

TRANSFORMATION

MANNHEIM HAS HIT THE ROAD. AFTER A PROCESS OF REPOSITIONING STRETCHING OVER SEVERAL YEARS, THE CITY IS TODAY AT A POINT WHERE IT IS NOT ONLY AWARE OF ITS ESTABLISHED STRENGTHS BUT ALSO OF THE BIG CHALLENGES IT FACES. THE STRENGTH PROFILE SERVES AS A STRATEGIC OBJECTIVE FOR THE FUTURE: A DETAILED PROCESS OF CHANGE TAILORED TO THE EXPANSION OF EXISTING STRENGTHS GUARANTEES THAT THIS VISION DOESN'T HAVE TO REMAIN A CONCEPT BUT A CONSISTENT „FROM THE INSIDE OUT“ DEVELOPMENT TO BE IMPLEMENTED OVER THE COMING YEARS.

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Strategic goal 01

STRENGTHENING URBANITY

„Mannheim offers the advantages of a metropolis in a confined space with an environmentally and socially balanced urbanity without having the related adverse properties of large cities.“

Mannheim is a big city with the character of a cosmopolitan and future-oriented European city and a functioning social urban society. We offer lively and innovative culture scenes, contemporary social infrastructure, aesthetically influenced and identity-giving constructional culture, superior retail trade and a noticeable diversity of cultures. Thanks to a well-developed public transport network, everything is within easy reach. A feel of urban community and restorative nature can be experienced hand in hand in the middle of Mannheim. Situated between Weinstrasse and Odenwald, it is easy to see why the city is recognized as the centre of one of the most beautiful landscapes in Germany.

Strategic goal 02

PROMOTING TALENT

„Mannheim has established itself as a city of talent and education, and can easily win over anybody.“

Mannheim is aware of its tradition as a setting for people with ideas. Qualified workers and graduates are especially welcome in Mannheim and are able to find optimum conditions for their development here. Mannheim offers equal opportunities and creates the structural conditions for a functioning equilibrium between private and professional life. This includes, for example, an suitable range of attractive housing and living areas and well-developed care services.

Strategic goal 03

WINNING BUSINESS

„Mannheim is able to attract businesses and entrepreneurs at an above-average level.“

Mannheim and the Rhine-Neckar region rank among the most superior economic and industrial locations in Germany. Therefore, we support entrepreneurial initiative and, as a result, this sustainably reinforces the economic strength of the city. Active and focused promotion of locally based businesses, start-ups, settlements, organised knowledge transfer and research resp. development efforts also says that Mannheim is a strong and, at the same time, social business location.

Strategic goal 04

LIVING IN TOLERANCE

„Mannheim is a role model for cohabitation in metropolises.“

Mannheim can also be identified through its history of exemplary coexistence between different cultures and lifestyles. Therefore Mannheim is a role model when it comes to openness, tolerance and participatory justice towards all members of its urban community. Mannheim sees itself as an international city and utilizes diversity as a key to development in a globalised world.

Strategic goal 05

RAISING EDUCATIONAL EQUALITY

„Mannheim is a role model for educational equality in Germany.“

The social and economic future of Mannheim is determined through the potential of its inhabitants. In order to further develop this potential, Mannheim shaped a communal educational landscape, which benefits all members of its urban community. This includes - besides the general development of educational facilities - a purposeful promotion of children and young people who cannot be sufficiently supported by their parents. There can only be successful cooperation, if the social origin of a child does not automatically determine their future education.

Strategic goal 06

STRENGTHENING CREATIVITY

„Mannheim is in the leading group of cities with a particular urban culture and a creatively influenced and perceived way of life “

Mannheim offers cultural and creative industries a good platform, supports their growth and networking, and is particularly attractive as a creative city in locational competition. The Mannheim model for the music industry is an example of the establishment of an excellent infrastructure. Mannheim is continuing to develop its potential as an internationally oriented centre for art and culture. The application for the title of European Capital of Culture 2025 is a direct consequence of the city's urban development project and the creative participation process for its urban community.

