





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# PREFACE



## Dear readers,

In 2008 the city of Mannheim set out on a path to focus its strengths and its improvable areas of action in the context of an ambitious analysis project. The initial result was an overview of specific and historically evolved features and challenges of our city, which were then taken as a basis for the definition of at first seven strategic goals. These goals are still relevant today, and have been complemented by an eighth strategic objective that resulted from a review of the project results last year, namely the sustainable control of Mannheim's budget.

The keyword "sustainability" is the red thread running through the entire programme of the eight strategic goals for Mannheim, covering as it does all the relevant social, economic, and ecological aspects of an urban community, and at the same time laying the foundations for actively shaping the municipal and local-political processes in these times of global challenges. Using a set of indicators defined for each of the specific goals, we now measure our activities and actions on a regular basis and are at all times capable of making any necessary adaptations should the circumstances dictate.

In February 2015, the Municipal Council of Mannheim passed the resolution approving the eight strategic goals and their indicators, the details of which are presented to you here in this brochure. I take great pleasure in presenting the strategic goals of our city in this leaflet, and wish you an interesting and inspiring read.

Cordially  
Your Lord Mayor



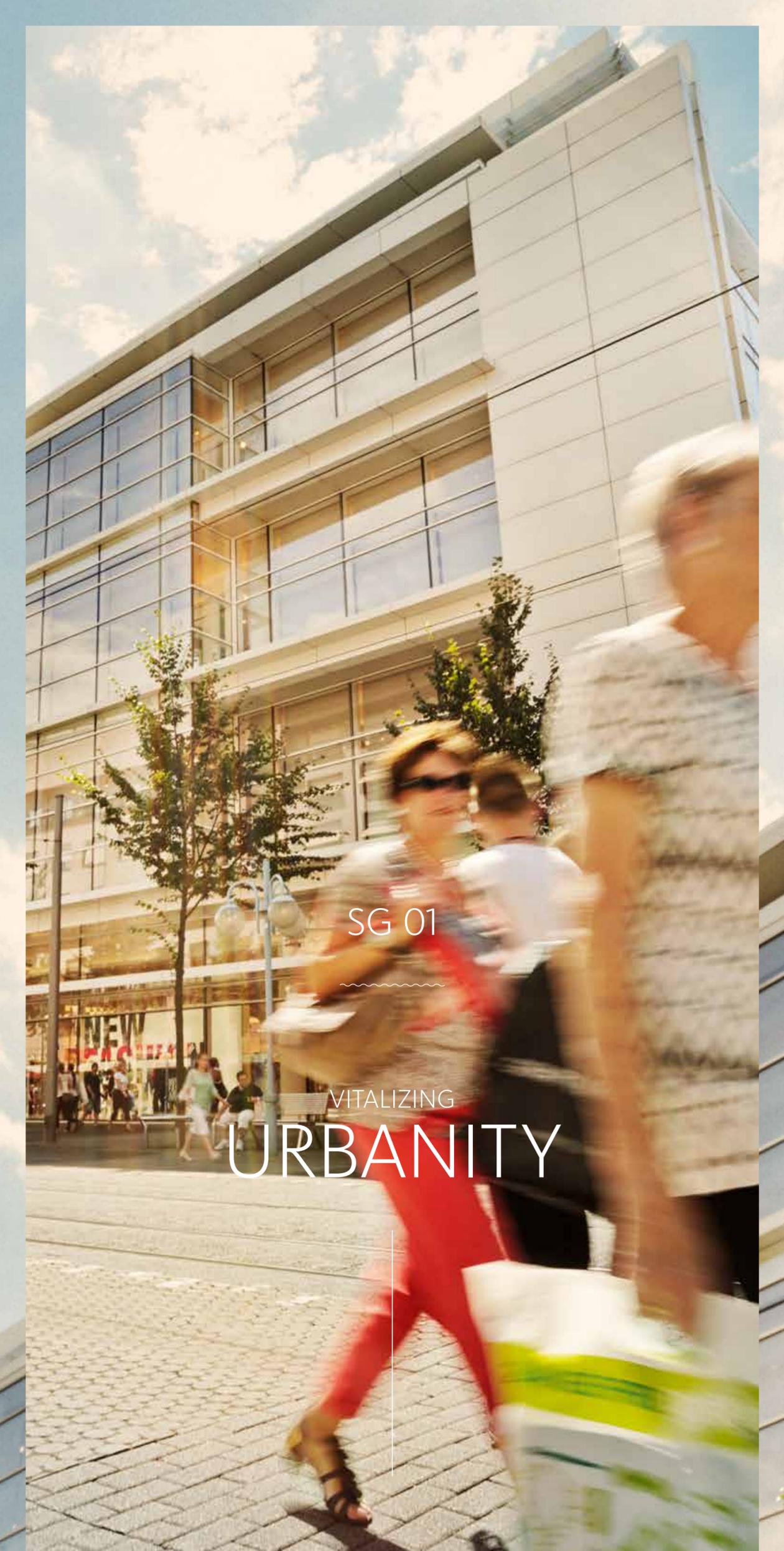
**Dr. Peter Kurz**

## SG 01

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# VITALIZING URBANITY

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SG 01

VITALIZING  
**URBANITY**

With its ecologically and socially balanced urbanity, Mannheim offers all the advantages of a metropolis within a relatively small area, at the same time avoiding the drawbacks otherwise associated with major cities.

