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| <b>METREX</b>           | <b>The Network of European Metropolitan Regions and Areas</b> |
| <b>5-7 October 2011</b> | <b>METREX Hamburg Autumn Conference</b>                       |
| <b>Theme</b>            | <b>Metropolitan Regions Coping with Climate Change</b>        |
| <b>Host</b>             | <b>Hamburg Metropolitan Region</b>                            |



source: [www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de), T. Hampel

|                            |  |
|----------------------------|--|
| <b>Wednesday 5 October</b> | <b>METREX Networking Day</b>   |
| <b>Venue</b>               | <b>Behörde für Wirtschaft, Verkehr und Innovation</b>  |
| <b>Programme</b>           | <b>METREX autumn 2011 Conference</b>   |
| <b>15.30</b>               | <b>Coffee, Tea and Registration</b>  |
| <b>16.00 - 19.00</b>       | <b>METREX Networking Meetings</b>  |
|                            | <ul style="list-style-type: none"> <li>• Urban and Rural Relationships in Metropolitan Areas (URMA)</li> <li>• Economic Development and Spatial Planning</li> <li>• EUCO2 80/50</li> <li>• Affordable Housing</li> </ul> |
| <b>Venue</b>               | <b>Rathaus (Kaisersaal)</b>  |
| <b>20.00</b>               | <b>Reception by the Senate of the Free and Hanseatic City of Hamburg</b>   |
|                            | <ul style="list-style-type: none"> <li>• Wolfgang Schmidt, State Secretary<br/>Commissioner to the Federation, the European Union and for Foreign Affairs</li> </ul>   |



*Hamburg offshore wind*  
source: DOTI 2009

The majority of the products used tonight are regional products, as a way of helping to ensure that the conference is carbon neutral.

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| <b>Thursday 6 October</b> | <b>Hamburg Day</b>  |
| <b>Venue</b>              | <b>Ehemaliges Hauptzollamt</b>  |
| <b>Programme</b>          | <b>METREX autumn 2011 Conference</b>  |
| <b>8. 30</b>              | <i>Coffee, tea and Registration</i>   |
| <b>9. 00 - 9 30</b>       | <b>Welcome and Introduction</b>   |
|                           | <ul style="list-style-type: none"> <li>Hannu Penttilä, President of METREX</li> <li>Kai-Uwe Bielefeld, Head of Cuxhaven District Hamburg Metropolitan Region</li> </ul>   |
| <b>9. 30 - 10. 15</b>     | <b>Keynote 1 - Adaptation to Climate Change</b>   |
|                           | <ul style="list-style-type: none"> <li>Prof. Dr. rer. nat. Kai Jensen, Biocenter Klein Flottbek, Klimzug- Nord Project</li> <li>Dr. Brigitte Fronzek, Mayoress of Elmshorn</li> </ul>   |
| <b>10. 15 - 10. 30</b>    | <b>Mayoral address</b>  |
|                           | <ul style="list-style-type: none"> <li>Olaf Scholz, First Mayor of the Free and Hanseatic City of Hamburg</li> </ul>  |
| <i>10. 30 - 11.00</i>     | <i>Coffee and tea</i>   |
| <b>11. 00 - 11. 45</b>    | <b>Keynote 2 - Offshore wind</b>  |
|                           | <ul style="list-style-type: none"> <li>Jan Rispens, Hamburg Renewable Energy Cluster Agency GmbH</li> <li>Dr. Hans-Joachim Stietzel, Business Development Agency Cuxhaven, Offshore Basis Cuxhaven</li> </ul>   |
| <b>11. 45 - 12.30</b>     | <b>Keynote 3 - Green Infrastructure</b>   |
|                           | <ul style="list-style-type: none"> <li>Marita Böttcher, Federal Agency for Nature Conservation (BfN) - Leipzig</li> <li>Karsten Borggräfe, Campaign for the Protection of the European Otter</li> </ul>   |
| <i>12. 30 - 13.30</i>     | <i>Lunch</i>  |
| <b>13. 30 - 14. 00</b>    | <b>Hamburg Green Capital of Europe</b>  |
|                           | <ul style="list-style-type: none"> <li>Introduction - Klaus de Buhr, Project Director of Green Capital</li> </ul>   |
| <b>14. 00 - 18. 00</b>    | <b>Field Trips to Green Capital Projects</b>  |
|                           | <ul style="list-style-type: none"> <li>IBA International Building Exhibition 2007-2013 and IGS International Garden Show 2013 (Urban and Open Space Development)</li> <li>District Hafencity and Train of Ideas (Urban Development, Green Capital)</li> <li>Terminal Altenwerder (Harbour, Logistics)</li> <li>Höltigbaum Conservation Area (Nature Conservation, Farming and Sustainable Consumption)</li> <li>Blumendorf (Bioenergy)</li> </ul> |
| <i>18. 00</i>             | <i>Close of the Hamburg Day</i>   |
| <b>Venue</b>              | <b>Unilever-Haus, HafenCity</b>   |
| <b>19. 30</b>             | <b>METREX Dinner - Introduction and Welcome</b>   |
|                           | <ul style="list-style-type: none"> <li>State Secretary Andreas Rieckhof Ministry of Economy, Transport and Innovation Hamburg</li> <li>Merlin Koene, Director Communications of Unilever Germany, Austria and Switzerland</li> </ul>  |
| <b>20. 00</b>             | <b>Dinner</b>   |
|                           | <p><i>Invitation by the Senate of the Free and Hanseatic City of Hamburg</i></p> <ul style="list-style-type: none"> <li>Represented by State Secretary Andreas Rieckhof of the Ministry of Economy, Transport and Innovation Hamburg</li> </ul>   |

