

PILOT GREEN INDUSTRIAL AREAS

Goals and activities

- Sustainable development of business locations and increase of attractiveness: establish new companies and create new jobs (marketing instrument)
- Generation and direct marketing of renewable energy on-site (regional added value) and strengthening of entrepreneurial cooperation (industrial symbiosis)
- Promotion of sustainable, efficient land management and sectoral integration (electricity, heat, transport)



Figure 1. Implementation process

Main results

STATE INITIATIVE “Green industrial areas in Mecklenburg-Vorpommern”

The state initiative addresses municipalities and companies as well as marketers of industrial and commercial areas. Those industrial sites which produce renewable energy and primarily use it can be certified. The requirements of the G³ label are subdivided into basic requirements (mandatory) and additional qualifications (bonus system) which creates incentives for the further development of the awarded industrial parks.

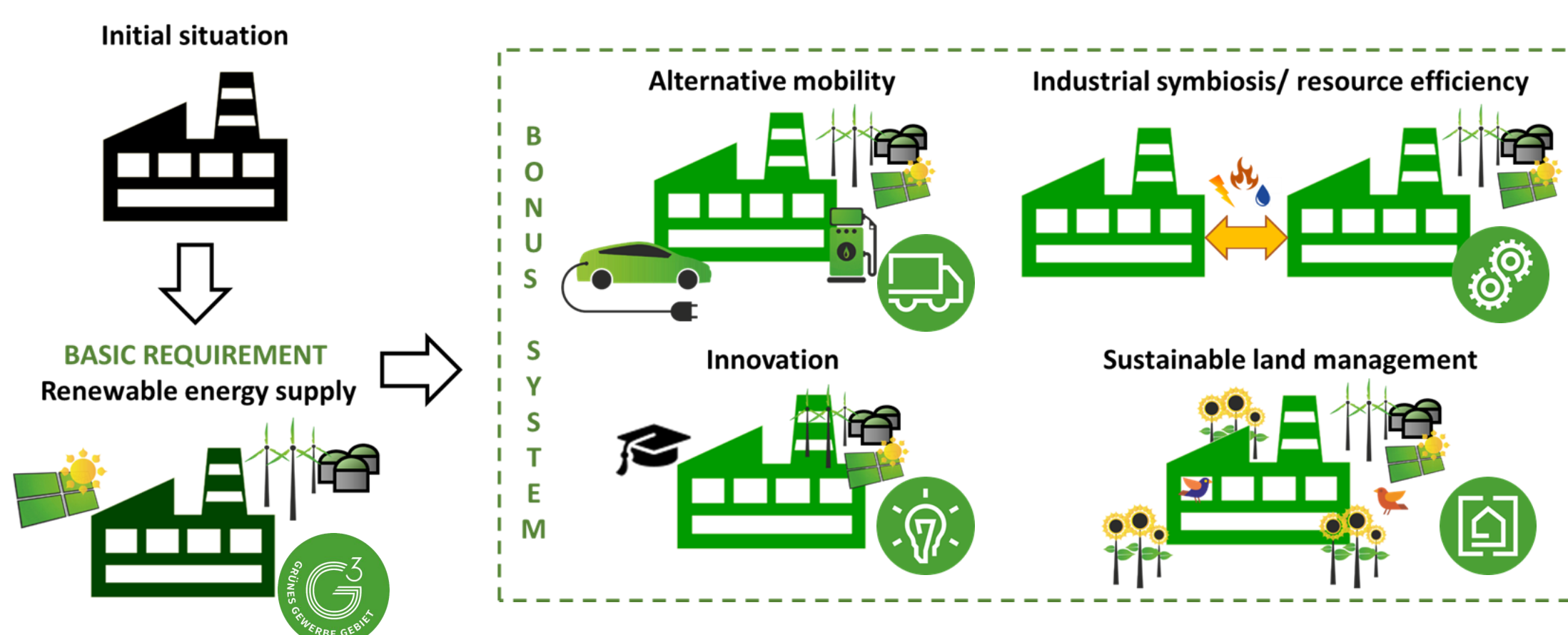


Figure 2. Certification requirements for the label G³

Main aspects and lessons learned

Stakeholder involvement

The preparation and implementation of the state initiative is accompanied by a core group of stakeholders. Co-operations links for following stakeholders were established:

SPATIAL PLANNING

- Ministry of Energy, Infrastructure and Digitalization M-V, Department State Development
- Regional Offices of Spatial Planning
- Regional Planning Associations
- Offices for Urban Development

Consultation of key stakeholders

- ❖ Dialogue forum
- ❖ Workshops
- ❖ Bilateral/ round table discussions

ENERGY

- Ministry of Energy, Infrastructure and Digitalization M-V, Department Energy
- State Association for Renewable Energies
- Energy and Climate Protection Agency
- Climate protection managers
- Regional Center for Renewable Energies

MUNICIPALITIES

- Mayors/ Municipalities
- Municipal utilities
- Association of Municipal Companies (VKU)
- Association of Towns and Municipalities M-V

ECONOMY

- Ministry of Economics M-V
- Invest in MV
- Chamber of Industry and Commerce
- Companies producing renewable energies
- Promoter of economic development

COOPERATION WITH PROJECTS/ INITIATIVES

- University of Rostock
- Hamburg Metropolitan Region
- Green Economy Bremerhaven
- Symbiosis Center Denmark

LESSONS LEARNT

- ❖ Clear and transparent internal and external communication
- ❖ Early and interdisciplinary involvement of experts
- ❖ Constructive culture of open criticism and discussions
- ❖ Practice/feasibility check in regular intervals
- ❖ Confidence building



1st Awarded industrial park in Mecklenburg-Vorpommern



Figure 3. Stakeholder event Hagenow



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