



Landeshauptstadt
Potsdam



Vision, Values, and Goals for the State Capital of Potsdam

Resolution of 14 September 2016

Imprint

Publisher:

State Capital Potsdam
The Mayor's Office

Department for Vision, Values, and Goals
Friedrich-Ebert-Straße 79/81
14469 Potsdam

www.potsdam.de

Design:

Strategische Steuerung / Frank Daenzer

Photos:

Stadtjugendring Potsdam e.V. (p. 11), Landeshauptstadt
Potsdam / Frank Daenzer (p. 1, 3, 7, 13, 18) / Christine Homann
(p. 15) / Werner Huthmacher (p. 6) / Barbara Plate (p. 10)

As of:

14 September 2016

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Prefatory Remarks of the Mayor

Dear Citizens of Potsdam,

You carry with you a piece of our city's future in this brochure. Together we pursue a new path with the first-ever Vision for the State Capital of Potsdam.

Our 26 guiding principles for fostering togetherness and the development of our city are laid out in six chapters. They will be a binding guideline for our activity over the next ten years, so that the State Capital of Potsdam is well prepared for the coming challenges, not least of all the rapid growth of our city.

“How do we want to coexist in Potsdam?”

“How should our city distinguish itself in the coming ten years?”

These were the initial questions when we started to prepare the Vision, Values, and Goals for Potsdam. That we were able to answer them with conviction is, first and foremost, thanks to the engagement and participation of many citizens of Potsdam. I would like to thank you and all participants for this support on behalf of the State Capital of Potsdam!

We are now working to integrate the Vision into daily activity. Its priorities will be reflected in the upcoming city budgeting.

I look forward to opening this new chapter in our city's history together with you.

Jann Jakobs
Mayor

ONE City for ALL

“Citizens and administration trust each other.”

“Generations help each other, shaping the future together.”

Potsdam benefits from its active and committed citizens.

Potsdam is a liveable city because its inhabitants are committed to their city in many ways. Stakeholders from politics and administration support Potsdam’s citizens to participate in developing their city.

Potsdam is a city for all generations.

Potsdam boasts a high quality of life for all generations. In 2007 and 2012, the state capital was named the most family-friendly city in the new federal states. Potsdam supports families in balancing work and family life with a wide range of leisure activities, adequate childcare facilities, and good living conditions. As a child- and youth-friendly city, Potsdam is committed to ensuring that children and teenagers feel comfortable here, which involves recognizing their own lifeworld. Potsdam also meets the specific needs of its senior citizens. All generations coexist in our city and contribute to its sense of togetherness.

Potsdam is a city of togetherness.

Potsdam – a city for everyone – focuses on collaborative togetherness and strives to maintain a social balance. Every Potsdam citizen, with and without disabilities, has the right to a self-determined life. Potsdam actively advocates for accessibility.

Potsdam welcomes immigrants and advocates for inclusion.

Potsdam offers all that is necessary for the city to remain home for Potsdam citizens and for it to become home for newcomers. Potsdam is proud of the positive reception it receives thanks to its many new inhabitants. This is grounded in a culture of togetherness, social encounters, learning from one another, and active inclusion.

The city provides spaces and opportunities for this. Politics and administration, science and business, associations and civil society invite newcomers to participate and shape our future in Potsdam together. Xenophobia has no place in Potsdam.

Potsdam is a city of diversity, equal opportunities, and tolerance for all people regardless of life plans, age, gender, disability, origin, culture, belief, sexual orientation, or income.

Everyone in Potsdam belongs. The diversity of their inhabitants enriches the city with colour and life. There is no room for discrimination and exclusion in Potsdam.

The Innovative City

“Potsdam is a forward-looking, intelligent, and networked city.”

Potsdam actively promotes digital change for innovation.

Productively taking advantage of digital change requires a modern IT infrastructure. The future-oriented digital-technological coverage in the city and its quarters enables citizens and the administration to pursue new paths of efficient and citizen-friendly service provision, including a comprehensive range of online services.

Potsdam is a city of participatory, efficient, and modern administration.

A commitment to service tailored to its citizens' needs and demands guides the city administration. In its daily work, the administration is a reliable and open partner that communicates with respect and appreciation for its citizens.

Potsdam uses public resources efficiently and responsibly and is committed to intergenerational justice.

The administration is exemplary in its managing of public funds, investing them in accordance with the principle of economic efficiency. This is possible only because it provides its services efficiently. With future generations in mind, the public budget is balanced and generates a surplus.

The City of Science

“Scientific patents become successful products made in Potsdam.”

Potsdam is a city of education and knowledge.

The resource “knowledge” drives economic and social development for the city’s future viability. Potsdam is committed to providing a wide range of well-developed and high-quality learning and continuing education programmes for all generations. This starts with the youngest inhabitants: To ensure the best possible start in life, the city ensures that the needs of each child are considered. In light of urban growth, this primarily means investing in schools and day-care centres. Support for education and training facilities enables a well-networked, diverse education and training landscape to develop.

Potsdam is a city of science.

No other German city has more scientists per capita than Potsdam. Boasting renowned academic research institutes, the university city of Potsdam ensures optimal circumstances at its scientific locations, serves as a liaison, and promotes these institutions in the city and beyond. It offers students and scholars from all over the world a home with their families. Every year, universities, colleges, and research institutes not only train highly qualified specialists but also establish innovative start-ups. This development is jointly supported by academia, business, and politics to leverage innovation and economic success for the city.

The Growing City

“City history is city geography.”

Potsdam is committed to the growth of the city and shapes it sustainably.

Potsdam is an attractive place to live and work, as demonstrated by the state capital's growth. Potsdam consciously transforms and manages the challenges and conflicts associated with this process by prioritizing sustainable development in all areas throughout the city.

