

The Bochum Strategy

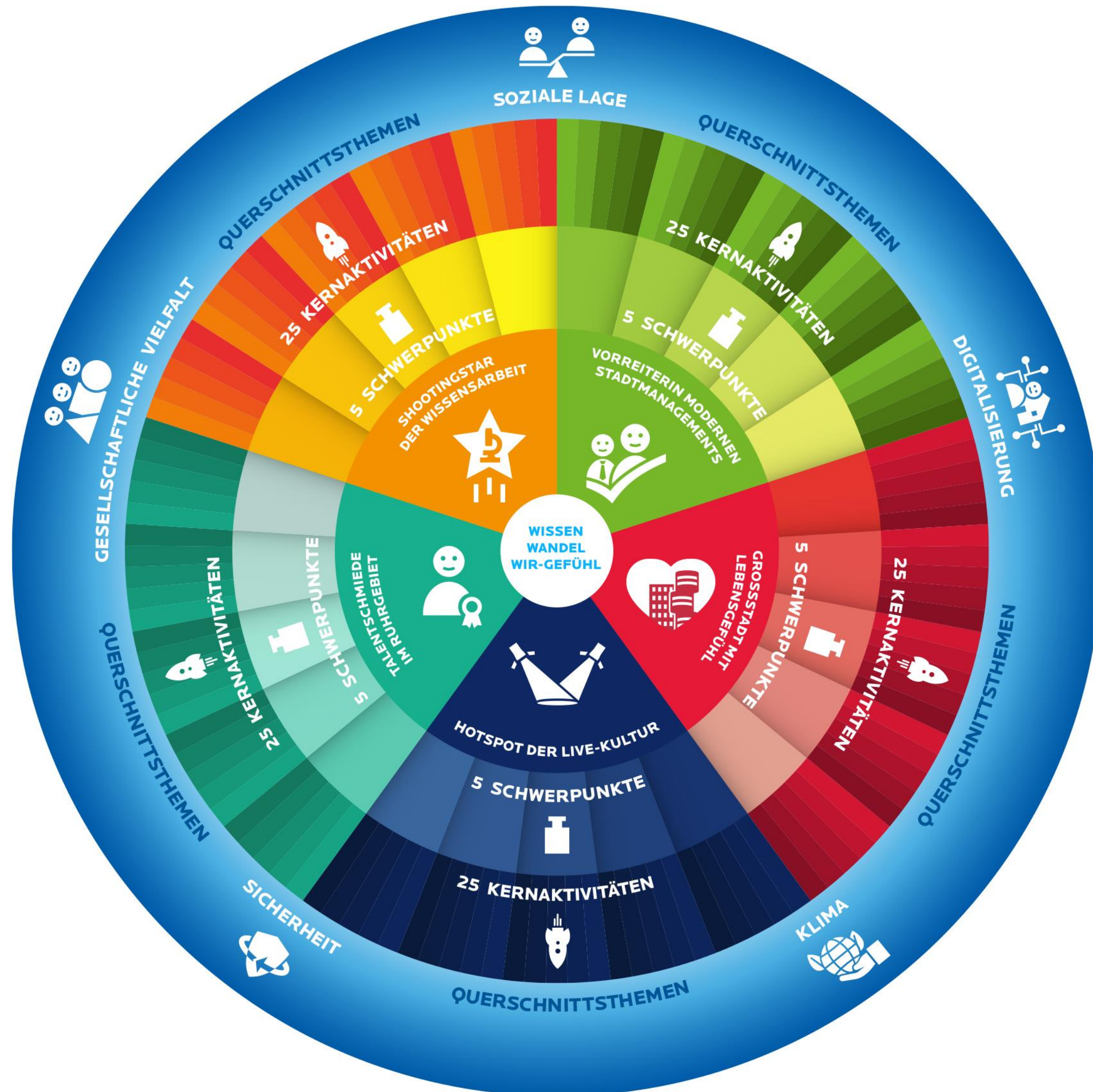
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