Unternehmen Hamburg (Hamburg Incorporated)

With 1.7 million inhabitants, Hamburg is the second largest city of Germany. Immigrants and other persons with non-German citizenship make up about 15% of the local population. With vast areas build up during the 1860ies (Wilhelminian style) and cultural as well as recreational offers such as museums, bars, public parks and lake sides, the inner districts of Hamburg represent a kind of "classical" metropolitan flair. Simultaneously, other areas are in a process of degradation. This is especially true for the modernist housing complexes of the 1970ties and some areas at the city's margins.

The port of Hamburg represents the most important infrastructural hub for the northern part of the country. Located 100 km upstream from the North Sea at the river Elbe, it is the largest German sea port. Here, container handling reaches the second range in Europe. The port and its related industries have been formative to the city's wealth, growth, economic and cultural structure since more than five centuries. As a result, a well earning and local bourgeoisie of merchants and traders came up, being complemented and contrasted by a poor and partly well earning and liberal bourgeoisie of merchants and traders. This is especially true for the modernist housing complexes of the 1970ties and some areas at the city's margins.

The economic importance of the harbour has shaped a specific landscape. Today, the port covers more than 7000 hectares. At HafenCity, a former part of the harbour is converted into an inner-city district, marking one of the biggest redevelopment projects in Europe. Hereby, the creation of a new urban identity for Hamburg is intended. While referring to its tradition as a harbour city, it also longs to represent a visionary modern metropolis with high living standards attracting the headquarters and talent of the world as well as tourists. To help flourish the idea of HafenCity, the municipality sold huge amounts of public land and invested in a new cruise terminal, cultural events and the construction of the Elbphilharmonie.

Hamburg tries to face the decline of the harbour with the aviation industry: With 12,000 employees, Airbus is the second largest employer after the municipality. In publishing and press, Hamburg is competing with Berlin. Once called the "city of media", Hamburg now aims to convert itself into a "creative city". City tourism is another important industry; the harbour and musicals are the main attractions for foreign visitors.

The local housing markets are very tense. The average citizen spends one third of household income on accommodation. At present, Hamburg faces a shortage of 63,000 dwellings after continually disregarding socially acceptable housing policies. Even by the public housing company, social housing units are being sold or rents deregulated. While the population of Hamburg is growing, the number of rent-regulated housing units decreased from 211,000 to 156,000 since 1995.

Urban conflicts are well known in Hamburg. In the 1980ies, squatting and riots against the official development plans dominated the public agenda. In 2003, huge protests spread in reaction to the clearance of an alternative trailer park (Barmbek) located near the fingertips. Currently, harsh disputes are taking place, reflecting the contrast between urban renewal, marketing and development strategies and deficient social (housing) policies. From 2009 on, this gave rise to a huge and powerful local "Right to the City" movement in Hamburg.
**Synthesis across all four projects and outlook**

Already in 1983, the former mayor of Hamburg, Klaus von Dohnanyi, postulated the idea of “Stadtmitte Hamburg”, as a new city center for the city. The idea was that Hamburg should become a “Silicon Valley” for the digital industry. The concept was based on the idea of creating a new city center that would attract young professionals and companies from the tech industry.

**Description / Reason for this choice / Background / context**

In June 2008, several investors launched an open call for investors in order to develop new areas of the city. Investing companies and developers were invited to submit proposals for the new city center. The project was named “HafenCity”, and it is located on the site of a former industrial area that was abandoned long ago.

**HafenCity** is the name for the renovation of a discontinued industrial harbor district and the development of an urban quarter in Hamburg. This area had been designated as a priority development zone by the government in the 1980s, but it was never realized due to economic and political reasons.

In 2001, the City of Hamburg announced a new plan for the development of the site. The plan included the construction of new buildings, public spaces, and infrastructure, as well as the creation of a new cultural and leisure district.

**Description / Reason for this choice / Background / context**

The HafenCity project was launched in 2001 as a flagship project for the rejuvenation of the city. The project aimed to create a new urban center that would attract new residents, businesses, and tourists.

**Dimension**

- **Area**: 110 hectares
- **Population**: Estimated to reach 200,000 by 2030
- **Investment**: €5 billion

**Impact**

- **Economic**: Increased economic activity and job creation
- **Cultural**: Enhancement of cultural and leisure offerings
- **Environmental**: Improved urban infrastructure

**Description / Reason for this choice / Background / context**

In recent years, Hamburg has seen a significant increase in the number of start-ups and tech companies. The city has become a hub for the tech industry, attracting investors and entrepreneurs from around the world.

**Description / Reason for this choice / Background / context**

The HafenCity project is an example of how cities can use public-private partnerships to drive economic development. The project demonstrates the importance of collaboration between government, business, and civil society to achieve shared goals.

**Description / Reason for this choice / Background / context**

In conclusion, the HafenCity project is an important step in the transformation of Hamburg into a modern and sustainable city. The project is expected to bring significant benefits to the city, including increased economic activity, improved urban infrastructure, and enhanced cultural and leisure offerings.

**Conclusion**

The HafenCity project is an example of how cities can use public-private partnerships to drive economic development. The project demonstrates the importance of collaboration between government, business, and civil society to achieve shared goals.

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**Synthesis across all four projects and outlook**

Hamburg’s real estate and urban development policies – especially the municipality’s plans for the new city center, which is called “HafenCity” – led to severe social polarities across the city and within neighborhoods. Hamburg, but the housing situation is still worsening due to outbreaks in social housing and waves of gentrification in central neighborhoods. Cutting with little knowledge, the financial crisis is hitting Hamburg right now. And yes, the moment, Hamburg is facing 45 000 million budget gap thanks to the costly bailout of Hamburg’s federal state bank HSBC, but also due to the post-crisis flagship projects of the recent years. The necessity for cuts in public expenditure in central neighborhoods is not new, while social polarities are ever growing – present a valuable tool for social and political claims of the Right to the City movement. In a quite exceptional manner, the Right to the City alliance became a very effective platform for cataloging, cross-linking, and generating new forms of protest and initiatives within the city. But with just another initial, what would protest for the idle, it’s not the same as a whole front is processing the right to the city alliance became a relevant place playing in the city’s official public.”