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| <b>Friday 7 October</b> | <b>METREX Day</b>  |
| <b>Venue</b>            | <b>Ehemaliges Hauptzollamt</b>   |
| <b>Programme</b>        | <b>METREX autumn 2011 Conference</b>   |
| <b>8. 30</b>            | <b>Coffee, Tea and Registration</b>  |
| <b>9.00 - 9.10</b>      | <b>Welcome and Introduction</b>  |
|                         | <ul style="list-style-type: none"> <li>Hannu Penttilä, President of METREX</li> </ul>  |
| <b>9.10 - 10.10</b>     | <b>Reconciling Different Imperatives of Sustainability in the Eco-city</b>   |
|                         | <ul style="list-style-type: none"> <li>Prof. Michael Keith<br/>University of Oxford</li> </ul>   |
| <i>10.10 - 10.40</i>    | <i>Coffee and tea</i>  |
| <b>10.40 - 10.45</b>    | <b>Dation of the Certificate of Membership</b>   |
|                         | <ul style="list-style-type: none"> <li>Werner Stump, First Chairman of the Region Köln / Bonn e.V.</li> </ul>  |
| <b>10.45 - 12.00</b>    | <b>Outcomes of the EUCO2 80/50 project</b>   |
|                         | <ul style="list-style-type: none"> <li>Frank Horch, Senator for Economy, Transport, and Innovation of the Free and Hanseatic City of Hamburg</li> <li>Rainer Scheppelmann, Coordination Centre for Climate Issues, Ministry of Urban Development and Environment</li> <li>Dr. Sebastian Carney, Manchester University</li> <li>Presentation of Hamburg Declaration by Hannu Penttilä and Roger Read</li> </ul> |
| <b>12. 00</b>           | <b>Planning for Energy - E&gt;MA Pilot</b>   |
|                         | <ul style="list-style-type: none"> <li>METREX Secretariat</li> </ul>   |
| <i>12. 00 - 12.30</i>   | <i>Press Conference</i>  |
| <i>12. 30 - 13.30</i>   | <i>Lunch</i>   |
| <b>13. 30 - 15.00</b>   | <b>Parallel Panels (Presentations of Member Projects)</b>  |
|                         | <ul style="list-style-type: none"> <li>Panel 1 (Metropolitan Renewable Energy)</li> <li>Panel 2 (Metropolitan Renewable Energy)</li> <li>Panel 3 (Transport and Energy)</li> <li>Panel 4 (Domestic, Industrial and Service Sector Energy Efficiency and Generation)</li> </ul>   |
| <i>15.00 - 15. 30</i>   | <i>Coffee and tea</i>  |
| <b>15.30 - 16.00</b>    | <b>Report on the outcomes of the URMA Project</b>  |
|                         | <p>Urban and Rural relationships in Metropolitan Areas</p> <ul style="list-style-type: none"> <li>Hamburg Metropolitan Region and the City of Amsterdam</li> </ul>   |
| <b>16.00 - 16.15</b>    | <b>Presentation on Westpomeranian Region</b>   |
|                         | <ul style="list-style-type: none"> <li>Natalia Korwin-Piotrowska, Westpomeranian Region</li> </ul>   |
| <b>16.15 - 16.45</b>    | <b>Closing Address - The challenge of long-term climate change</b>   |
|                         | <ul style="list-style-type: none"> <li>Prof. Dr. Mojib Latif, Leibnitz Institute of Marine Sciences at Kiel University</li> </ul>  |
| <i>16.45 - 16.50</i>    | <i>Invitation to EcoSummit 2012</i><br><i>Chester Jourdan, Mid-Ohio Regional Planning Commission (MORPC)</i>   |
| <i>16.50 - 17.00</i>    | <i>Invitation to Marseille spring 2012 Conference</i><br><i>Close of the METREX Day</i>  |
| <b>17. 00 - 18.30</b>   | <b>METREX Managing Committee Meeting</b>   |
|                         | <ul style="list-style-type: none"> <li>METREX Managing Committee (MC)</li> </ul>   |