Strategic goal 07

SUPPORTING INVOLVEMENT

„Mannheim's inhabitants are exceptionally involved in civic society and are notably supported by the city“

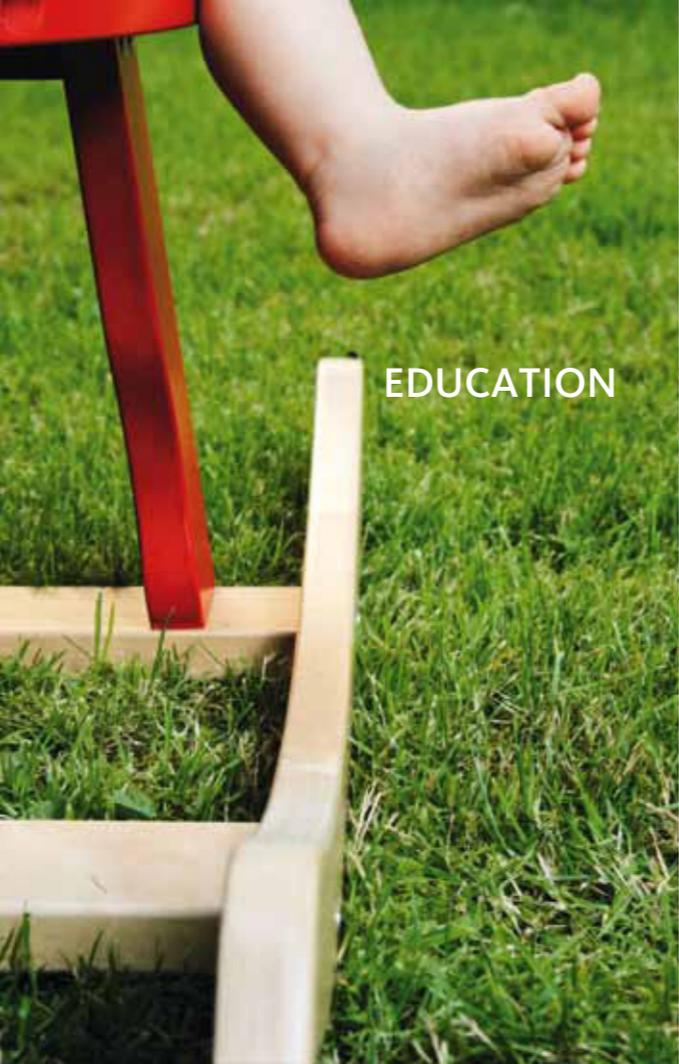
The joint responsibility of everybody for their city forms the basis for a cosmopolitan and diverse metropolis whose lively character is the result of an active city community. The strong identification of the inhabitants with Mannheim is promoted by the city and such an expression of will can be found in social, cultural and sporting areas. The city reinforces the civic involvement through new and individual forms of participation and thereby promotes the participation of all population groups. „Mannheim Civil City“ means the further development and shaping of Mannheim together, in the dialogue of politics, citizenship and administration.