Potsdam is one city with districts and neighbourhoods of various identities.

Potsdam's districts and neighbourhoods are lively, varied, mixed and liveable. All generations can live and work together. Lively districts and neighbourhoods that fulfil a supply function are developed and promoted. Each district and neighbourhood uniquely contributes to the city's overall image, and the whole is more than the sum of its parts. Potsdam is *one* city. It grows together and preserves the identity of its rural regions while ensuring a high quality of life for all.

Potsdam is a city that enables mobility without sacrificing flexibility, environmental friendliness, or interconnectedness.

In order to ensure mobility despite urban growth, the existing transport systems are steadily being improved. This respects the fact that the choice of means of transport also depends on one's individual life situation. A diverse city like Potsdam offers room for all mobility needs and safety for all road and transport users thanks to modern information systems and technologies. A growing city and climate change require environmentally friendly mobility. This is why an attractive local public transport system as well as pedestrians and cyclists are regarded as pillars of urban transportation. The city provides alternatives to motorized private transport through a wide range of public transport options and well-developed pedestrian and bicycle paths to increase the share of environmentally friendly means of transport.

Potsdam combines future-oriented activities with an awareness of its own history.

Potsdam's cityscape reflects its long history of various eras and disruptions. The city actively preserves and protects its UNESCO World Heritage Sites. The historical city centre, urban quarters and rural districts, water areas, world heritage parks, and the surrounding cultural landscape are important components of the city's identity. This special aspect continues to be taken into account in urban development. At the same time, dynamic development is reflected in the city's modern and future-oriented design.

“Potsdam as a city (and workplace) of the future for sustainable urbanity.”

Potsdam is a city with affordable housing.

The continual influx of people to Potsdam and the changing needs of households require additional housing. Potsdam needs to offer suitable and affordable housing regardless of living situation, stage in life, lifestyle, or income. Building additional housing and preserving affordable existing residential buildings play a role in achieving this. Together with all stakeholders, Potsdam uses all instruments at its disposal to ensure that housing remains affordable.

Potsdam is committed to a transport infrastructure that enables regional, national, and international interconnectedness.

Potsdam is closely connected with its neighbouring communities and also receives many visitors from abroad every year. The citizens of Potsdam are open-minded and the academic institutions of the state capital are of global importance. The city is, therefore, committed to a good regional transport infrastructure and transport connections befitting the importance of the state capital of Potsdam.

The Lively City

“I wish for culture to be easily accessible to all Potsdam citizens.”

Potsdam is a city of culture.

Potsdam's cultural landscape is diverse: it boasts established theatres, museums, art and music venues as well as a diverse alternative cultural scene. Culture takes place in the state capital at the most diverse places. The city offers spaces that enable developing the cultural wealth derived from its residents from all over the world. Potsdam appreciates and promotes this creativity. The cultural identity of the city is based on tradition and modernity as well as intercultural dialogue. This productive tension continuously provides new impulses. The city supports traditional as well as contemporary art and culture. It stands for cultural diversity and education as well as for cultural exchange for all generations.

Potsdam is a healthy and safe city.

The quality of the urban environment influences human wellbeing. Limiting harmful emissions is as important as having clean and cultivated public areas. Everyone can feel safe and secure in public.

Potsdam is a city in motion.

Sport is an important aspect of the city's high life of quality – it contributes to Potsdam's citizens identifying with their city and living environment and to social integration. Many Potsdam citizens are active in leisure, amateur, or high-performance sport. Volunteer work in sports clubs ensures a wide range of sport and recreational activities that are being equitably developed. To ensure that opportunities for sport and exercise are not tied to a club membership, Potsdam provides ample, appropriate facilities.

Potsdam is an ecological city that is committed to sustainability, climate and environmental protection.

Potsdam is a worldly city, with everyone taking their share of the responsibility for the world. Climate and environmental protection are important tasks for present and future generations. The state capital of Potsdam pursues a sustainable environmental policy.

“My city of the future is green and sustainable.”

Potsdam is a green city by the water.

Water and greenery characterize Potsdam’s landscape and contribute to its attractiveness. Easy access to the countryside and lakes improves the quality of life; Potsdam’s historical heritage sites include some of the world's most unique parks, which the city preserves despite urban growth and the challenges of climate change.

Potsdam is a city of tourism.

The state capital of Potsdam, with its UNESCO World Heritage Sites, advertises itself nationally and internationally by combining economic success with sustainable and diverse tourism facilities. These facilities are being expanded throughout the city to ensure those parts of the city and surrounding areas besides the classical sites entice guests off the beaten touristic paths.

The Productive City

“Networking and synergizing economic structures.”

Potsdam stands for local craft and a strong local economy, which are internationally networked and leverage their proximity to hubs of science.

By supporting the economic development and networking of Potsdam, the city generates jobs and financial revenue. Potsdam’s unique location in the heart of Brandenburg and at the gates of Berlin makes it an attractive place to do business and to work. Potsdam’s active economic promotion creates optimal conditions for highly innovative industries.

Potsdam is committed to reliable public service.

Well-managed municipal enterprises in housing, transport, supply and disposal, health and culture significantly contribute to the city’s development. The cooperation between these and many other private partners ensures the provision of public services.

Potsdam is a city with many shops as well as a diverse retail structure.

The attractive and historic city centre of Potsdam with its diverse retail offerings attracts both citizens and guests to our city. Local amenities in the city and neighbourhood centres are conveniently located.

Potsdam is a film and media city – an economic and cultural success factor of the city.

Since 1912, the Babelsberg film studios have been synonymous with successful film productions. They are internationally renowned for their technical and innovative know-how. We continue this tradition and expand Potsdam’s importance as a film and media city.