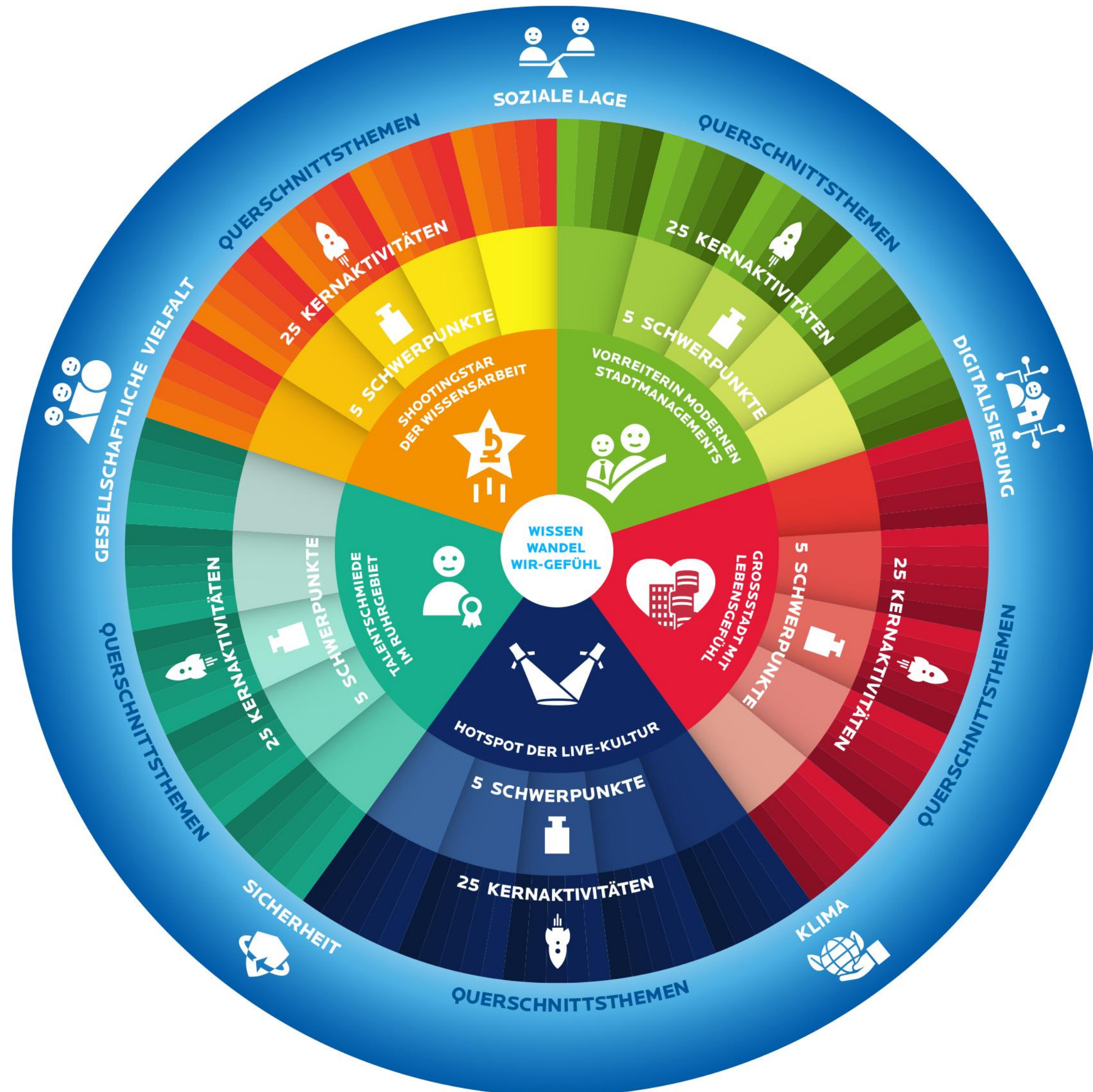
Goals & Characteristics