INVOLVEMENT



CREATIVITY



EDUCATION



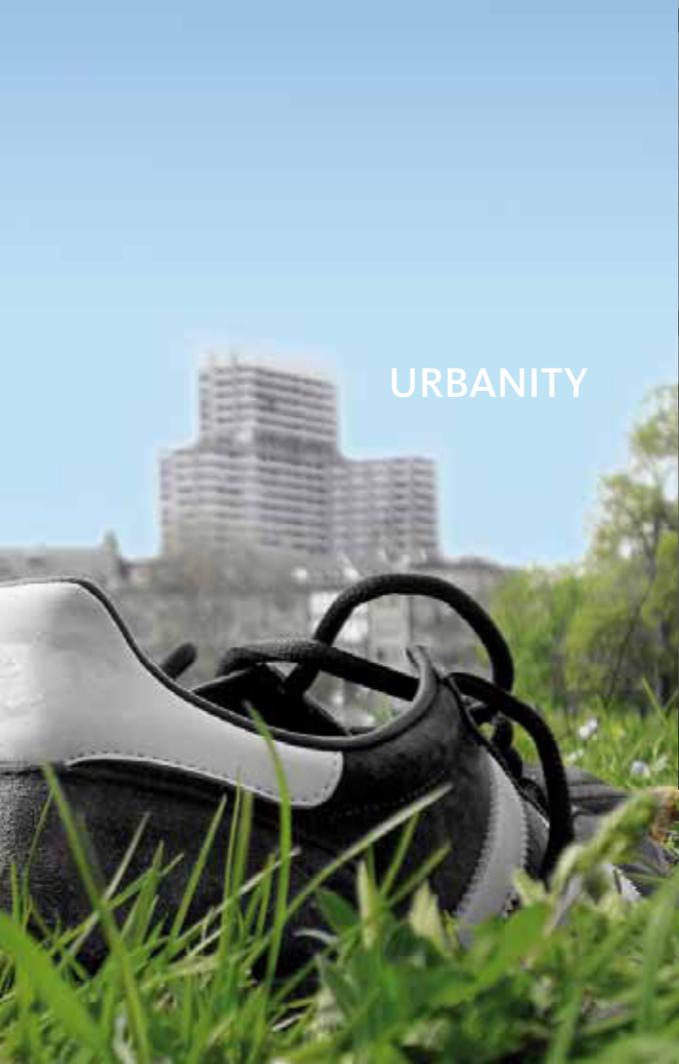
TOLERANCE



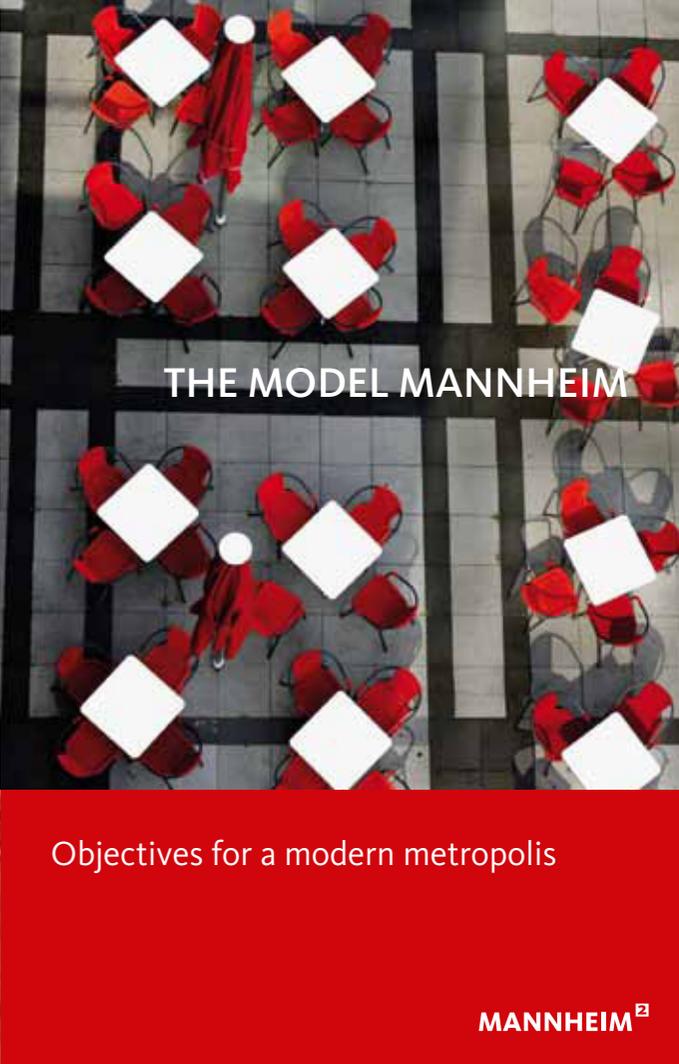
BUSINESS



TALENT



URBANITY



THE MODEL MANNHEIM

Objectives for a modern metropolis