5 -7 October

Hamburg and METREX

Logistics

Programme

METREX autumn 2011 Conference

Hamburg

#### Hamburg Conference Contacts

##### Hamburg

- Jakob Richter  
Head of the Hamburg Metropolitan Region Office  
Alter Steinweg 1-3  
20459 Hamburg  
  
Tel.: +49 (0)40 428 41 2607  
Email: Jakob.Richter@metropolregion.hamburg.de
- Judith Bornhorst  
Organisation of the Conference  
Tel.: +49 (0)40 428 41 2600  
Email: METREX@metropolregion.hamburg.de

##### Registration

- METREX Members and other participants can register and download hotel information through the METREX website at [www.eurometrex.org](http://www.eurometrex.org)

##### Conference Hotels (see also METREX website)

- **Motel One**  
Ludwig-Erhard-Straße 26  
20459 Hamburg  
  
Tel.: +49 40 357 1890-0  
Fax: +49 40 357 1890-10  
Website: [www.motel-one.com](http://www.motel-one.com)
- **Adina Apartment Hotel Hamburg**  
Neuer Steinweg 26  
20459 Hamburg  
  
Tel.: +49 40 22 63 500  
Fax: +49 40 22 63 50 5990  
Website: [www.adina.eu](http://www.adina.eu)
- **25hours Hotel Hamburg**  
Überseeallee 5  
20457 Hamburg  
  
Tel.: +49 40 22 622 95 90  
Fax: +49 40 22 622 95 99  
Website: [www.25hours-hotel.com](http://www.25hours-hotel.com)



**Conference Meeting Locations (see also METREX website):**

- **Behörde für Wirtschaft, Verkehr und Innovation**  
Alter Steinweg 4, Neustadt  
20459 Hamburg  
nearest S-bahn Station: Stadthausbrücke  
nearest U-bahn Station: Rödingsmarkt (U3)
- **Rathaus (Kaisersaal)**  
Rathausmarkt 1  
20095 Hamburg  
nearest U-bahn Station: Rathaus (U3)  
nearest S-bahn Station: Jungfernstieg (S1, S2, S3)
- **Ehemaliges Hauptzollamt**  
Alter Wandrahm 20  
20457 Hamburg  
nearest U-bahn station: Meißberg (U1)
- **Unilever-Haus Hafencity**  
Strandkai 1  
20537 Hamburg  
nearest U-bahn Station: Baumwall, Rödingsmarkt (U3)  
nearest Bus Line: 4 (Marco Polo Terrassen)

**METREX**

**President**

- Hannu Penttilä, Deputy Mayor of Helsinki

**Secretary General**

- Roger Read

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source: Metropolregion Hamburg

## Hamburg Metropolitan Region



In the **Hamburg Metropolitan Region**, cooperation exists between the 14 districts of Schleswig-Holstein, Lower Saxony and the Hanseatic City of Hamburg and the three federal states themselves. As a region with a high quality of life and a dynamic economic zone, around 4.3 million people live and work in the Metropolitan Region. It offers something for everyone: cultural diversity and unique natural areas, innovative economy and excellent infrastructure - in both the urban and rural areas. Being one of Germany's three strongest metropolitan region economies, half of the businesses and companies are based in Hamburg City - the other half are located in the region. The high standard of living attracts people to move into the region - since 2000 the population has grown by 2.7 percent. But only balance between strong economic development and a sustainable livable region will ensure the continued success of the Hamburg Metropolitan Region for all residents and enhance the attractiveness of the region, both internally and externally.