Mannheim is a large city with the flair of a cosmopolitan and forward-looking European metropolis and a well-functioning urban social community. Mannheim offers vibrant and innovative cultural scenes, a modern social infrastructure, an aesthetic civic building culture that people can readily identify with, excellent shopping opportunities, and an inspiring variety of different cultures. Thanks to its well-developed public-transportation system, all corners of the city can be reached swiftly and easily. Mannheim combines a sense of urban community and relaxing nature embedded in a town setting. Located between the Weinstraße (Wine Route) and the forest-covered hills of the Odenwald, the city is broadly acknowledged as a lively centre of one of Germany's most beautiful regions.

09

SG 02

ATTRACTING  
**TALENT**



## SG 02

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# ATTRACTING TALENT

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Mannheim has established itself as a city of talent and academia, attracting ever more people to live here.

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Mannheim lives up to its tradition as a space for people with ideas – which is why the city sponsors people in the development of their talents. Here, qualified experts and university graduates can find the ideal conditions for developing their personal career and skills even further. Mannheim offers equal opportunities for everyone, creating the structural requirements for a functioning reconciliation of private life and career, made possible for instance by a sufficient provision of attractive housing and accommodation possibilities for people from all walks of life and also a closely interlaced grid of high-quality child-care services.

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## SG 03

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# STRENGTHENING ENTERPRISES

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SG 03

STRENGTHENING  
**ENTERPRISES**

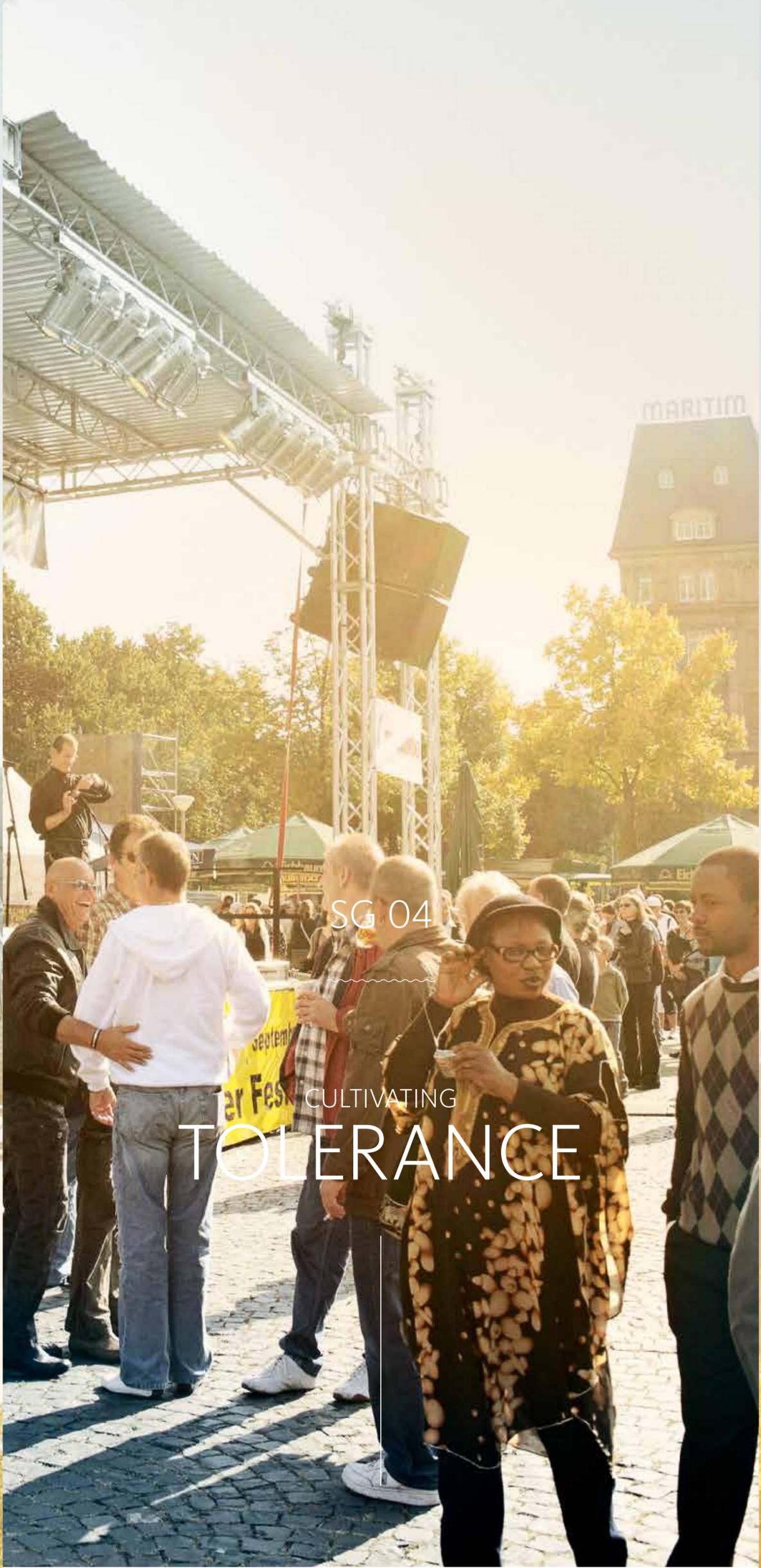
Mannheim attracts an above-average number of companies and entrepreneurs who contribute to the innovative power of the city, supporting the enterprises in their economic development.