- Overall development strategy, compass, framework to orient
- Increasing quality of life
- Strengthening competitiveness
- Profile-/strengths-oriented
- Long-term
- Integrated
- City administration as starting point
- Involving and motivating urban society



Target System (1/3)

- Essence („Knowledge – Change – We-spirit“)
 - = values, city character
 - = *the* „Bochum Formula“
- Knowledge = raw material of Bochum
- Change = Bochum’s way / its path of solution („We continuously shape structural change.“)
- Spirit of We = foundation of urban society (DNA of Bochum)

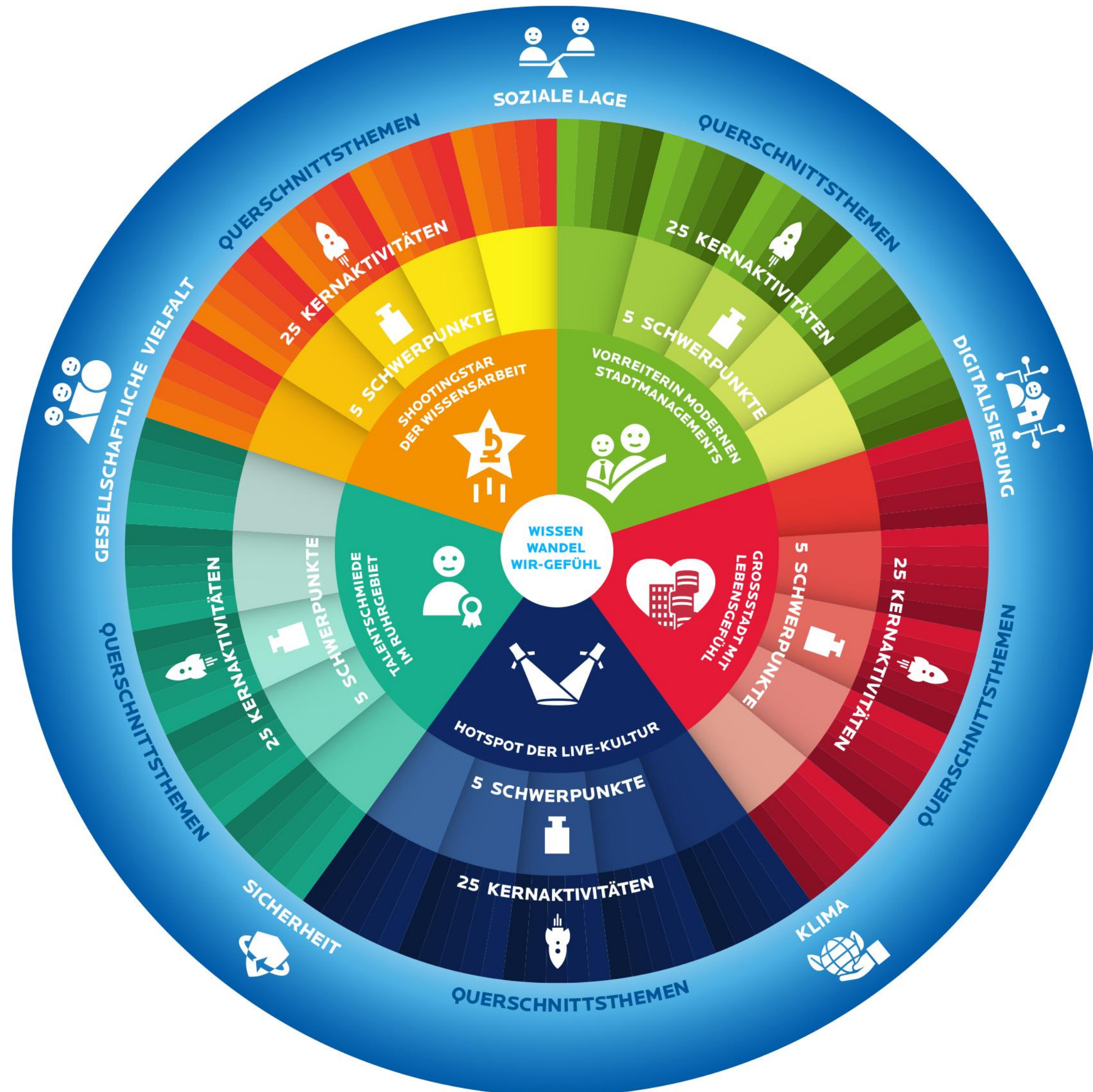


Target System (2/3)

