



# MORGENSTADT CITY CHALLENGE

International competition open to all municipalities  
aiming to improve their sustainability credentials

## WHAT MAKES A CITY FIT FOR THE FUTURE?

Fraunhofer, together with numerous industry and city partners in the Innovation Network “Morgenstadt: City Insights” has developed an action-oriented model to provide precise answers to this question. Now we have launched an international competition, the Morgenstadt City Challenge, to select three cities to implement the new Morgenstadt model for sustainable development.

The three winners will benefit from access to an extensive range of research and consulting services tailored to the specific requirements of the sustainable development of cities:

- An analysis of each city's current status: where does it stand in terms of sustainable development, climate protection, resource conservation and quality of life?
- an assessment of the need for action,
- support during the development and implementation of innovative strategies, methods and technologies,
- the ability to improve the city's performance,
- support in securing finance sources for their sustainability projects, and
- the ability to market themselves as innovative and attractive locations.











The first city will be selected on June 26, 2014; the closing date for applications is June 10. A second round will follow; applications can be submitted until October 10, 2014.

## THE M:CI NETWORK

### Founding partners of m:ci

### New partners of m:ci

### Strategic supporters of m:ci

**FRAUNHOFER INNOVATION NETWORK**  
**“MORGENSTADT: CITY INSIGHTS”**

The joint research project “Morgenstadt: City Insights” (“m:ci”) is an alliance of high-ranking partners from a range of industry sectors, leading-edge sustainable cities, and key Fraunhofer research institutes. Using innovation management methodologies and a range of tools and measures (international city surveys, “city labs”, analytical tools, online assessment instruments etc.), “m:ci” aims at developing and implementing socio-technical innovations and lighthouse projects to provide answers to the challenges of the cities of tomorrow.

“m:ci” comprises 15 cities, 25 companies, and 10 Fraunhofer Institutes – all high-level first-movers already working in the field of urban sustainability. They are pursuing a holistic approach that combines individual concepts such as smart cities and sustainable urban development with proven innovation strategies.

The alliance focuses on the interplay of technologies, business models, and governance approaches for sustainable urban development. The fundamental goal of the network is to accelerate development that helps reduce energy and resource consumption while also enhancing the liveability and prosperity of a city.

The Innovation Network has developed an action-oriented model based on six deep-dive analyses and hundreds of case studies to enable other cities to improve their sustainability credentials. Based on an integrated indicator framework and the assessment of over 80 action fields, Morgenstadt experts derive individual city profiles that serve to design and implement individual strategies for city transformation.



### 1. Analysis of their current status

The winners will receive an individual sustainability profile. Strengths and weaknesses become apparent, for instance regarding climate protection, conserving resources, quality of life, economic and innovative potential.

### 2. Appraisal of each city's need for action

This analysis enables each winning city to identify key areas in which it should be active as well as clarifying which current key areas could be optimized.

### 3. Development and implementation of innovative strategies

Based on this comprehensive analysis, city and the Innovation Network work together to establish an individualized overall strategy for sustainable development.

### 4. Impulsing improvement in each city's performance

Each winning city can make noticeable improvements in selected areas of action. The Morgenstadt model helps the winning cities to monitor their progress towards their goals.

### 5. Integration into Innovation Network

The winning cities enjoy the advantages of the Innovation Network "Morgenstadt: City Insights" in which they can meet and exchange ideas with experts from industry, research and politics and find strategic partners for their sustainability projects.

### 6. Reinforcing the city's image

Winning cities can avail themselves of many urban marketing opportunities to help positioning themselves as innovative, attractive centers offering a high quality of life.

Major cities with more than 100,000 residents,

- that have a clearly stated sustainability goal supported by the city's leadership;
- that can quickly outline previous and planned strategies in various sectors;
- that acknowledge the need for sustainable development and have a middle-term investment plan;
- that demonstrate an interest in a holistic approach to strategy development;
- that can provide a team made up of persons from various municipal functions as local expert partners, and can cover at least a small portion of project resources.

### APPLY FOR YOUR CITY

Application forms are available at [www.morgenstadt.de/en](http://www.morgenstadt.de/en). The first city will be selected on June 26, 2014; the closing date for applications is June 10. A second round will follow; applications can be submitted until October 10, 2014.

The application includes:

- General information about the city
- Urban development plans
- Relevance of the sectors for future activities
- Letters of intent

All information can be downloaded from [www.morgenstadt.de/en/morgenstadt--city-lab-challenge.html](http://www.morgenstadt.de/en/morgenstadt--city-lab-challenge.html)



### Fraunhofer Institute for Industrial Engineering IAO

Alanus von Radecki  
Project leader Morgenstadt  
Nobelstrasse 12  
70596 Stuttgart

Phone +49 711 970-2169  
[alanus.radecki@iao.fraunhofer.de](mailto:alanus.radecki@iao.fraunhofer.de)



### Fraunhofer Institute for Building Physics IBP

Dr. Eckhart Hertzsch  
Deputy Project Leader Morgenstadt  
Anna-Louisa-Karsch-Straße 2  
10178 Berlin

Phone +49 30 688 3759 6200  
[eckhart.hertzsch@ibp.fraunhofer.de](mailto:eckhart.hertzsch@ibp.fraunhofer.de)

[www.morgenstadt.de](http://www.morgenstadt.de)