In many ways the growing Hamburg Metropolitan Region is a "green metropolitan region" - through the many natural areas and green axes, as well as by being a leader in environmental and climate protection. As a coastal region, the areas response to climate change will be important, as the potential effects may have far-reaching consequences. This requires regional adaptation and mitigation strategies. Being one of the first two to ever receive the title of **European Green Capital 2011**, Hamburg is well on its way to achieving this and intends to increase its efforts for the future.

More information on Hamburg Metropolitan Region and European Green Capital 2011 can be found at:

<http://english.metropolregion.hamburg.de/>

<http://hamburggreencapital.eu/>

5 -7 October

Hamburg and METREX

Transportation

Programme

METREX autumn 2011 Conference

Hamburg

#### Carbon Neutral Conference

With Hamburg being the 'European Green Capital 2011', the Hamburg Metropolitan Region and METREX would like to make the METREX Autumn Conference, 'Metropolitan Regions Coping with Climate Change', a carbon neutral conference. Hamburg Metropolitan Region is teaming up with Atmosfair ([www.atmosfair.de/en/home/](http://www.atmosfair.de/en/home/)), an award winning carbon offsetting program, to calculate the carbon footprint of the conference and purchase carbon offset certificates to make this conference carbon neutral.

To help keep the carbon footprint small, Hamburg Metropolitan Region and METREX are asking participants, once you have landed at Hamburg Airport, to send a text message with "**Fair 1**" to **81190** and donate 10€ for climate protection programs. This amount covers the CO<sub>2</sub>-emission of a flight path from e.g. Luxembourg or Stuttgart to Hamburg. Of the 10 €, one-third will go to support climate projects in the Hamburg Metropolitan Region and two-thirds will support CO<sub>2</sub> offsetting atmosfair projects. For more information on the Hamburg Metropolitan Region's collaboration with Atmosfair please visit:

<https://www.atmosfair.de/en/air-travel-climate/offsetting-campaign-at-hamburg-airport/>

#### Hamburg Transportation (HVV)

In an effort to help reduce the carbon footprint of the conference, METREX and the Hamburg Metropolitan Region would like to encourage the use of Hamburg's highly efficient public transport system, HVV, while you are visiting. Hamburg's bus and train system is a easy and environmentally friendly way to get to the conference as well as to explore the metropolitan region. Please visit HVV's user friendly website to help plan your trip!