- Competencies (5 x) = Strengths/claims of Bochum
 - Pioneer of modern city management
 - City with an urban spirit
 - Hotspot of live-culture
 - Talent factory within the Ruhr region
 - Shooting star of knowledge work
- Main foci (5 for each competency) concretize competencies and are action-leading
- Core activities (5 for each main focus) = *the* projects of Bochum Strategy

Core Projects

- Projects with a special **symbolism** and a certain **effect**
- **125** core projects (5 x 5 x 5) **2030**
 - **75** core projects fixed so far:
 - **23** implemented
 - **50** in ongoing business
 - **2** cancelled or integrated
- Up to now **3 batches** with 25 projects each
 - Recent definition: **2021-2023**
- Decided by the **city council**
- Project management by the **City of Bochum** or its **subsidiary companies**
- Partly **external project partners**



Target System (3/3)

- Cross-cutting issues (5 x) = Ecological, social and economic requirements with relevance for Bochum Strategy and the further development of Bochum
 - Diversity
 - Social situation
 - Security
 - Climate
 - Digitalization

Milestones

- 07/2016 Start of work
- 02/2017 Stakeholder workshop
& 1st Citizens' Conference
- 05/2017 Council decision on Bochum Strategy
& "first 25 core projects" (cp)
- 03/2018 Market of Ideas
& 2nd Citizens' Conference
- 09/2018 Council decision on further 25 cp
- 2019/20 Toolboxes & Strategy Wiki
- 2021-23 Council decision on further 25 cp
- 06/2024 23 cp implemented until now
- 2023/24 Review: decision on "Strategy 2.0"

Core Projects (est. 2023)

Core Project	Competency
Moderne Arbeitswelten@Stadt Bochum <i>Modern working environments@City of Bochum</i>	Pioneer of modern city management
mission solar – Unsere Gebäude haben mehr drauf! <i>mission solar – our buildings can achieve more!</i>	Pioneer of modern city management
Smart City Bochum: Consul – Bochumer Beteiligungsplattform <i>Smart City Bochum: Consul – local platform for participation</i>	Pioneer of modern city management
Bochumer Wärmewende <i>Energy transition in heating (local campaign)</i>	City with an urban spirit
Verwenden statt verschwenden – Nachhaltige Lebensmittelnutzung <i>Using instead of wasting – sustainable food use</i>	City with an urban spirit
Bermuda3Eck 4.0 <i>Bermuda3Eck 4.0</i>	City with an urban spirit
Erinnern statt vergessen – Erinnerungskultur und Stadtgeschichte <i>Remembering instead of forgetting – culture of remembrance and city history</i>	Hotspot of live-culture
Die digitale Musikschule im Haus der Musik <i>The digital music school in the House of Music</i>	Hotspot of live-culture
Gute Erziehung – Nachwuchskräfte gewinnen, Profis halten <i>Good education – attracting young talents, keeping professionals</i>	Talent factory within the Ruhr region
Vital. Digital. Bochumer Senior*innenportal <i>Vital. Digital. Local portal for senior citizens</i>	Talent factory within the Ruhr region
Inkubator Grüne Chemie <i>Incubator Green Chemistry</i>	Shooting star of knowledge work
Willkommen, um zu bleiben – Neue Einwohner*innen für Bochum <i>Welcome to stay – new citizens for Bochum</i>	Shooting star of knowledge work

The Bochum Strategie

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