Mannheim and the Rhine-Neckar metropolitan region count among the most appealing business and industrial locations in Germany. This is why we're glad to promote entrepreneurial efforts and thus reinforce the city's economic force. An active and dedicated sponsorship of local and regional companies, start-ups, relocations, organized know-how transfer, and R&D projects – these are just some of the measures the city takes to make Mannheim such a strong and at the same time socially responsible business location.

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SG 04

CULTIVATING  
**TOLERANCE**



SG 04

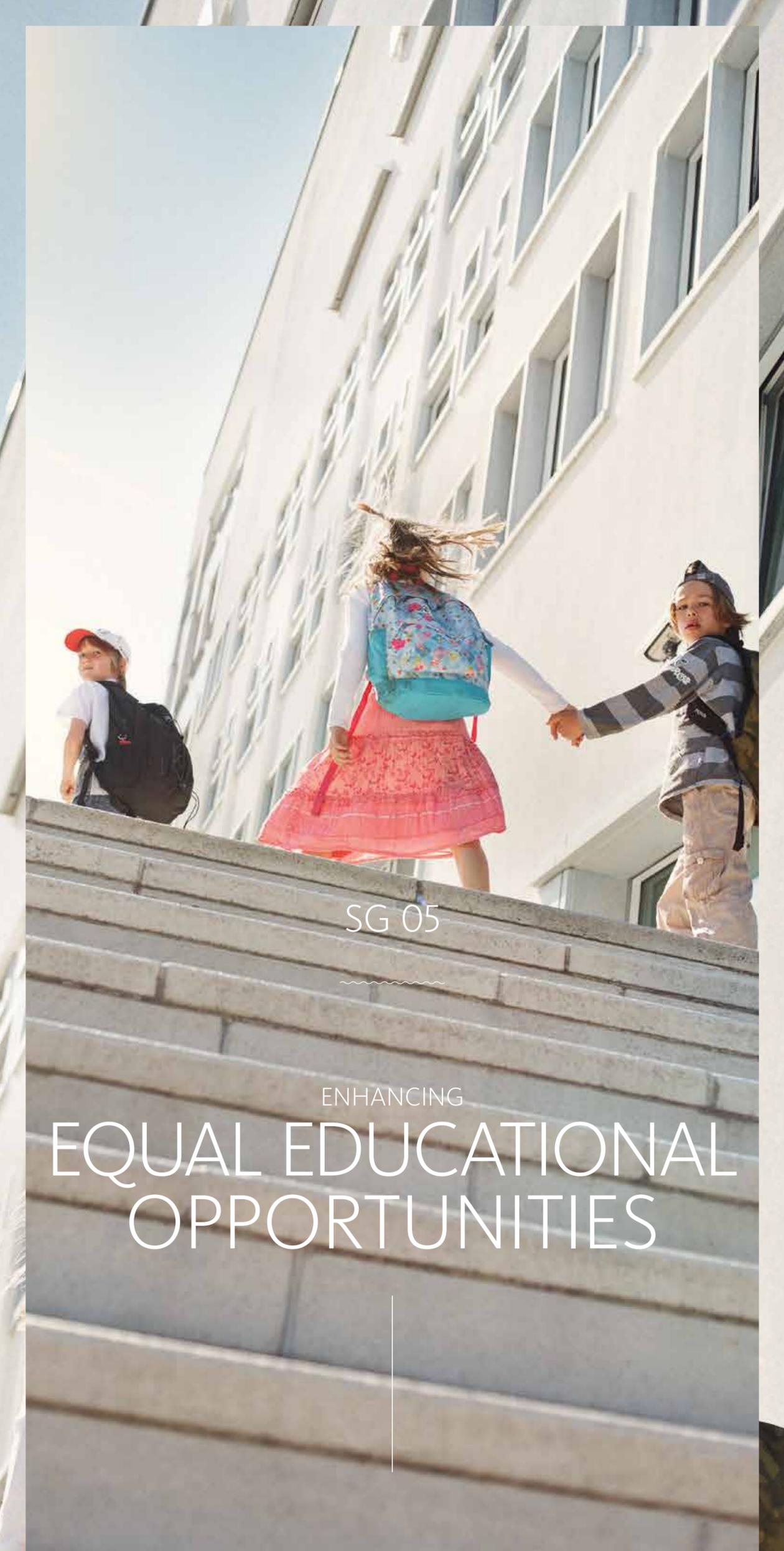
CULTIVATING  
**TOLERANCE**

Mannheim is a role model  
for community life in major cities.

Due in no small part to the city's history, another characteristic feature of Mannheim is the exemplary way in which it combines and integrates the various cultures, beliefs, and ways of life of its people. In terms of open-mindedness, acceptance, and equal participation, Mannheim assumes a role-model function for everyone living and working in the city and the surrounding region. Mannheim sees itself as an international city and as a new home for people from other places and cultural backgrounds, interpreting variety as a decisive factor for further development in a globalized environment.

SG 05

ENHANCING  
**EQUAL EDUCATIONAL  
OPPORTUNITIES**



SG 05

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ENHANCING  
EQUAL EDUCATIONAL  
OPPORTUNITIES

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Mannheim is a role model for equal educational opportunities in Germany.

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The social and economic future of Mannheim depends decisively on the potential of its citizens. As a measure to develop this potential further still, Mannheim is shaping a municipal education landscape that benefits all members of the urban community. Besides the general expansion and qualitative improvement of the city's educational institutions, these measures also comprise the dedicated encouragement of children and adolescents who do not receive sufficient support in their personal settings. Such an ambitious inclusion target can succeed only when social origins are no longer the determining factor for educational and academic achievements. In addition, it is generally agreed that education should not aim merely at keeping children at school until they achieve graduation, but instead should be seen as a far more comprehensive principle with a future impact.

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SG 06

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ENHANCING  
CREATIVE SPIRIT

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SG 06

ENHANCING  
CREATIVE SPIRIT

Mannheim is among the leading group of cities perceived as having a special urban culture and creative economy.

Mannheim provides the cultural and creative economy with an excellent platform, promoting its growth and networking capabilities, and as a creative city is a particularly attractive candidate in the competition of the locations. The so-called "Mannheim Model" for the music business serves as a prime example for the creation of an excellent infrastructure. Mannheim is constantly expanding its potential as an internationally oriented centre for art and culture, a development that is being consistently pursued in the context of creative participation processes, since culture is an essential motor for urban development.

