



## What city do we want to live in?

The Stiftung is supporting “city makers” and their ideas for **livable cities**.

**B**erlin is attracting more and more people. The capital of Germany has been growing by the population of a small city every year since 2010. And there is no end in sight. According to forecasts, the city’s population will continue to expand until 2030. And it isn’t just people from the surrounding area who are moving to Berlin in search of work and better prospects. They are coming from all over Germany, from all over the world. People from more than 180 nations live in Berlin. They belong to 250 faiths and religions. To function as a habitat for so many people, cities like Berlin will have to offer more than just jobs, housing, and infrastructure in the future.



The “city makers” saw how citizens are taking a more active role in shaping their environment.

Photos: J. Siefke, T. Bohm

“We believe that we have to put people firmly at the center of urban planning, and that this is only possible through the participation of citizens,” says Uta-Micaela Dürig, Chief Executive Officer of the Robert Bosch Stiftung. Berlin is only one example. More than half of the world’s population currently lives in cities, and the United Nations assumes that this share will rise to two-thirds by the year 2050. For this reason, the Stiftung will focus in the coming years on the design of “sustainable living environments.”

### Anyone can be a “city maker”

At the Stiftung’s offices in Berlin, Dürig welcomed a hundred or so “Stadtmacher” – “city makers” – from China and Germany to an inaugural conference. The participants included architects, urban planners, scientists, and representatives from German and Chinese cities and associations, as well as historians, artists, and students. “City makers,” according to their unanimous understanding, are basically any citizens who actively pursue their right to a livable city.

“In China, many things are completed quickly and efficiently, but the quality isn’t always as good as it is in Germany. We both can learn from each other,” says Xu Zhijun from the Chinese Society for Urban Studies. His interest lies primarily in planning environmentally friendly cities. In Berlin, Xu was able to see first-hand how people are increasingly shaping their own living environment in projects such as the Tempelhofer Feld on the site of the former inner-city airport, a fish farm in the center of the city, and urban gardening at the Prinzessinnengärten

in Kreuzberg. Other participants at the “city maker” conference visited housing projects and discussed the future of housing in both countries. Wolfgang Schmidt, State Councillor for International Affairs in the city of Hamburg, presented the example of housing refugees as an opportunity for the direct participation of citizens. Around the topics of urban culture and identity and the more than a hundred existing German-Chinese town-twinning programs, the “city makers” also developed many ideas that they can now implement with the support of the Stiftung.

In parallel with the “city maker” conference, the Stiftung invited scientists from a variety of disciplines to a 24-hour workshop at the Spree Speicher in Berlin. In interdisciplinary teams, the scientists developed and then voted on new research approaches for urban development. The most votes went to a project on the socioeconomic sustainability of cities that raised the question of how to develop a community-supported economy that promotes solidarity and public welfare. The scientists are also interested in small-scale mixed structures in cities to improve the quality of life. And with the “Sense the City” project, they want to explore the sensual and emotional perception of the city – for example, in terms of smell.

With its “Spielraum” and “Stadtmacher” initiatives, the Robert Bosch Stiftung is taking a new approach to sustainable improvement in the quality of urban life. *kv*



Find out more about the foundation’s activities in the area of “sustainable living environments”: [www.bosch-stiftung.de/lebensraeume](http://www.bosch-stiftung.de/lebensraeume)

## You are the Stiftung!

Moving forward together: Change begins with Robert Bosch and **the involvement of associates**

**T**he Robert Bosch Stiftung has set the bar high in seeking to tackle the main challenges of our time and actively shape the future through ideas and initiatives. To meet these goals effectively, the Stiftung regularly needs to review its progress and further develop its strategy. How do you manage to ensure that resolutions do not just remain on paper, and that all associates support the process of change?

Ever since an internal campaign was launched, Robert Bosch has appeared as colorful pop art at the Stiftung’s locations in Stuttgart and Berlin: as life-size cut-outs, on computer screens, or as posters

on the wall, together with the official motto: “You are the Stiftung!” This reminds associates that each individual is important and can make his or her own contribution to the continuing process of change.

The occasion for the campaign is the new orientation of the Stiftung. The realignment includes rolling out a new impact model and human resources concept, as well as measures to reduce red tape and foster a modern working environment. As Robert Bosch once said, “You should constantly work to improve conditions as they currently stand. You should never be satisfied with past achievements and instead always strive to improve your



Popular for selfies: Robert Bosch reminds us that every individual can contribute to change. *Photo: RBSG*

situation.” Thus the Stiftung is seeking to break free of routine patterns and discover those things that can be done differently and better.

The contributions from associates and projects initiated by them can be viewed on the Intranet as well as on a central

change wall, where colleagues are able to share ideas and draw inspiration from each other. The many contributions about change, both large and small, are bringing to life a strategy, helping to implement action, and creating a new culture of cooperation in the Stiftung. *sf*