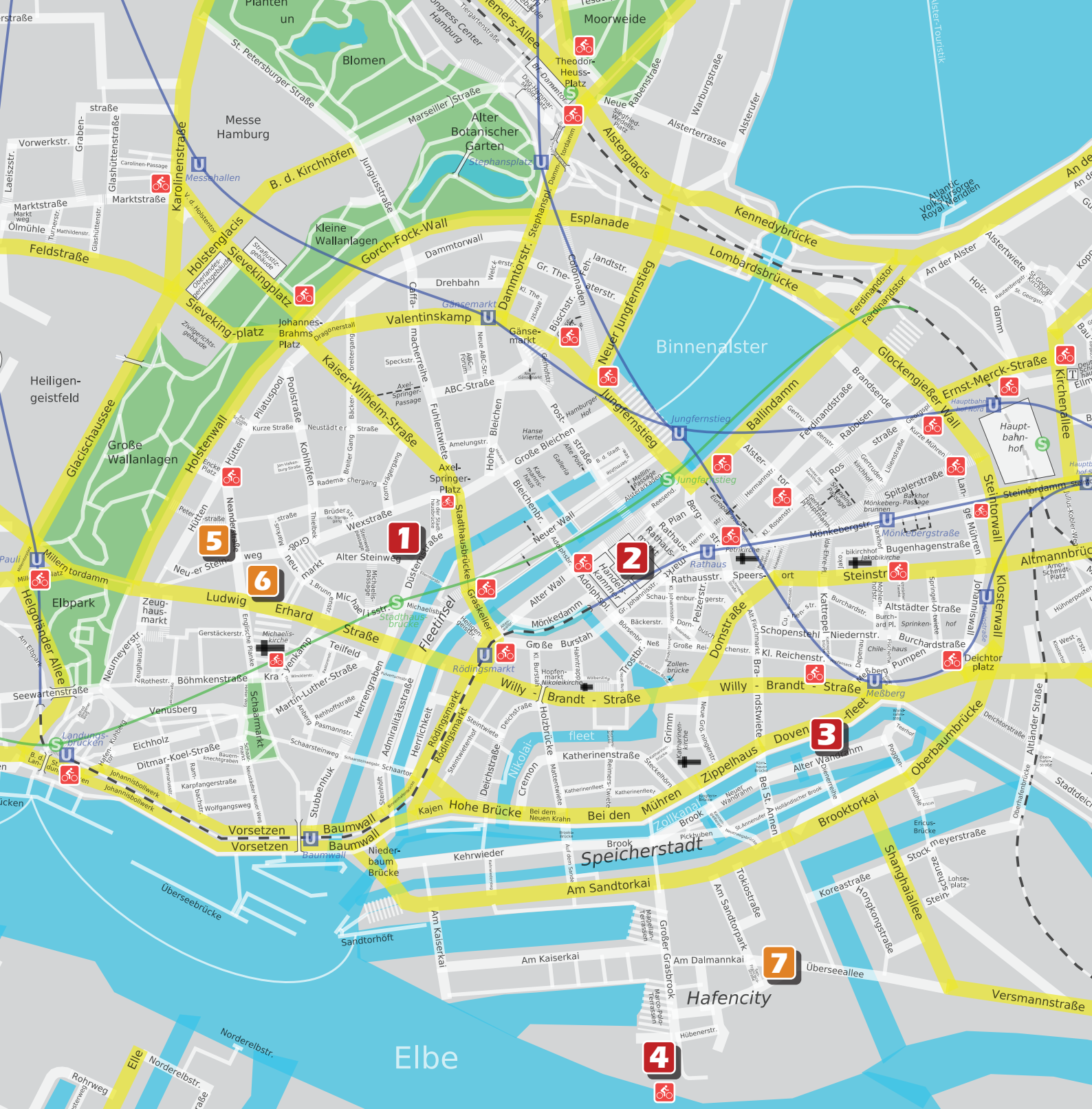
<http://www.hvv.de/en/index.php>

#### StadtRad

The Hamburg Metropolitan Region and METREX would like to offer the use of the local bike sharing system, StadtRad, during your time here in Hamburg. By using the bike system to get around Hamburg, you will be helping us reduce the carbon footprint of the conference. To thank you for helping us, Hamburg Metropolitan Region has agreed to pay the cost of use for the duration of the conference. If you are interested, please check the box on registration form and information will be provided to you at the conference registration. More information about StadtRad can be found at:

<http://stadtrad.hamburg.de/kundenbuchung/process.php?proc=index&f=511>





Quelle: eigene Bearbeitung; Kartengrundlage: www.marcusvenzke.de

## Venues / Tagungsorte

**Behörde für Wirtschaft, Verkehr und Innovation**  
Alter Steinweg 4, Neustadt  
20459 Hamburg

**1**

**Rathaus (Kaisersaal)**  
Rathausmarkt 1  
20095 Hamburg

**2**

**Ehemaliges Hauptzollamt**  
Alter Wandrahm 20  
20457 Hamburg

**3**

**Unilever-Haus HafenCity**  
Strandkai 1  
20537 Hamburg

**4**

## Hotels

**Motel One**  
Ludwig-Erhard-Straße 26  
20459 Hamburg

**5**

**Adina Apartment Hotel Hamburg**  
Neuer Steinweg 26  
20459 Hamburg

**6**

**25hours Hotel Hamburg**  
Überseeallee 5  
20457 Hamburg

**7**

Public Transport / ÖPNV



StadtRAD Stations