SG 07

ENCOURAGING  
ENGAGEMENT



SG 07

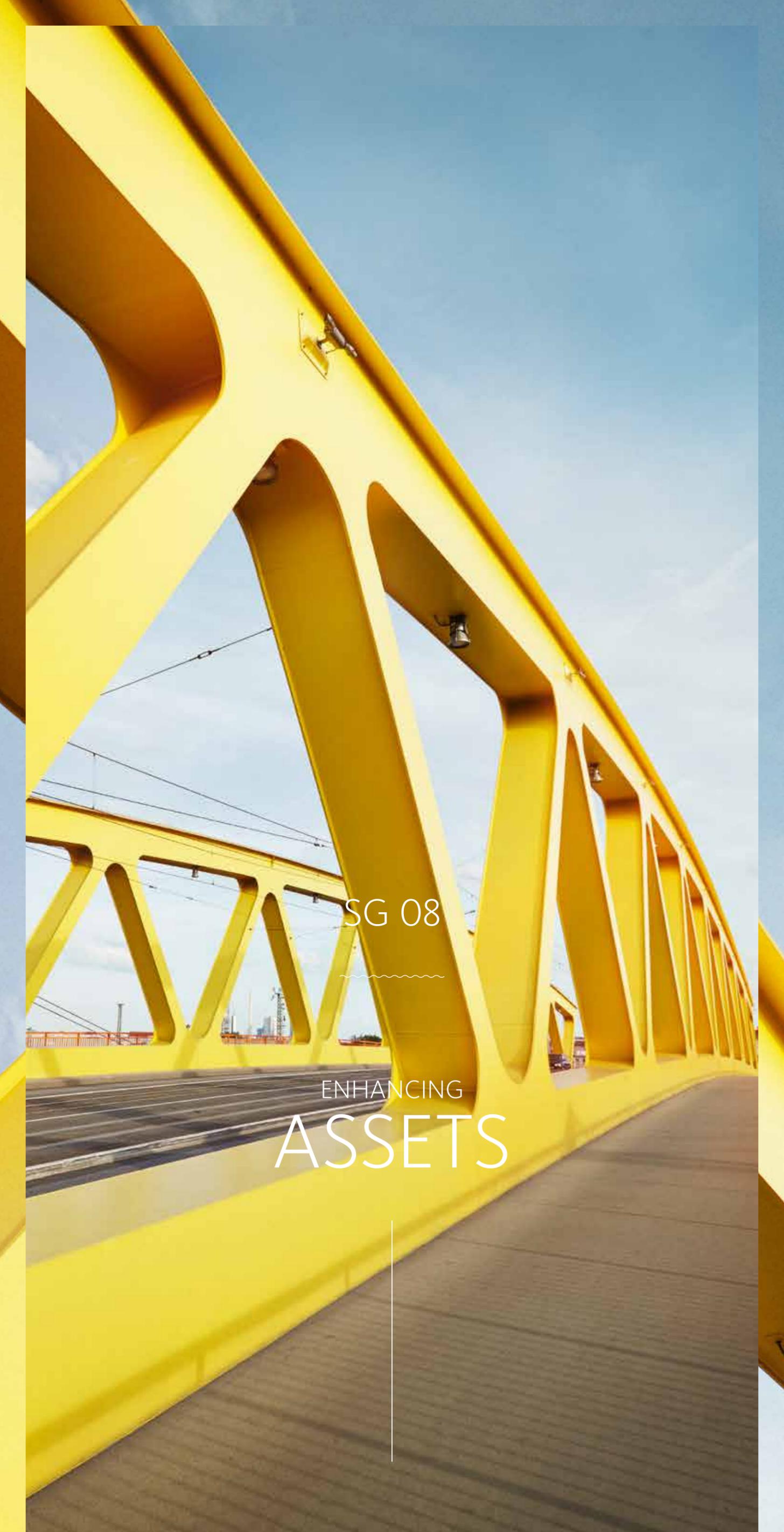
ENCOURAGING  
ENGAGEMENT

Mannheim's citizens show an above-average degree of commitment and engagement in civic affairs, an aspect that enjoys the special support of the city.

The joint responsibility of everyone for their city is the basis for a cosmopolitan and diversified metropolis, whose vibrant character is the result of an active sense of urban community. The high degree of the citizens' identification with Mannheim is actively fostered by the city, which purposefully strives to promote civic engagement with new and individual forms of participation, thus enhancing the inclusion of all parts of the population, especially of the city's children and youths. "City of burghers" is the epithet given by Mannheim to characterize the dialogue between its political sphere, its citizens, and its administration in its endeavours to develop and shape the city further still.

SG 08

ENHANCING  
ASSETS



SG 08

ENHANCING  
ASSETS

The net assets of the  
city of Mannheim have increased.

Mannheim keeps a tight and efficient hold on its budget in strict accordance with the principles of sustainability. Mannheim has reduced its current borrowing to safeguard its financial resources and options for action in the future, achieving a balance between the possibilities for shaping policies both now and in times to come. Mannheim is maintaining and expanding the city's capital assets, thus creating the infrastructural preconditions for further growth and development in the city and for the successful social coexistence of the people of Mannheim – both today and in the future.

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**MANNHEIM**<sup>2</sup>